

Embargoed until specific announcements are made during MCI POHs' speeches at COS 2024

Annex D

IMDA launches Generative AI x Digital Leaders initiative to provide businesses access to GenAI expertise and resources.

Generative AI (GenAI) is a technology with potential to disrupt industries and transform enterprises, enabling them to achieve better operational efficiency, derive new revenue streams, as well as innovate new products and business models. Although more digitally mature enterprises are willing and able, and have in-house tech capabilities, they are hesitant to deploy GenAI as the tech is nascent and rapidly developing and requires them to have the knowledge and know-how to better understand its possibilities and challenges.

The Generative AI x Digital Leaders initiative aims to help such digitally mature enterprises to raise their understanding of GenAI and provide them with access to GenAI expertise and resources to develop and implement GenAI solutions with tech partners. Enterprises will go through a tech discovery process that would help them identify and develop use cases and scope impactful projects. As enterprises proceed towards implementation with the support of tech partners, they will get advisory and guidance on the technology and best practices on AI governance. Grant support will be available for eligible enterprises, to help defray some of the risk as early adopters. This builds confidence and the enterprises' ability to execute GenAI solutions and accelerate the deployment of GenAI technologies.

This initiative is aligned with the goals of NAIS 2.0 in helping to uplift the AI capabilities of enterprises in Singapore, enabling them to reap the benefits of AI and contribute to the Singapore's technological advancement.

For more details on the initiative, please refer to this [link](#). *[note: link goes live on 1 Mar 2024]*

