

Infosheet and Submission Guidelines

1. What is the SG Heritage Business Scheme?

The National Heritage Board is introducing a SG Heritage Business Scheme to celebrate and support exemplar local heritage businesses that:

- Preserve and promote our rich heritage;
- Have strong community ties;
- Are committed to sustaining their businesses.

If your business has been a part of Singapore's story for 30 years or more, this scheme is for you.

2. What is a heritage business?

Heritage businesses are the backbone of **Singapore's cultural landscape** and provide time-honoured trades, goods, or services. They are community anchors that shape the character and identity of its neighbourhood.

These businesses have weathered decades of change, adapting while staying true to their roots. They're more than just shops; **they're living history, offering a glimpse into our unique identities and culture.**

3. Why apply?

When a business is recognised as an SG Heritage Business, it receives several benefits:

- Brand visibility and awareness:** Promotion by government agencies and partners through various marketing and programming channels.
- Markers of heritage status:** A storefront plaque, and supporting materials, including digital logos, for use on social media and websites.
- Business support:** Support for business improvement and transformation efforts, tailored to the business size and needs. Businesses may also be offered support to undertake development or transformation efforts, tailored to the business's size and needs.

4. Who is the Scheme for?

To qualify, the business must:

- a. Be registered and operating in Singapore;
- b. Have at least 30 years in operation as of 1 January 2025, with no continuous break in operations exceeding 2 years;

- c. Have at least 30% local equity held directly or indirectly by Singaporean(s) and/or Singapore PRs, determined by the ultimate individual ownership;
- d. Be located in the Central Area, namely Chinatown (Kreta Ayer, Bukit Pasoh, Neil Road), Kampong Gelam, Little India, Downtown and Orchard area¹

We're looking for businesses that:

- a. Have remained in the same community or neighbourhood for the past 30 years;
- b. Offer traditional trades, goods and/or services (Please refer to Annex B for a list of examples);
- c. Demonstrate strong community ties or impact, such as:
 - a. Providing a good or service that caters to a community; or
 - b. Hosting or participating in community events; or
 - c. Providing support to individuals or organisations in the community.
- d. Are committed to maintaining its heritage.

Please note that fulfilling the criteria does not guarantee a successful nomination. Additionally, the examples provided are not exhaustive. We strongly encourage businesses to provide their own interpretation of how they fulfil the above criteria. Eligible nominations will be evaluated by a panel of representatives appointed by NHB.

5. How To Apply

Nominate your own business, or a business that you admire. **Members of the public nominating a business should seek a business's consent before submitting a nomination.**

To apply:

- Please complete the [online nomination form](#);
- Prepare the necessary supporting documents for submission. Further details on the supporting documents and accepted formats can be found in the following section.

The nomination form supports the following languages: English, Malay, Mandarin, and Tamil. Please refer to the following QR codes and links for further details on the scheme and the online nomination form. For further enquiries, please write in to the SG Heritage Business Scheme Secretariat at sg_heritage_business@nhb.gov.sg.

¹This refers to the Central Area as set out by the Urban Redevelopment Authority (URA), and encompasses our major cultural, lifestyle and business precincts. Please refer to NHB's website for more information.

Online Nomination Form



<https://go.gov.sg/sqhbs25>

<https://go.gov.sg/sqhbs25>

6. Nomination Period and Notification of Outcome

The nomination period runs from 20 March to 18 May 2025. Nominations submitted after the deadline of 18th May 2025, 2359hrs will not be considered.

The nomination results will be announced by July 2025 via email. Please note that all results of the scheme are final.

7. Application Checklist and Submission Guidelines

All supporting documents should be uploaded using through our online [nomination form](#). We will not accept supporting documents submitted after completing the form.

Please ensure you have the following documents prepared using the checklist below.

Documents		Submission Guidelines
<input type="checkbox"/>	Application Form	Please ensure that all compulsory fields are filled in
<input type="checkbox"/>	Proof of business age	Business age can be proven using:

