

「 2026 ICT Growth Singapore Programme 」
Request for Proposal

2026. 5. 8.

In-Charge	KICC Singapore	Ashley Lee (Manager)	☎ +65-6221-8355
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NIPA Corporate Complaint Protection & Service Charter

All executives and employees of the National IT Industry Promotion Agency (NIPA) pledge to provide high-quality complaint handling and services to corporate customers and to realize “trust-based complaint administration through communication between NIPA and enterprises” by committing to the following:

We will continuously review and improve unreasonable regulations, systems, and practices that cause inconvenience to enterprises, striving to create a business-friendly environment.

We will not impose any disadvantages or discrimination on corporate customers who submit opinions regarding regulatory improvements or difficulties.

In cases where a corporate customer suffers disadvantages or discrimination, we will promptly investigate and take appropriate corrective measures and make every effort to prevent recurrence.

We will actively reflect corporate customers’ opinions throughout the entire process of establishing and implementing regulations, systems, and policies, and will provide the best possible services to earn their trust.

I. Project Overview

1. Project Title :

2026 ICT Growth Singapore Programme

2. Project Budget :

SGD 310,000 (approximately KRW 367,200,000, inclusive of VAT)

The maximum estimated budget for the programme is SGD 310,000 (Subject to adjustment based on exchange rate fluctuations). The budget should cover all expenses related to the operation of the 2026 ICT Growth Singapore Programme, including but not limited to - - - -

- o Operations of online and offline mentoring and business matching
- o Venue rental fees (minimally 1 event such as demoday, including 1 in Singapore)
- o Promotion and operation costs (Manpower and emcee, lights, banners...)
- o Logistics support of delegations from 8 companies (flight, lodging, transport...)
- o Other operational costs

This comprehensive budget allocation ensures that all aspects of the event, from exhibition logistics to delegate support, are adequately funded to deliver a successful programme. Alternative arrangements due to unforeseen business circumstances may be planned and proposed within the relevant budget and may be implemented, subject to KICC approval.

3. Project Period :

Five (5) months from the date of the Contract

4. Background and Rationale

- o To establish a practical market entry foundation through the introduction of a market immersion programme, including local market analysis, identification of key partners, support for collaboration frameworks, and market-oriented product development
- o To ensure systematic support through collaboration with local expert partners, including mentoring, buyer engagement, and reseller identification

5. Purpose

- o To support ICT high-potential startups in building a foundation for global unicorn growth by leveraging Singapore as a regional hub and facilitating expansion into key Southeast Asian markets such as Indonesia, Malaysia, and Thailand
- o To enhance the local business capabilities of Korean companies by connecting them with startups and ICT ecosystems across major Southeast Asian markets

6. Main Scope of Work : See Section II for details

o Pre-programme Preparation and Strategy Review

- Conduct pre-onboarding, company diagnostics, market research, and workshops to establish market entry strategies
- Review go-to-market (GTM) strategies through Southeast Asia market research and target country/segment analysis, and provide localisation consulting including export-oriented workshops and mentoring
- Support tangible business outcomes through offline programmes, demodays, marketing activities, and partner matching

o Overall planning and management of the offline programme

- Identify and engage local partners and facilitate PoC (Proof of Concept) / pilot projects
- Provide information and guidance on investment, incorporation, and marketing for market entry
- Support post-programme investment and partnership meetings
- Plan and operate domestic orientation sessions and at least one (1) demoday
- Provide full programme-related itinerary support for eight (8) participating companies

**At least one (1) PoC project must be carried out*

7. Timeline

o May/June 2026 : Call for Bidding and Evaluation

o June/July 2026 : Negotiations with successful bidder and contract signing

II. Scope of Work

1. Proposal Recommendations

o Project Overview

To identify ICT companies with high global growth potential and provide comprehensive support—including overseas market entry and investment linkage—to foster their development into future unicorn enterprises

o Background and Rationale

To establish a practical foundation for market entry through a market immersion programme, including local market analysis, identification of key partners, support for collaboration frameworks, and market-oriented product development

To ensure systematic support through collaboration with local expert partners, including mentoring, buyer engagement, and reseller identification

o Project Objective

To support the global expansion of promising Korean ICT companies into Singapore and Southeast Asia, thereby laying the foundation for their growth into global unicorn enterprises

o Scope of Work

(1) Pre-Planning and Company Diagnostics

Conduct preliminary assessment and diagnostics for participating companies

* Submitted proposal must include analysis of participating companies, a recommended mentor pool, and a shortlist of potential local partners for matching. (Participating company list will be provided.)

