



DEWAN PERNIAGAAN & PERUSAHAAN  
MELAYU SINGAPURA  
SINGAPORE MALAY CHAMBER OF COMMERCE & INDUSTRY

# ANNUAL REPORT 2022

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# PRESIDENT'S MESSAGE

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**Dear Valued Members of SMCCI,**

It brings me great joy to present our annual report for the year 2022, which highlights our strong commitment to the community and industry. We would like to extend our sincere appreciation to all our members for their unwavering resilience and dedication during the Covid19 pandemic, which has been a difficult time for all of us.

We are proud to have played an active role in shaping the new era of business in Singapore, as we work towards ensuring the growth and success of the businesses we work with. As a Chamber, we have made it our mission to stay on top of the ever-evolving business landscape, providing our members with the necessary resources, support, and opportunities to thrive and succeed.

As we continue to navigate through these unprecedented times, we remain optimistic about the future and the positive impact we can create for our community and its businesses. We firmly believe that by working together, we can overcome any obstacle and achieve great success.

Lastly, we would like to express our heartfelt appreciation to all our members, staff, and volunteers for their dedication and hard work. We are truly grateful for your continued support, which enables us to make a positive difference in the lives of those we serve.

Thank you for your unwavering commitment to the SMCCI. We look forward to collaborating with you all as we continue to make a meaningful impact in our community.

Sincerely

A handwritten signature in dark ink, appearing to read 'Farid Khan', written over a faint, large watermark of the SMCCI logo.

Farid Khan  
President  
SMCCI

# ABOUT SMCCI

The Singapore Malay Chamber of Commerce and Industry (SMCCI) was founded in 1956 as an independent, non-profit organization committed to actively representing the interests of the local Malay/Muslim business community.

In pursuit of our mission to foster a dynamic entrepreneurial environment among local enterprises, SMCCI functions as a platform for creating invaluable opportunities for our members. We achieve this through regular business missions, conferences, networking sessions, and activities designed to connect our members with both local and international markets.

In collaboration with our subsidiary, SME Centre @SMCCI, we champion the enhancement of core competencies, the expansion of knowledge, and the improvement of internal capabilities in order to facilitate growth and success for our members' businesses.



## VISION

To be the premier  
Malay/Muslim Business  
Institution in Singapore



## MISSION

To nurture a vibrant  
entrepreneurial culture  
amongst Malay/Muslim  
Enterprises



## OBJECTIVES

- Safeguard the interests of the Malay/Muslim business community
- Facilitate and negotiate legislative and other measures affecting trade, commerce and industry
- Promote, maintain and protect uniformity in the rules and regulations relating to trade, commerce and industry
- Engage in activities that would benefit the Malay/Muslim business community
- Foster good relations with other Chambers of Commerce and trade bodies

# STRATEGIC THRUSTS

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## STRENGTHENING OUR CORE

SMCCI remains committed to refining and reinforcing its primary responsibility of fostering a dynamic entrepreneurial culture within the Malay-Muslim business community. We will achieve this by continuously enhancing our engagement with members and offering opportunities for collaboration among them. Furthermore, SMCCI will maintain the highest standards of corporate governance in managing the chamber's day-to-day operations.



## UPLIFTING ENTERPRISE CAPABILITIES FOR GROWTH

SMCCI is dedicated to developing and implementing programs that support members in expanding their knowledge in essential business areas. This approach ensures that our members stay competitive in an ever-evolving business environment and possess the up-to-date expertise required to outpace their competitors.



## TRANSFORMING INDUSTRIES FOR COMPETITIVENESS

SMCCI will serve as a catalyst for launching pilot projects designed to promote sustainable change across industries. Our goal is to develop innovative business models that benefit various industry groups. Crucially, we will collaborate closely with our members throughout the transformation process to ensure their needs and insights are effectively incorporated.

# HONORARY ADVISORS

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**Mr Masagos Zulkifli**

Minister for Social and Family Development  
Second Minister for Health  
Minister-in-charge of Muslim Affairs



**Mr Zaqy Mohamad**

Senior Minister of State  
Ministry for Manpower  
Ministry for Defence



# BOARD OF DIRECTORS

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**Farid Khan**

President



**Abu Bakar Mohd Nor**

Deputy President,  
Chairman of SME Centre @ SMCCI



**Fadilah Majid**

Vice President I  
Chairman of Dewi @ SMCCI



**Azhar Othman**

Vice President II



# BOARD OF DIRECTORS

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**Akber Ali**  
Honorary Treasurer