		<ol style="list-style-type: none"> 1. ACRA Bizfile or rental agreements, real estate purchase documents, whichever is earlier; 2. Other supporting documents, reviewed on a case-by-case basis. <p>Applicants providing other supporting documents must ensure that the information in those documents are <u>verifiable</u>. We regret to inform you that unverified documents will not be used in consideration.</p>
<input type="checkbox"/>	<p>Documents in support of the business's relevance and commitment to heritage</p>	<p>Submission Format</p> <p>If submitting multiple documents, please compile all materials for each corresponding section into one compressed .zip folder, or into one PDF document. Please note that applicants are also responsible for ensuring that all shared documents are accessible. Due to file size limitations, each uploaded document should not exceed 3MB.</p> <p>Examples of accepted supporting document formats include, but are not limited to:</p> <ul style="list-style-type: none"> • Images <ol style="list-style-type: none"> a. To prevent compatibility issues, please submit images in the following formats: .jpeg, .jpg or .png • Videos <ol style="list-style-type: none"> a. Due to file size limitations, please submit relevant extracts or compress the files. b. For video files that are available for online viewing (e.g. on social media), please indicate the URLs via your supporting document. c. If you need assistance with submitting your video files, please contact the Secretariat at sg_heritage_business@nhb.gov.sg • Community references which may include: <ol style="list-style-type: none"> a. Verifiable customer testimonials (letters/video statements) b. Press releases, mass media coverage (e.g. articles or social media posts that showcases business's involvement with the community)
<input type="checkbox"/>	<p>Evidence of the business's community ties</p>	
<input type="checkbox"/>	<p>Documents that demonstrate the business's history of, or intention to, innovate and improve on its business sustainability</p>	

		<ul style="list-style-type: none"> c. Letters of support from community leaders or organisations (e.g. Leaders of trade associations, Non-governmental organisations) d. Personal paraphernalia (e.g. Collection of photographs with customers) • Media features, such as: <ul style="list-style-type: none"> a. News and/or magazine articles b. Interviews c. Social media features, etc.
<input type="checkbox"/>	(If applicable) Evidence of grants or funding received from NHB or other public agencies	<p>Accepted formats may include, but are not limited to:</p> <ul style="list-style-type: none"> • Signed letter(s) of offer; • Signed Memorandum of Understanding; • Verifiable images/video materials; • Any other forms of documentation that can be used to verify
<input type="checkbox"/>	(If applicable) Evidence of involvement in NHB-run or affiliated programmes	

ANNEX B**Map of Eligible Areas**

1. Please note that only businesses located within the [Central Area](#) namely Chinatown (Kreta Ayer, Bukit Pasoh, Neil Road), Kampong Gelam, Little India, the Civic District, Bras Basah, Bugis Precinct, Downtown and Orchard area² will be eligible to apply for the SG Heritage Business Scheme in 2025. You may use either of the following ways to determine if your business is eligible:
 - a. Refer to the map images and the list of roads demarcating the Central Area boundary below;
 - b. Refer to Google Maps and [key in 'Central Area'](#) to display the boundaries. The website should display the boundaries as seen in Figure 1 below;

2. In case of doubt, please write in to the SG Heritage Business Scheme Secretariat at sg_heritage_business@nhb.gov.sg with the following details:
 - a. Name and address of business;
 - b. Nature of business and offerings;
 - c. Key offerings (product, service or trade).

² This refers to the Central Area as set out by the Urban Redevelopment Authority (URA), and encompasses our major cultural, lifestyle and business precincts. Please refer to NHB's website for more information.

Figure 1: Central Area Boundaries



Legend

1	Keppel Viaduct	10	Balmoral Road
2	Cantonment Road	11	Bukit Timah Road
3	Outram Road	12	Tekka Lane
4	Kim Seng Road	13	Rangoon Road
5	Zion Road	14	Serangoon Road
6	Grange Road	15	Syed Alwi Road
7	Tanglin Road	16	Jalan Sultan
8	Orange Grove Road	17	Beach Road
9	Anderson Road	18	Ophir Road