Organise pre-programme online meetings (at least one per company)

* Including analysis of products/services and business strategies, investment readiness, partnerships, and marketing materials

Conduct market research on key Southeast Asian target markets and provide feedback

Identify and shortlist local mentors and potential partners

Assign at least one dedicated full-time personnel (e.g., Project Manager, Partner) exclusively to the programme

Develop a detailed implementation plan covering all activities in Korea, Singapore, and other target countries (100% allocation)

Plan and operate export-oriented workshops on market trends, market entry strategies, and global business operations

* All expert workshops and training materials must be recorded and provided to KICC, including consent for public and external access

(2) Local Partner Sourcing and Matching Support

Identify and secure local partners across key categories in target Southeast Asian markets

Develop collaboration models (e.g., service delivery, sales, investment) tailored to each participating company

Facilitate networking and matching with local companies, institutions, multinational corporations, and SI/service providers across Southeast Asia

(3) Localisation Consulting Programme (4 weeks / Online)

Analyse existing domestic business models

Identify export-ready products/solutions and assess competitiveness

Conduct market testing in key Southeast Asian countries and provide feedback

Analyse and define target market segments

Review company-specific Go-To-Market (GTM) strategies (pricing, product, channels, local business models, etc.)

Provide 1:1 mentoring by local experts (minimum of two (2) sessions per company, totalling at least two hours)

(4) Local Business Execution Programme (2 weeks / Offline)

Conduct in-market programmes across target countries (1 week in Singapore and 1 week in either Malaysia, Indonesia, or Thailand)

Facilitate real business activities led by mentors and local business managers (partners, channels, potential clients, etc.)

Support relationship management with key local clients and partners

Organise business meetings and follow-up activities

Provide local marketing support through enabling participating companies to pitch or present in local events such as exhibitions, workshops, IR events, and demoday

Plan, promote, and execute at least one (1) event (e.g.: demoday, inclusive of venue, manpower, and operational costs)

* At least one (1) event (e.g.: demoday) has to be in Singapore

* Participant lists, photos, and promotional materials must be documented and shared

Example of Offline Program Itinerary											
	7/9	8/9	9/9	10/9	11/9	12/9 13/9	14/9	15/9	16/9	17/9	18/9
	Thailand/ Indonesia		Singapore						Malaysia		
AM	Rehearsal	Partner/Mentor Meetings	Fly to SG	Mentor Meetings	Partner Meetings	Weekend	Partner Meetings	Investor Meetings	Rehearsal	Partner Meetings	
PM	IR Event		Demoday Rehearsal	Demoday	External event pitching			Fly to Malaysia	Pitching Event		

* Three (3) countries in total, including Singapore and two additional countries to be selected from Thailand, Indonesia, and Malaysia based on demand assessment.

(5) Market Entry Information Provision

Provide guidance on local entity establishment procedures and operational frameworks

Deliver training on IR pitching strategies and investment attraction

Share information on government support schemes and case studies of successful market entry

Support localisation of marketing materials and branding content (websites, brochures, IR decks, etc.)

Provide digital marketing strategies tailored to local channels (e.g., LinkedIn, Google, local platforms)

(6) Local PoC and Pilot Projects

Support at least **one (1) PoC project** with local partners

Facilitate pilot project opportunities through connections with partners and clients

(7) Logistics Support

Provide support for participation in offline programmes (including accommodation and airfare)

* Minimum of two (2) participants per company supported

Clearly notify participating companies of any self-funded expenses (e.g., meals, local transportation)

(8) Post-Programme Follow-up

Establish a framework for continued local business support

Support local incorporation and business operations planning

Facilitate follow-up investment, partnerships, and market entry opportunities

(9) Interim and Final Reporting

Conduct weekly or phase-based online progress reporting

Define and track key performance indicators (KPIs)

* Examples: number of partners identified, number of meetings conducted, number of contracts/PoCs secured

Prepare and share meeting minutes for all 1:1 meetings and mentoring sessions online

2. RFP Requirements

☐ Organization and Personnel Deployment Plan

The Bidder shall present an organizational structure, operational plan, and support framework for technical assistance in relation to this Project.

In order to ensure smooth project execution, management, and reporting lines, the Bidder shall designate a Project Manager (PM) and responsible persons for each sub-task.

The Bidder shall propose an appropriate level of personnel participation to ensure the efficient implementation of the Project.

As a general principle, the Project Manager (PM) shall directly participate in this Project.

The Bidder shall perform the Project using the personnel specified in the proposal.

If the progress or performance capability of any assigned personnel is deemed to be significantly insufficient compared to the pre-agreed schedule, the Contracting Authority may request replacement of such personnel, and the Contractor shall replace the relevant personnel in consultation with the Contracting Authority.

