



Fact Sheet

Partnership between SBS Transit and Enterprise Singapore to launch a Mobility Innovation Centre

Aim:

To drive more innovative collaborations within the Singapore mobility ecosystem, SBS Transit (SBST), in partnership with Enterprise Singapore (EnterpriseSG), will establish the new SBS Transit Mobility Innovation Centre, also known as MINNOVA.

Areas of focus:

- Set to be launched in the second half of 2024, MINNOVA will serve as a hub for learning, networking and collaboration amongst government agencies, industry experts, academia, SMEs, start-ups, and other key stakeholders. More importantly, MINNOVA will drive the co-creation of innovative mobility solutions that will address challenges faced by the transport sector in Singapore and abroad.
- To support MINNOVA and its objectives of fostering a closely knitted Singapore mobility ecosystem, SBS Transit and EnterpriseSG will collaborate on the following areas:
 - Curation of a pipeline of innovative small and medium enterprises (SMEs) and startups in Singapore that SBST can work with to develop and deploy mobility-related solutions in the areas of sustainability, automation, safety and security to meet SBST's business needs.
 - Access to Open Innovation Challenges to co-create and/or testbed innovative solutions that would address needs of the local transportation industry.
 - Co-organise design thinking workshops that are targeted at young talents from Institutes of Higher Learning to catalyse more innovative ideas that could enable smarter, greener, and more accessible mobility in Singapore.

Signatories:

Mr Jeffrey Sim, Group Chief Executive, SBS Transit Ltd

Mr Jesse Satria Oeni, Director, Transport & Logistics Division, Enterprise Singapore

Quote by SBS Transit:

Mr Jeffrey Sim, Group Chief Executive Officer of SBS Transit said: "We are pleased to join hands with Enterprise Singapore to co-create innovation solutions to redefine the way that we travel through the establishment of the SBS Transit Mobility Innovation Centre (MINNOVA). As the most established public transport operator in Singapore, we are well placed through this partnership to push boundaries, co-create innovative mobility solutions and set new benchmarks in the industry that will benefit fellow operators and the passengers whom we serve. We are excited by the possibilities and on our own, are committing \$5 million over the next two years towards it. I am confident that through this collaboration, we will be able to build a future where accessibility, sustainability, and technology converge, to create a public transportation network that better serves the needs of our community."

Quote by Enterprise Singapore:

Mr. Jesse Satria Oeni, Director, Transport & Logistics, EnterpriseSG, said: "We congratulate SBS Transit on its 50th anniversary. SBS Transit's continual push for innovation is commendable. This latest effort to set up the MINNOVA with EnterpriseSG is an example of its significant contribution to the development of the local mobility ecosystem. We encourage Singapore SMEs and startups to tap on this new innovation centre and work with SBS Transit to access innovation resources and co-creation opportunities with commercial players locally and beyond."