Figure 2: Close-up diagram of Central Area Boundaries 1

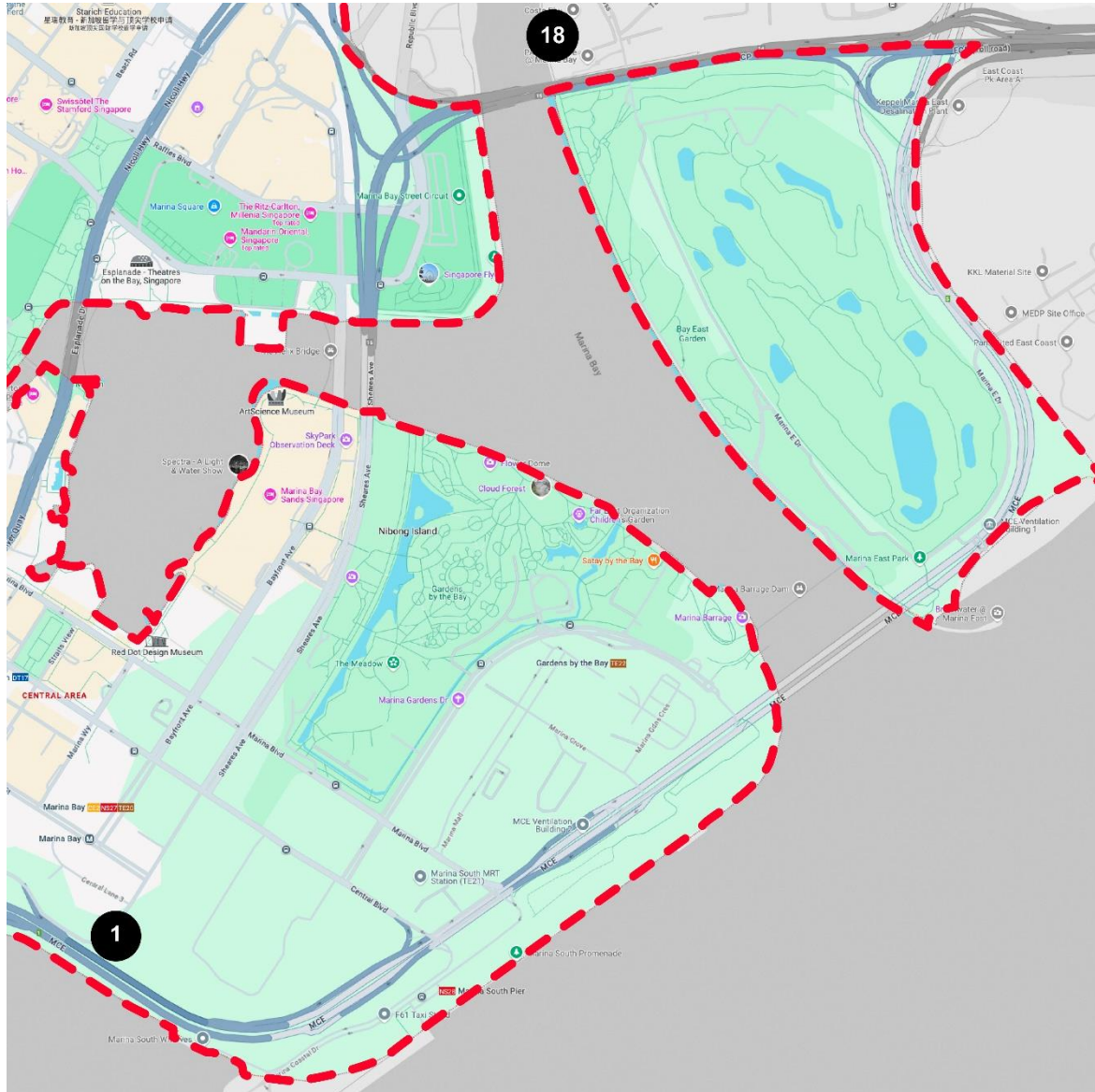