☐ Conditions for Project Execution

Prior to the kick-off meeting, the Bidder shall fully understand the scope and content of the Project and, in consultation with the Contracting Authority, prepare and submit a detailed Project Execution Plan, including specific schedules and assigned personnel.

The Contractor shall establish a reporting system to regularly report on the progress of commercialization strategy development for each task during the course of project execution.

An interim and final report shall be mandatorily submitted; however, the format, timing, and method of reporting shall be determined through consultation with the Contracting Authority.

☐ Security Measures

All information collected or generated as a result of performing this Project shall be treated as confidential, and any disclosure of such information shall require prior consultation with the Contracting Authority.

In the event of social issues, disputes, or complaints arising from the external leakage of project-related materials or failure to comply with security requirements, such matters shall be handled in accordance with applicable laws and regulations.

3. Deliverables Submission and Reporting Requirements

☐ Submission, Review, and Approval of Deliverables

The Contractor shall submit a Project Execution Plan for the performance of this Project and may commence the Project only after such plan has been reviewed and approved by the Contracting Authority.

Upon submission of the Project Execution Plan, a detailed schedule based on work processes and deliverables shall be submitted concurrently for review and approval.

All deliverables shall be prepared and submitted within the designated submission deadlines and shall be subject to review and approval by the Contracting Authority.

All deliverables* produced through the execution of this Project shall be submitted to the Contracting Authority, and the Contractor shall actively cooperate in providing necessary materials and support.

* Deliverables include, but are not limited to: the Project Execution Plan, progress, interim, and final reports, meeting minutes, survey and analysis data, and other outputs related to the formulation and execution of commercialization strategies.

☐ Deliverables

Deliverable		Submission Period	Form
Report	Progress Report	As and when needed	Soft copy
	Interim Report	As and when needed	Soft copy
	Final Report	Before end of contract	Soft copy
Proposal	Project Execution Plan	Within 10 days of contract signing	Soft copy

* The Final Report shall include a summary report, a results report, materials and photographs, press articles, and other related documentation.

☐ Regular Reporting

Regular reports are required to keep track of project deliverables and ongoing items.

Reports	Item	Submission Period	Form
Initial	- Submission of the project implementation plan - Consultation and alignment on implementation methodologies and approaches	At the start of the project	Soft copy
Ad-hoc	- Reporting on key issues and decision-making matters	As and when needed	Soft copy
Interim	- Progress report against the implementation plan Reporting on changes to plans and schedules Reporting on key activities and phase-wise outcomes	At the period of interim reporting	Soft copy
Final	- Submission of the final project implementation results and outcomes	At the period of final reporting	Soft copy

☐ Submission of project-related files

All materials generated as a result of the execution of this Project, including the Final Results Report and all related documents (such as various reports), shall be submitted to the Contracting Authority.

In the event that the Project is performed under a joint contract (joint performance arrangement), all reports shall be prepared, submitted, and reported in an integrated and consolidated format.

Any matters that may have a material impact on the Project, as well as any instances where actual performance is significantly below the planned targets, shall be reported to the Contracting Authority without delay.

4. Special Considerations

The Contracting Authority may request additional materials for the purpose of verifying the contents of the proposal, and the Bidder shall comply with such requests.

All responsibilities and costs arising from intellectual property rights, including copyrights, usage rights, patents, and all produced materials (such as images and photographs) generated in the course of performing this service, shall be borne by the Contractor.

If any modification, supplementation, or amendment to the proposal contents is required, such changes shall be determined through mutual consultation between the Contracting Authority and the Bidder.

The intellectual property rights to the outputs produced as a result of this Project shall be jointly owned by the Contracting Authority and the Contractor. However, considering the specific nature of the contract deliverables (e.g., security requirements or trade secrets), the ownership of intellectual property rights may be determined differently from joint ownership through mutual agreement between the contracting parties.

In the event of any interpretation issues arising from the proposal, relevant regulations shall apply, including Singaporean laws, Korean National Contract Act, and the Ministry of Economy and Finance's Contract Guidelines (such as the Standards for Government Bidding and Contract Execution, General Conditions for Service Contracts, General Conditions for Goods Purchase/Manufacturing Contracts, and General Conditions for Construction Contracts).