**Fazli Mansor**  
Honorary Secretary



**Amran Robani**  
Assistant  
Honorary Treasurer



**Abdul Kadir**  
Assistant  
Honorary Secretary



**Ali Abbas**  
Board Member



**S Jaafar Ghany**  
Board Member



**Iman Yusoff**  
Board Member



**Kohe Hasan**  
Board Member



**Mohd Nor Ismail**  
Board Member



**Maslina  
Mohamed**  
Board Member  
Co-Chairman  
of Dewi@SMCCI



**Hasan Abdul  
Rahman**  
Board Member  
Chairman of  
Aspire@SMCCI



**Syahiran  
Rohajat**  
Board Member  
Co-Chairman  
of Aspire@SMCCI

# SMCCI SECRETARIATS

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## EXECUTIVE DIRECTOR



**Nadiah Hassan**

## CORPORATE & INTERNATIONAL SERVICES



**Noor Khairi**  
Head



**Azlina Aziz**  
Admin/Finance



**Irni Ibrahim**  
Trade  
Documentation



**Siti Fatimah**  
Admin/Trade  
Documentation

## MARKETING & COMMUNICATIONS



**Nurul Farahin**  
Corporate  
Communications



**Syahmi Mujahid**  
Marketing  
Communications

# SMCCI SECRETARIATS

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## COMMUNITY ENGAGEMENT & MEMBERSHIP



**Shaifulbahri  
Ma'ruf**



**Muhammad  
Ishak**

## CAPABILITY DEVELOPMENT



**Shamsul Ilham**



**Nur Zahidah**

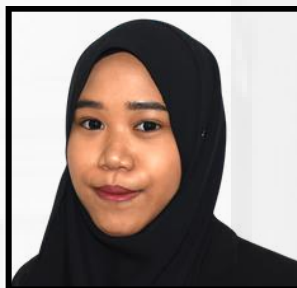


**'Aidil Rausi**

## DIGITAL TRANSFORMATION OFFICE



**Sufyan Md Ali**



**Nur Zhafeerah**

# **SME CENTRE @ SMCCI**

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**Ahmad  
Mohamed**

Centre Director



**Ashura Ishak  
Piperdy**

Deputy Centre Director



**Daniel Ang**

Business Development  
Advisor



**Adil Kassim**

Business Development  
Advisor



# SME CENTRE @ SMCCI



**Dale Gavin  
Aroozoo**

Senior Business  
Advisor & Asst.  
Lead of Training &  
Development



**Nadhirah  
Nor Azhar**

Senior Business  
Advisor &  
Lead Project  
Coordinator



**Nico Putri  
Safari**

Senior Business  
Advisor & Lead  
of Training &  
Development



**Sneha Menon**

Senior Business  
Advisor &  
Lead of ISO  
Compliance



**Zheng Yiting**

Senior Business  
Advisor & Asst.  
Project Coordinator



**Manisah Sapari**

Business Advisor  
& Asst. Lead of  
ISO Compliance



**Shima Bachok**

Business Advisor



**Shirley Kin**

Business Advisor



**Andre Widiyanto  
Darmono**

Business Advisor



**Jackson Neo**

Business Advisor



# **STRENGTHENING OUR CORE**





## YOUTH WING OF SMCCI

The mission of this chapter was to develop and scale youth entrepreneurship capabilities.

In July 2022, SMCCI welcomed 18 students from Bukit Batok Secondary School to our Onan Road office. We regularly hosted educational visits to help students gain a deeper understanding of the role and functions of a trade chamber like SMCCI. During their visit, the students had the opportunity to present their business ideas to our board of directors, Mr. Hasan Abdul Rahman, Mr. Iman Yusoff, and Mr. Syahiran Rohajat.

The students received constructive feedback and suggestions on how to refine their ideas and built confidence in presenting their plans. Aspire's database included **125 youths**, whom we engaged through various programs, conventions, and fireside chats to foster their development and growth.







## WOMEN'S WING OF SMCCI

This chapter aimed to reach out to women and empower them to become self-reliant and financially independent for themselves and their families.

By December 2022, DEWI@SMCCI had a membership of **45 individuals**. The committee members actively engaged with them through networking sessions, marketplaces, events, charity drives, and capability-building programs.

What set this chapter apart was its focus on women-led programs, with most initiatives being organized by women, for women. Many members contributed as trainers or mentors, providing guidance to new members in need of assistance.

DEWI@SMCCI provided a supportive platform for women entrepreneurs, enabling them to receive guidance and encouragement on their entrepreneurial journey. Under the leadership of Chairperson Mdm Fadilah Majid, DEWI@SMCCI experienced substantial growth. Within just one year, their Facebook following **increased from 395 to 584 followers**, reflecting the chapter's positive impact and growing influence.







## TARGETED MEMBERSHIP TIER

Premium Club is a specialized membership tier crafted to offer businesses a range of exclusive benefits and access. These perks include dedicated networking platforms, a personal relationship manager, opportunities for high-level engagement with key stakeholders, complimentary entry to business growth programmes, and additional advantages tailored to support success and growth.







137

Participants

## SIGNATURE NETWORKING SESSION

Dewan Connect was established with the purpose of providing business owners with valuable opportunities to explore new markets and collaborate with other brands. Networking plays a crucial role in generating new leads and fostering meaningful connections within the business community. It not only leads to valuable business partnerships and increased sales but also provides a platform for participants to meet like-minded individuals for mutual support.

Throughout 2022, SMCCI organized **5 successful Dewan Connect sessions**, featuring esteemed business owners and ambassadors from international embassies who shared valuable insights on potential business opportunities for our members. In the fourth session, the Uzbekistan ambassador presented numerous exciting possibilities for expansion.

