

Media Release

Sentosa launches new scheme to drive innovation among local enterprises

Innovators to benefit from using Sentosa as a 'sandbox' to test viability of novel concepts

Singapore – 16 April 2019 – Sentosa Development Corporation (SDC) has launched the Sentosa x Enterprise scheme, as part of its continued commitment to enhance the island's diverse array of unique leisure offerings. Aimed at driving innovation among local enterprises, the scheme will create opportunities to test bed unique ideas, concepts, and technologies, while leveraging the holiday island's geographical attributes and environment.

Sentosa x Enterprise will offer a win-win partnership model, where businesses benefit from a risk-sharing arrangement while working on projects that could boost Sentosa's vibrancy and attractiveness. Successful applications will enjoy the co-sharing or waiver of venue rental, as well as support in terms of infrastructure and other facilitation resources, as they test out their novel concepts. In turn, the businesses' innovation efforts are expected to drive visitorship to Sentosa, enhance guest satisfaction, and support SDC's environmental sustainability goals.

The focus areas for evaluation include:

- **Connectivity** – Enhancing navigation around Sentosa
 - *Examples include: Ways to make intra-island commute more fun or convenient*
- **Experience** – Novel offerings to attract visitors
 - *Examples include: Events/amenities that accentuate the Sentosa's unique setting and natural environment, including offerings that help strengthen the island's position as a night destination*
- **Sustainability** – Waste and resource management, and initiatives to maintain Sentosa's biodiversity
 - *Examples include: Energy, waste and water management solutions, or app technology to gather data on biodiversity*
- **Digital** – Technologies that enhance integrated and seamless guest experiences and enhance productivity
 - *Examples include: Services that can be integrated into "mySentosa" app to facilitate guest needs, automation of island operations/assets;*

Commenting on the scheme, Chin Sak Hin, Assistant Chief Executive, SDC said: “SDC is constantly on the lookout for novel and game-changing ideas that will help us further enhance Sentosa as a world-class destination that appeals to locals and tourists. A unique and leading holiday destination for more than 19 million visitors annually, Sentosa is an ideal testbed for innovators and companies to test the viability of business concepts and prototypes against the backdrop of the island’s diverse offerings and geographical attributes. The private sector has been an important partner in the success of Sentosa and Singapore’s tourism industry, and we look forward to continue this partnership with aspiring innovators and businesses as we take Sentosa to its next stage of growth.”

The first call for applications for the Sentosa x Enterprise scheme opens today, and interested parties have until 30 June 2019 to submit proposals via www.sentosa.gov.sg/enterprise. Proposals will be assessed on how innovative or novel the concepts are, their ability to achieve SDC’s goals to promote the island as a world-class leisure destination, enhance guest satisfaction, as well as to benefit Singapore’s tourism industry. Successful applicants will be notified by 31 August 2019.

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About Sentosa

Sentosa is Asia’s leading leisure destination and Singapore’s premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, and operation of the various leisure offerings and management of the residential precinct on the island.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences – making Sentosa a vibrant island resort for business and leisure. Making Sentosa its home, too, is Singapore’s first integrated resort, Resorts World Sentosa, which operates South East Asia’s first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive oceanfront and residential enclave bustling with some 2,000 homes, romantic quayside restaurants, retail and specialty shops. The Island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The New Tanjong. Sentosa Golf Club hosts the SMBC Singapore Open and the HSBC Women’s World Championship, featuring some of the world’s best golf professionals.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore’s goal to be a global destination to work, live and play. For more information, please visit: www.sentosa.com.sg.

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