III. Proposal Evaluation Criteria and Preparation Guidelines

□ Evaluation Method

Total Score (100%) = Technical Evaluation (90%) + Price Evaluation (10%)

□ Technical Evaluation Criteria (90 points)

Evaluation Category	Sub-Criteria	Evaluation Standards (Description)	Points
Programme Planning and Structure (20 points)	Understanding of the Project	<ul style="list-style-type: none"> o Level of understanding of project objectives and scope o Alignment with the Request for Proposal (RFP) requirements 	10
	Relevant Expertise	<ul style="list-style-type: none"> o Expertise and strengths in supporting Korean companies' entry into target Southeast Asian markets o Possession of relevant technical knowledge and experience for project implementation o Suitability of proposed partner organisations for company matching o Strength and relevance of networks (e.g., investors, partners, public institutions) o Appropriateness of experts proposed for 1:1 mentoring 	10
Programme Implementation Strategy (30 points)	Execution Strategy	<ul style="list-style-type: none"> o Excellence of project objectives and implementation strategy o Effectiveness and feasibility of the proposed execution approach 	10
	Adequacy of Proposal	<ul style="list-style-type: none"> o Appropriateness and feasibility of the proposal o Suitability of plans for orientation sessions and demodays o Appropriateness of offline event venues (e.g., Korea, Singapore) o Relevance of proposed events such as demodays, IR events, and other participation opportunities 	10
	Innovativeness of Proposal	<ul style="list-style-type: none"> o Creativity, originality, and innovativeness of the programme schedule o Overall feasibility and appropriateness of the proposal 	10
Programme Execution (25 points)	Implementation Plan	<ul style="list-style-type: none"> o Level of detail and concreteness in execution methods o Validity of proposed detailed activities and task breakdown o Adequacy of project management approach 	10
	Participating Personnel	<ul style="list-style-type: none"> o Expertise and qualifications of assigned personnel (PM) 	10
	Implementation Organisation	<ul style="list-style-type: none"> o Appropriateness of organisational structure and staffing composition 	5
Project Management (10 points)	Quality Management	<ul style="list-style-type: none"> o Clarity and quality of deliverables in accordance with the schedule o Measures to ensure objectivity and quality assurance, including feasibility 	5
	Reporting	<ul style="list-style-type: none"> o Adequacy of progress monitoring, risk management, and reporting framework 	5
Safety, Disaster Management and Contingency Planning (5 points)	Establishment of Emergency Measures such as Safety and Disaster Management	<ul style="list-style-type: none"> o Specific response plans for emergencies and disaster situations o Realistic preparation of safety management manuals and the appropriateness of plans for educating relevant personnel o On-site operability of disaster response team plans for emergency situations o Presentation of realistic and concrete contingency measures in case of medical emergencies 	5
Total			90

※ In case of a tie, priority will be determined in the following order:

1. Programme Implementation Strategy 2. Programme Execution 3. Programme Planning and Structure 4. Project management 5. Safety, Disaster Management and Contingency Planning

☐ Technical Evaluation Methodology

To ensure a fair evaluation process, an evaluation committee comprising external experts will be established.

Proposals will be assessed based on the technical evaluation criteria and allocated scoring standards. The evaluation methodology shall follow the guidelines of the contracting authority (Guidelines for Contractor Selection Evaluation).

The evaluation schedule will be individually notified by the evaluation officer after the bid submission deadline (document-based or virtual evaluation).

The formula for bid price scoring shall follow the “Criteria for Contract Award through Negotiation” (applicable as of the bid announcement date).

☐ Proposal Validity

All contents of the proposal, including mutually agreed revisions, shall have the same legal effect as the contract unless otherwise specified in the contract.

In the event of any dispute regarding interpretation of the proposal, the relevant laws and regulations of Singapore, the Korean National Contract Act and related enforcement regulations, as well as the Ministry of Economy and Finance’s contract guidelines (including but not limited to Government Bid and Contract Execution Standards, General Conditions for Service Contracts, General Conditions for Goods Procurement/Manufacturing Contracts, and General Conditions for Construction Contracts), shall apply.

☐ Proposal Preparation Guidelines (Recommended)

The proposal shall use clear and unambiguous terminology. Expressions such as “available,” “possible,” or “under consideration” may be regarded as non-compliant during evaluation. Quantifiable items should be presented in measurable terms wherever possible.

All information obtained in the course of performing duties related to this project shall be treated as confidential.

Each page of the proposal shall be serially numbered at the bottom centre for ease of reference, with numbering assigned by section/chapter.

The proposal must be prepared in English.

Supporting documents that objectively substantiate the contents of the proposal shall be submitted as appendices to the proposal.

☐ Required Submissions

- One set of project proposal, Bid Participation Application form and Bid Form
- One set of joint contract agreement (if needed)
- One set of other supporting documents (e.g., ACRA Bizfile, Company details etc.)

