MCI, DISG, SNG, EnterpriseSG, and Google Cloud Unveil New Initiatives to Advance Singapore's National AI Strategy, Showcase Impactful Gen AI Solutions from AI Trailblazers

- *Through the AI Trailblazers initiative, 43 organizations across government and industry successfully utilize Google Cloud's unified AI stack to build their own gen AI solutions*
- *AI Trailblazers 2.0, an expanded initiative that aims to empower up to 150 more organizations to rapidly build their own gen AI solutions, to be launched in the coming weeks*
- *First-of-its-kind gen AI-focused accelerator launched to support the development of high-potential AI startups, with applications now open for this program's first cohort*
- *Updates to Google's existing skilling programs to help increase the local pool of AI practitioners, with a focus on mid-career professionals and students from institutes of higher learning*

Singapore, Jan. 29, 2024 – The [Ministry of Communications and Information (MCI)](#), [Digital Industry Singapore (DISG)](#), [Smart Nation Group (SNG)](#), [Enterprise Singapore (EnterpriseSG)](#), and [Google Cloud](#) today announced various joint initiatives to further accelerate AI adoption across government and industry; cultivate a vibrant ecosystem of AI startups; and build a sustainable pipeline of AI talent, in support of Singapore's [second National AI Strategy (NAIS 2.0)](#).

Minister for Communications and Information and Minister-in-charge of Smart Nation and Cybersecurity Mrs. Josephine Teo was Guest-of-Honor and [delivered a speech](#) at ExploreAI, a summit hosted at the Google Asia Pacific campus to mark the conclusion of the [AI Trailblazers](#) initiative and unveil the next phase of [MCI and Google Cloud's ongoing strategic collaboration](#).

Accelerating AI adoption across government and industry

Since its inception, the AI Trailblazers initiative has addressed **over 100 generative AI (gen AI) use cases from 84 organizations** across government and industry. Today at ExploreAI, MCI, DISG, SNG, and Google Cloud spotlighted 43 organizations—including the People's Association (PA), the Ministry of Trade and Industry (MTI), Nanyang Polytechnic (NYP), GSK, Temus, and TDCX—that have successfully built their own gen AI solutions, with 22 organizations continuing to refine their solutions before graduating from the initiative. The initiative provided participating organizations with access to Singapore's first Gen AI Innovation Sandboxes. Through these Innovation Sandboxes, organizations were able to use Google Cloud's unified AI stack consisting of high-performance [AI-optimized infrastructure](#), its [Vertex AI](#) platform, [foundation models](#), and [low-code developer tools](#), at no cost, to develop their own production-ready gen AI solutions.

One Innovation Sandbox, administered by SNG through the [AI Government Cloud Cluster (AGCC)](#), was dedicated for use by government agencies in Singapore. The other Innovation Sandbox, administered by DISG, was dedicated for use by Singapore-based companies.

After iteration, testing, and technical reviews, participating organizations demonstrated their working solutions to a panel from MCI, DISG, SNG, and Google Cloud, who evaluated and accredited these solutions based on design, usability, reliability, functionality, and propensity for real-world application.

Building on the success of the first iteration of AI Trailblazers, MCI, DISG, SNG, and Google Cloud today announced plans for **AI Trailblazers 2.0**, an expanded initiative that aims to help up to 150 more organizations in Singapore rapidly build gen AI solutions to address their real-world challenges.

This expanded initiative will feature **enhanced Innovation Sandboxes** that provide participating organizations with access to Google Cloud's unified AI stack, as well as support from Google Cloud engineers, at no cost for up to 10 weeks. For AI Trailblazers 2.0, Google Cloud will also allow these organizations to take advantage of [Gemini](#)—Google's latest and most capable model yet—and [Duet AI for Developers](#), an always-on AI collaborator that helps developers build, deploy, and operate applications faster.

More details on AI Trailblazers 2.0 will be announced in the coming weeks. Organizations can now sign up to express early interest in joining this initiative.

Mr. Philbert Gomez, Vice President and Head, DISG, said: "We are glad to learn that the AI Trailblazers initiative has increased the development and adoption of gen AI among companies based in Singapore. Through this program, participants capitalized on the transformative impact of gen AI and developed applications to improve their business. These efforts will contribute to Singapore's ambition of becoming a hub for AI innovation. With the success of the first AI Trailblazers initiative, we look forward to continuing this partnership with Google Cloud and will announce further details on AI Trailblazers 2.0 soon."

Cultivating a vibrant ecosystem of AI startups

Also today, Google Cloud and EnterpriseSG launched **Google for Startups Accelerator: AI First Singapore** to nurture and support globally-oriented innovators that use gen AI as the core technology to build their products. This first-of-its-kind public-private startup program aims to cultivate 100 high-potential AI startups over the next three years and scale the reach of their products into new markets.

Applications are now open for the first cohort of 20 startups to join the inaugural three-month program commencing in April 2024. Selected startups will receive best-in-class technology and resources to fast-track the development and commercialization of proprietary products using gen AI, which include:

- Up to US$350,000 in Google Cloud credits upon graduation from the program.
- Access to Google Cloud's unified AI stack.
- Mentorship and technical project support from Google's product development teams, AI engineers, and startup ecosystem network partners like Alpha JWC Ventures, Co-Creation Lab, Golden Gate Ventures, Manulife, Red Dragon AI, Touchstone Partners, and more.
- The opportunity to showcase their achievements and connect with potential investors and corporate customers at a Demo Day hosted by Google Cloud and EnterpriseSG.

Through the Google for Startups Accelerator: AI First Singapore program, Google Cloud will partner with EnterpriseSG to offer qualified startups funding support under EnterpriseSG's Startup SG Tech scheme. This arrangement will tap Google Cloud's expertise to expediently assess selected high-quality AI startups who will be able to access Startup SG Tech funding[1] for technology development and business growth.

