

Singapore Collectibles Programme
Factsheet

<p>Objectives</p>	<p>The Singapore Collectibles Programme is a joint initiative by the Singapore Tourism Board (STB), Enterprise Singapore (EnterpriseSG) and DesignSingapore Council (Dsg).</p> <p>The programme aims to catalyse the development of premium souvenirs with distinctive Singapore character, driving tourist spend and expanding business opportunities for local brands.</p> <p>The Singapore Collectibles Programme will provide support for businesses looking to create new retail products with tourism appeal or enhance packaging for existing merchandise to elevate its value proposition.</p>
<p>Eligible Applicants</p>	<ol style="list-style-type: none"> 1. Business entities registered and operating in Singapore, with at least one physical retail distribution channel. 2. Company has at least 30% local equity held directly or indirectly by Singaporean(s) and/or Singapore PR(s), determined by the ultimate individual ownership. 3. Company must be financially ready to start and complete the project. Commonly used financial indicators, such as the current ratio and net equity position, will be used for assessment.
<p>Eligible Projects</p>	<p>Projects should entail development and/or enhancement of retail products that meet the following criteria:</p> <ol style="list-style-type: none"> 1. Tourism appeal – Products must be of sufficient quality and attractiveness to appeal to tourists. e.g. can be presented as souvenir gifts. 2. Physical retail availability – Products must be available for retail in at least one physical location, to ensure they can be purchased by tourists. 3. Market differentiation – Products, whether new or enhanced, should demonstrate clear differentiation from existing market offerings. <p>Products and/or brands should also feature distinctive Singapore narrative (e.g. celebrates Singapore’s culture and heritage, has strong association with Singapore etc).</p> <p>Key product categories that will be prioritised for the Programme include packaged food, wellness products, and souvenirs and gifts (including small/portable homeware, etc). Projects are expected to improve business’ revenue.</p>

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	<p>Projects must not have commenced at the point of application. Projects are considered to have commenced if any of the following took place before application date:</p> <ol style="list-style-type: none"> 1. Applicants have started work (e.g. redesign of souvenir) 2. Applicant has made payment(s) to any supplier, vendor, or third party 3. Applicant has signed a contractual agreement with any supplier, vendor, or third party, including consultants.
<p>Project Support</p>	<p>Agencies can facilitate introductions to design consultancies for businesses that require professional design services, if required.</p> <p>Eligible Costs Grantee will receive funding support for qualifying third-party project-related costs</p> <p><u>Design phase</u></p> <ol style="list-style-type: none"> 1. Third party consultancy fees e.g. design consultancies for new or enhancement of retail product, creative design and creation of marketing collaterals to kick-off product launch. 2. Development of prototype, including equipment, software and material costs*. <p><u>Market Validation</u></p> <ol style="list-style-type: none"> 1. Assessment of market viability 2. Demonstration of market validation 3. Development of commercialisation plan <p><u>Market Launch</u></p> <ol style="list-style-type: none"> 1. Production costs for first run of ready-to-market products, including software, equipment, materials and consumables* 2. Marketing costs, including collateral production costs of qualifying media. <p><i>* Only applicable if software and equipment are demonstrably different from those funded in prototyping/production stage, to prevent double incentivisation. Agencies reserve the right to take punitive action, including clawback of funds, should applicants be found to have made duplicate claims.</i></p> <p>Qualifying costs must be incurred by (i.e. receipt of goods and services), invoiced to and paid for by the grantee within qualifying period to qualify for disbursement.</p>
<p>Project Evaluation</p>	<p>Companies are requested to share their project concepts with agencies to ensure that proposals' objectives are aligned with the Programme.</p>