IV. Bidding Information

□ Method of Bidding: Competitive Bidding

□ Bidding Eligibility

Entities duly registered with the Accounting and Corporate Regulatory Authority (ACRA) of Singapore are eligible to participate in the bidding process.

□ Method of Award: Contract through Negotiation

Technical negotiations will be conducted based on the proposed project details, implementation methods, and schedules submitted by the negotiation candidates. Portions of the proposal may be modified or supplemented as necessary.

Negotiations will be conducted according to negotiation ranking. The negotiation period shall be within 15 days from the date the negotiation commencement is notified. Once negotiations with the top-ranked candidate are successfully concluded, negotiations with lower-ranked candidates will not be conducted.

If negotiations with the top-ranked candidate fail, negotiations will be conducted sequentially with the next-ranked candidates according to the same procedure. If negotiations with all candidates fail, re-advertisement of the bid may occur.

□ Other Precautions

The successful bidder must submit a detailed project execution plan (including detailed action plans, schedules, and organizational charts) to the project management team upon request.

Subcontracting is not allowed without prior approval from NIPA. After submission of the bid, the composition of the joint venture cannot be newly formed or changed from the original members.

□ Guidance and Inquiries

Project-related inquiries: Ashley Lee, Manager, KICC Singapore
(Tel: +65-6221-8355 / Email: ashleylee@nipa.kr)
Jenna Yun, Manager, KICC Singapore
(Tel: +65-6221-8733 / Email: jenna@nipa.kr)

* Regarding project details, proposal preparation methods, evaluation criteria, and program schedule

V. Appendix

[Appendix 1] **To be included in the proposal**

General Information and Company History

Company Name		CEO	
Field of Business			
Address			
Telephone Number			
Establishment Date	Year Month		
Duration of work in the relevant field	Year Month ~ Year Month (___years and ___months)		
Key Milestones			

※ In case of joint contract, please submit per company

Project Manager CV

Name/Age		Company/Position	
Duration of work in the relevant field	Year Month ~ Year Month (___years and __months)		
Role in the current Project			
Duration of involvement in the current Project	Year Month		
Participation rate	_____ %		
Qualifications			

Evaluation Criteria Reference Table

Evaluation Category	Description	Points	Page number
Understanding of the Project	<ul style="list-style-type: none"> o Level of understanding of project objectives and scope o Alignment with the Request for Proposal (RFP) requirements 	10	p.##~##
Relevant Expertise	<ul style="list-style-type: none"> o Expertise and strengths in supporting Korean companies' entry into target Southeast Asian markets o Possession of relevant technical knowledge and experience for project implementation o Suitability of proposed partner organisations for company matching o Strength and relevance of networks (e.g., investors, partners, public institutions) o Appropriateness of experts proposed for 1:1 mentoring 	10	p.##~##
Execution Strategy	<ul style="list-style-type: none"> o Excellence of project objectives and implementation strategy o Effectiveness and feasibility of the proposed execution approach 	10	p.##~##
Adequacy of Proposal	<ul style="list-style-type: none"> o Appropriateness and feasibility of the proposal o Suitability of plans for orientation sessions and demodays o Appropriateness of offline event venues (e.g., Korea, Singapore) o Relevance of proposed events such as demodays, IR events, and other participation opportunities 	10	p.##~##
Innovativeness of Proposal	<ul style="list-style-type: none"> o Creativity, originality, and innovativeness of the programme schedule o Overall feasibility and appropriateness of the proposal 	10	p.##~##
Implementation Plan	<ul style="list-style-type: none"> o Level of detail and concreteness in execution methods o Validity of proposed detailed activities and task breakdown o Adequacy of project management approach 	10	p.##~##
Participating Personnel	<ul style="list-style-type: none"> o Expertise and qualifications of assigned personnel (PM) 	10	p.##~##
Implementation Organisation	<ul style="list-style-type: none"> o Appropriateness of organisational structure and staffing composition 	5	p.##~##
Quality Management	<ul style="list-style-type: none"> o Clarity and quality of deliverables in accordance with the schedule o Measures to ensure objectivity and quality assurance, including feasibility 	5	p.##~##
Reporting	<ul style="list-style-type: none"> o Adequacy of progress monitoring, risk management, and reporting framework 	5	p.##~##
Establishment of Emergency Measures such as Safety and Disaster Management	<ul style="list-style-type: none"> o Specific response plans for emergencies and disaster situations o Realistic preparation of safety management manuals and the appropriateness of plans for educating relevant personnel o On-site operability of disaster response team plans for emergency situations o Presentation of realistic and concrete contingency measures in case of medical emergencies 	5	p.##~##
		90	