Figure 3: Close-up diagram of Central Area Boundaries 2

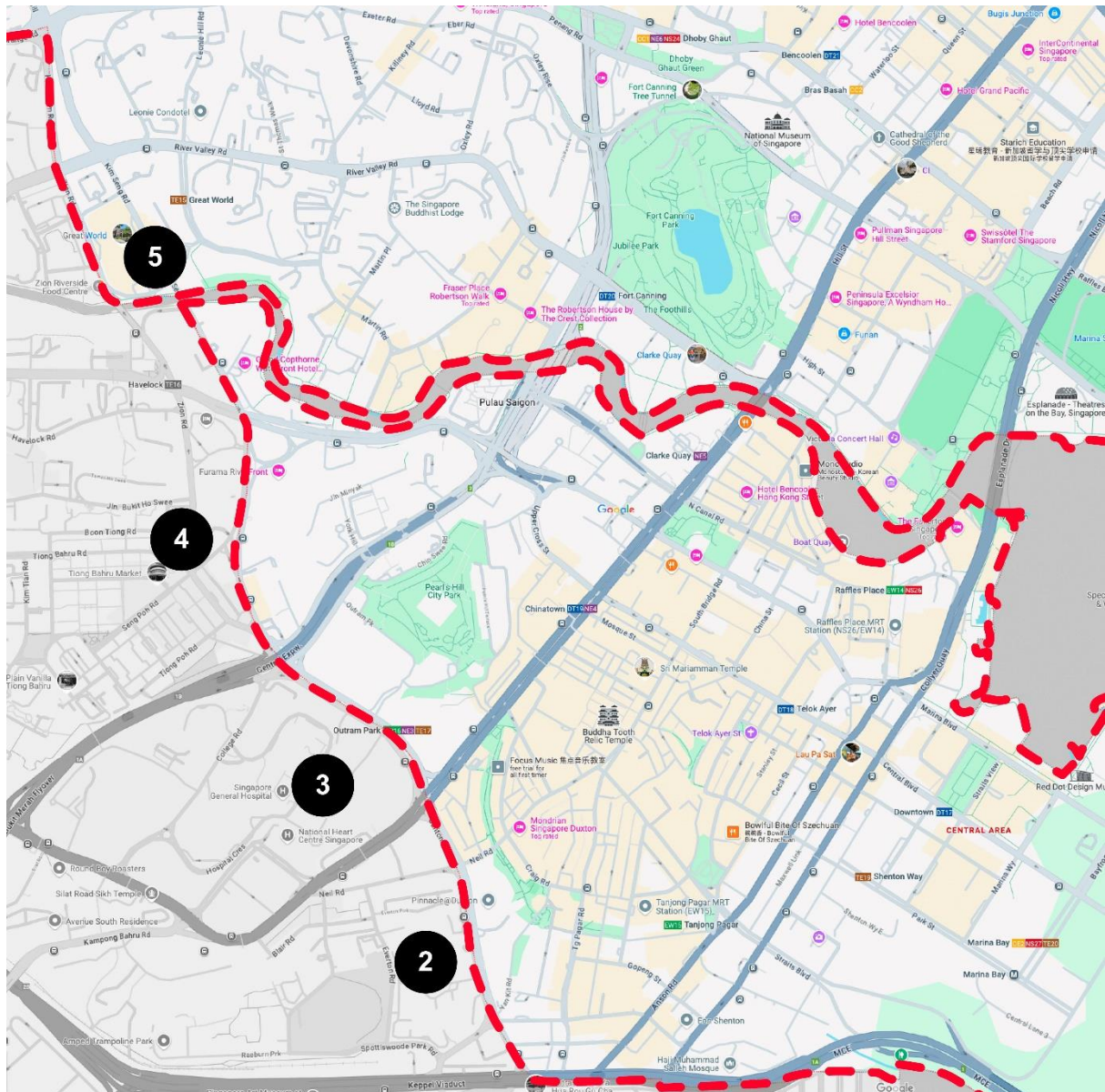


Figure 4: Close-up diagram