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	<p>Companies will need to complete the project template in Annex below and submit to the Singapore Collectibles team for evaluation. The Singapore Collectibles team will advise on project eligibility before proceeding with the next stage of the application process.</p> <p>Projects will be evaluated based on:</p> <ol style="list-style-type: none"> 1. Tourism impact – Products must appeal to Singapore’s key visitor source markets¹ and have potential to drive visitor spending. 2. Product strength – Products must demonstrate strong value proposition, including but not limited to good design, premium packaging, high quality production, distinctive features, and commercial viability. 3. Potential to generate interest on social platforms – Products should have potential to generate social interest and encourage consumers to engage with and share about the brand’s product. 4. Financial readiness – Companies must be financially ready to start and complete the project.
<p>Disbursement of Grant</p>	<p>Grants will be disbursed on a reimbursement basis, subject to achievement of the agreed project deliverables and milestones, and actual qualifying costs incurred.</p>
<p>Application Process</p>	<p>Step 1: Project concept submission Interested companies are requested to complete the project template and submit to the Singapore Collectibles team at (SG_Collectibles@stb.gov.sg).</p> <p>Please also indicate if design facilitation is required, and if not, companies’ own plans or concepts to enhance appeal.</p> <p>Step 2: Formal application Companies with compelling concepts will be contacted and invited to submit a formal application via the Business Grant Portals (BGP).</p> <p>Processing timeline</p> <ul style="list-style-type: none"> • Project concept evaluation: Up to 30 days from submission • Formal application processing: Up to 60 days after BGP submission <p>Delays in providing requested information to support the proposal evaluation and grant processing may result in delays in processing time.</p>

¹ Top visitor source markets include: Mainland China, Indonesia, Malaysia, Australia, India, Philippines, USA, Japan, UK, South Korea.

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	<p>Formal applications must be submitted by 31 December 2026.</p> <p>Applicants are encouraged to reach out at least 30 days before this deadline, to ensure that project concept evaluation can be processed in time for formal application submission.</p>
Concept Evaluation	<p>This factsheet outlines indicative support available to companies.</p> <p>Proposals will be assessed on their ability to enhance retail products that drive tourism spend and expand business revenue.</p> <p>Agencies may in their sole discretion determine, revise or otherwise modify the final grant amount, level of support and any other support parameters upon evaluation of the application. Agencies may reject any application should the project fail to meet all grant requirements or grant objectives. The aforementioned reasons for rejection are not exhaustive.</p> <p>Successful applicants will be issued a letter of offer, subject to terms and conditions determined by agencies in their discretion.</p>

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Annex – Project concept proposal template

Company Overview	
Company Name	
Company UEN	
Years of incorporation	
Company progression (e.g. key milestones or achievements)	
Key Business Activities (e.g. key products or services offered)	
Key customer segments or demographics	
Key customer markets	
Business Presence	
Local retail locations	
Overseas retail locations	
E-commerce <i>Please also include details about what market(s) the e-commerce platform targets.</i>	
Project Details	
Objectives <i>(E.g. increase revenue, tap onto new markets or customer segments, etc)</i>	
Project Concept	
Proposed product(s) to be developed or enhanced	
Unique selling point of the product(s) <i>Please also share how product(s) will appeal to tourists</i>	
Nature of Products <i>(e.g. packaged food, health/wellness products, souvenirs & gifts*)</i>	

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<i>* includes items such as small, portable homeware, décor etc.</i>		
Scope of work by third party consultants and/or vendors		
Deliverables <i>(e.g. design of packaging and/or product, production of prototype, etc)</i>		
Project Milestones <i>Including start date of project, completion of each applicable phase, launch of product(s), launch of marketing plans and activities</i>		
Project Costs <i>Please provide projected expenditure items for each phase of the project</i>		
Project Benefits		
Quantitative benefits	Current sales revenue	Projected improvement in sales revenue <small>(in absolute number or percentage)</small>
Qualitative benefits <i>(e.g. economic benefits to Singapore's tourism industry via increased tourist spending, increase destination mindshare when tourists gift souvenirs to others, etc)</i>		
Supporting Documents		
<ol style="list-style-type: none"> 1. Latest ACRA search or instant information (dated no earlier than 6 months from date of project application). If there are corporate shareholders, please provide the information for the parent companies. 2. Audited financial statements or certified management accounts for the last Financial Year (FY). 3. Consolidated financial statements for the last FY of your ultimate parent company, if any. 		