"As the adoption of AI technologies gains momentum, it is important for Singapore to nurture a thriving AI ecosystem with startups that can push the boundaries in this field with new innovations. Our AI ecosystem can also serve to offer their AI expertise to uplift the growth and capabilities of wider industries. Through this partnership with Google Cloud, we aim to give promising startups a boost as they look to pursue AI-related innovation and commercialize their solutions," said **Mr. Soh Leng Wan, Assistant Chief Executive Officer, EnterpriseSG**. "We look forward to deepening our partnership with Google Cloud to support our local players in enhancing their AI capabilities and unlocking new growth opportunities."

Building a sustainable pipeline of AI talent

Finally, to address the growing demand for AI skills, Google also announced that it is extending **an additional 3,000 Google Career Certificate scholarships** to local distribution partners – with a focus on upskilling mid-career professionals, bringing its total commitment to 13,000 scholarships. Designed by Google experts, the nine Google Career Certificates span high-growth fields such as Cybersecurity, Data Analytics, and IT Support. They can be completed within three to six months through flexible, self-paced online training, with no relevant experience required. Graduates from these courses have seen positive impact in their careers, with several learners pivoting into AI-related roles. Google Career Certificates is

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[1] Eligible startups in the Google for Startups Accelerator: AI First Singapore program may apply for EnterpriseSG's Startup SG Tech grant, which supports the development and commercialization of proprietary technology through innovative proof-of-concept (POC) and proof-of-value (POV) projects. Successful applicants will receive up to SG$250,000 and SG$500,000 respectively in additional support to sustain the growth of their startups.

one of the pathways offered through the Skills Ignition SG (SISG) program, which was launched by Google in partnership with Infocomm Media Development Authority (IMDA) in 2020 to help Singaporeans acquire the digital skills they need to unlock new career possibilities.

In addition to Google Career Certificates, Google Cloud offers introductory level microlearning courses in gen AI that are open to all learners, at no cost. These courses aim to help them learn the fundamentals of gen AI, how it differs from other types of AI, and how to apply AI responsibly.

To support the Government's goal of tripling the number of local AI practitioners to 15,000 over the next three to five years, NYP will become the first institute of higher learning in Singapore to incorporate **advanced industry training programs from Google Cloud into its core curriculum** for more than 1,000 full-time diploma students in its School of Information Technology. These training programs include Google Cloud's Cloud Digital Leader certification, Professional Data Engineer certification, courses on training image classification models, and courses on building and deploying AI solutions on Vertex AI.

Since 2023, Google Cloud has also been collaborating with the Institute of Technical Education (ITE), NYP, and Temasek Polytechnic (TP) to complement these schools' curriculum in cloud technology with the Google Cloud Computing Foundations Value-Added Program and introductory level microlearning courses in gen AI.

"The variety of enterprise-grade gen AI solutions that have been successfully built through AI Trailblazers demonstrate this technology's ability to help individuals make sense of vast amounts of information and perform daily tasks in ways never before possible, thereby amplifying human talent and acting as a catalyst for human productivity," said Mr. Mark Micallef, Managing Director, Southeast Asia, Google Cloud. "Our continued collaboration with the Singapore Government on AI Trailblazers 2.0, Google for Startups Accelerator: AI First Singapore, various skilling programs, and the AI Verify Foundation will help organizations access best-in-class resources, tools, and talent to innovate with AI boldly and responsibly. As part of our four-pronged strategic collaboration, these initiatives will help advance the Government's goal of uplifting people and businesses and unlocking the country's next frontier of economic growth."

About the Ministry of Communications and Information
The Ministry of Communications and Information (MCI) oversees the development of the infocomm technology, cyber security, and media sectors; the national library, national archives and public libraries; as well as the Government's information and public communication policies. MCI's mission is to engage hearts and minds to achieve a thriving digital future for all.

About Digital Industry Singapore
Digital Industry Singapore (DISG) is a joint office between the Economic Development Board (EDB), Enterprise Singapore (EnterpriseSG), and Infocomm Media Development Authority (IMDA), with a vision to create a great technology ecosystem in Singapore that people and companies want to connect with. We tap on our parent agencies' complementary resources and networks to promote growth in the sector by working closely with global technology leaders and fast-growing local companies, and shape policies as well as guide investments in areas such as data, talent, trade, and digital infrastructure. Our mission is to make it easy for technology companies and talent to grow and thrive with Singapore, where they have access to strong digital infrastructure and a vibrant ecosystem of local and global enterprises, from which new products, services, business models, and partnerships are created for Asia and beyond.

About Smart Nation Group
The Smart Nation Group (SNG), part of the Prime Minister's Office (PMO) and administered by the Ministry of Communications and Information (MCI), plays a multifaceted role in guiding Singapore's digital transformation and leading the development of Smart Nation strategies. In addition to driving the digitalization of government services, the Group oversees the development and application of digital technologies and capabilities across Singapore. It also promotes digital inclusivity, while regulating data and online activities, and strengthening digital security. Through its comprehensive approach, the group

strives to create a digitally empowered and inclusive society, positioning Singapore as a global leader in the digital era.

For more information, please visit www.smartnation.gov.sg.

About Enterprise Singapore
Enterprise Singapore (EnterpriseSG) is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate, and internationalize. We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards. Visit www.enterprisesg.gov.sg for more information.

About Google Cloud
Google Cloud accelerates every organization's ability to digitally transform its business and industry. We deliver enterprise-grade solutions that leverage Google's cutting-edge technology, and tools that help developers build more sustainably. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.