of Central Area Boundaries 3

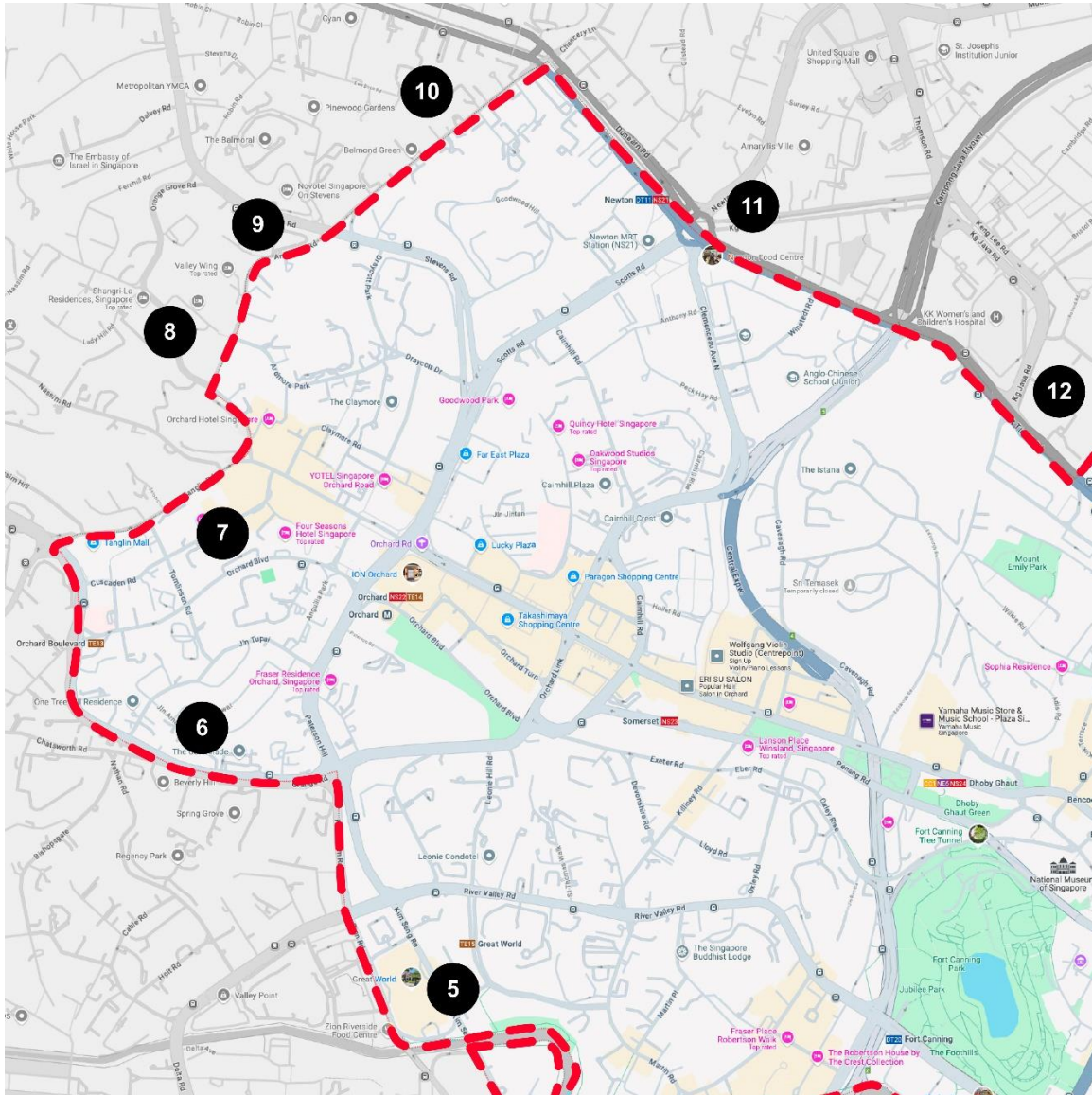
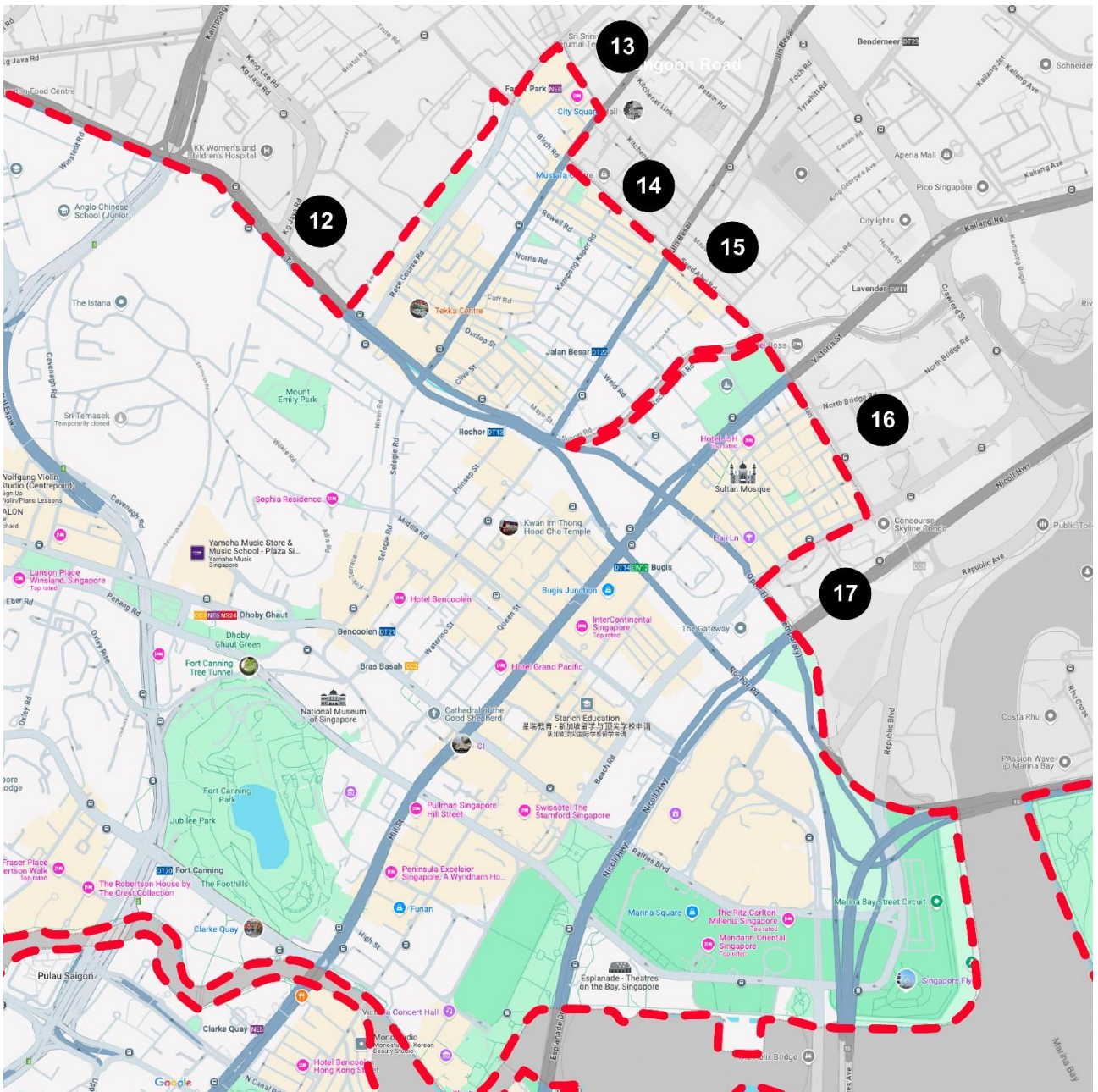


Figure 5: Close-up diagram of Central Area Boundaries 4



ANNEX C
Examples of Traditional Trades, Goods and Services

1. Traditional trades, goods and services may refer to a diverse range of **locally-rooted** practices, products or knowledge that embody Singapore's cultural heritage and identity. These may include, but are not limited to, the following examples:

S/N	Category	Detailed Examples
1	Craftsmanship and Artisanal Practices	<ul style="list-style-type: none"> Artistic and craft-based practices that are deeply rooted in local heritage, showcasing skills and artistry passed down through generations. Handcrafted goods and artisanal products that reflect traditional techniques, materials, and designs, such as textiles, woodwork, and metalwork.
2	Culinary and Food Traditions	<ul style="list-style-type: none"> Culinary establishments and food businesses that specialize in traditional recipes, cooking methods, and local ingredients, preserving authentic flavours and culinary heritage. Food and beverage offerings that are emblematic of Singapore's diverse cultural influences and culinary traditions, including traditional snacks, desserts, and beverages.
3	Cultural Services and Know-how	<ul style="list-style-type: none"> Services that provide cultural knowledge, expertise, or experiences rooted in local traditions, such as healing practices, cultural performances, wedding services, etc. Businesses that serve as custodians of cultural know-how, offering services that contribute to the transmission, preservation and celebration of our cultural heritage (e.g. rituals, ceremonies, community events).
4	Traditional Trades	<ul style="list-style-type: none"> Businesses that have demonstrably been inherited, developed and sustained within a local context for a significant amount of time (e.g. cobblery; bookstores)

2. Where businesses provide a range of services including traditional and non-traditional offerings, businesses must demonstrate that the traditional trades, goods or services is a permanent offering (i.e. not seasonal) and forms a significant and majority component of their business.

3. Businesses that are not predominantly involved in the transmission or preservation of traditional trades, goods and services, or offer non-culturally specific offerings, may not qualify for the scheme. These may include, but are not limited to the following examples:

- a. **Non-local chain restaurants:** International restaurant franchises that do not specialise in traditional or local culinary traditions and do not directly contribute to Singapore's heritage;
 - b. **Retail outlets providing generic goods:** Large-scale retail outlets and department stores that primarily offer generic goods and products that are sourced overseas;
 - c. **Technology-based services:** Businesses that primarily focus on generic technology-based services such as digital marketing agencies, software development firms, e-commerce platforms;
 - d. **Multinational entities:** Professional services that are non-culturally specific or do not actively provide cultural know-how as part of their professional services, such as international law firms, financial consulting agencies, insurance companies and others.
4. In case of doubt, please write in to the SG Heritage Business Scheme Secretariat at sg_heritage_business@nhb.gov.sg with the following details:
- d. Name of business;
 - e. Nature of business and offerings;
 - f. Key offerings (product, service or trade).
5. Before writing to the above e-mail, **please verify that your business meets the other eligibility criteria for the scheme** as listed in the following webpage: <https://go.gov.sg/sqheritagebusiness>.