In the final session of the year, SMCCI collaborated with CGS-CIMB, attracting 32 participants to the event. This collaboration added further value and diversity to the session, enhancing the overall experience for attendees.

**DEWAN CONNECT SERIES**





84

Visits

## MEMBERS' WALK-ABOUT

SMCCI placed tremendous emphasis on fostering and nurturing strong relationships with our esteemed members. In our commitment to understanding their businesses and offering pertinent support, we prioritized regular visits to their offices and establishments. These visits provided us with invaluable firsthand knowledge of their operations, as well as a deeper understanding of their challenges and opportunities. By offering on-site guidance and advice, we strove to assist our members in overcoming any obstacles they encountered along their entrepreneurial journey.





42

Tables

## A NIGHT OF APPRECIATION AND CELEBRATING THE SUCCESS OF THE MALAY/ MUSLIM BUSINESS COMMUNITY

The event aimed to showcase the significant contributions that the community had made to Singapore's economy and to honour the entrepreneurs and business owners who had achieved remarkable success. It was an excellent opportunity for the community to come together, network, and share their experiences and best practices with one another. The event also provided a platform for SMCCI to showcase its commitment to supporting the growth and development of the Malay/Muslim business community.





# SOCIAL MEDIA

In 2022, SMCCI's social media presence expanded significantly, with a growing base of followers. Our various platforms have attracted over **10,000 total followers**, thanks to our daily, engaging posts and updates. Additionally, the Chamber has utilized social media to connect with members and offer them an additional platform to promote their businesses and increase their social media visibility.

The effectiveness of SMCCI's social media presence was particularly evident in 2022, with the easing of Covid restrictions for businesses in Singapore. Our social media channels proved to be a valuable tool for conveying important announcements and messages to our members and the wider business community.



## Geylang Serai Ramadan Bazaar may return in 2022

Coming soon.

Fauha Nazren | © March 10, 2022 07:27 PM

[illegible][illegible]

(Dari kiri) Pengarah Ketua Eksekutif Persatuan Rakyat, Encik Lim Hock Yu; Dr Faishal; Encik Wong; Encik Masagos dan Encik Fahmi ketika Lampu Hari Raya 2022 di Wisma Geylang Serai malam tadi. - Foto BH oleh KHALID BABA

► HARITH MUSTAFFA

**SEKITARAN** kawasan Geylang Serai kini ramai, dan hanya berpemerintahan dan dijangka lebih semarak selepas sendu sejak dua tahun lalu akibat pandemik Covid-19.

Apatah lagi, warna suasana sepanjang Geylang Road dan Sims Avenue kini berbeza. Dengan adanya Lapangan Raya sepanjang Ramadan ini hingga 8 Mei – bermula dari 7 malam hingga 12 tengah malam.

Penyataan lanjut itu dituturkan hingga 2 pagi setiap Jumaat dan Sabtu dan 3 pagi pada Malam Raya.

Dengan tema *Gotong Royong – Perpaduan dan Berdaya Tahan*, penyataan Malam Hari Raya 2022 menyemangatkan semangat hidup berjejak, kebajikan dan sikap saling membantu satu sama lain.

Pengunjung ke Geylang Serai menerusi Sims Avenue dan Changi Road akan diala-alukan dengan ucapan Selamat Hari Raya dipaparkan di gerbang utama.

Bangunan di sekitar Geylang Serai

turut dinyalakan unsur Islamik Lebaran.

Penyalaaan lancarkan ma wangian, Enci satu acara yang

Yang turut gunakan Sosial Menteri Bertu Masyarakat 1 ikfili Masagora (Ehwal D Pembanguni Madya Dr N him; dan Ma Masyarakat ! Fahmi Alimau Bazar dal yang dianjurkan kerjasama W gan Dewan haan Melayu rut dilancarkan Suasana di juga dibangat semula bazar lebih kecil.

■ SG |

Bangunan di sekitar Geylang Serai

## 40 Berita Harian Coverages

In 2022, SMCCI received increased media coverage for its efforts in building and empowering the community in their careers and businesses. More media outlets picked up stories about SMCCI's support initiatives for members in a post-pandemic world, the integration of businesses since reopening, and SMCCI's backing of the largest and longest Ramadan bazaar since the onset of Covid. This additional exposure not only highlighted SMCCI's work and advocacy but also inspired more people in the community to seek help. Moving forward, SMCCI remained committed to working diligently with businesses and the community to drive positive change.



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# **UPLIFTING ENTERPRISE CAPABILITIES FOR GROWTH**



# LAUNCH OF SMCCI ACADEMY



In 2022, SMCCI Academy was launched with the aim of promoting business excellence in the community. Our academy offers a structured syllabus that equips entrepreneurs and individuals with the skills and knowledge they need to excel in their careers. We offer a comprehensive range of programmes, including foundation, intermediate, and advanced courses, which cater to different levels of proficiency. Our programmes provide opportunities for aspiring entrepreneurs, businesses, and young individuals to upgrade their skills and enhance their knowledge.

To ensure that participants are matched with the appropriate programme, we conduct a self-assessment of their current level of skills and knowledge. Each signature programme is broken down into different modules, with three levels: foundation, intermediate, and advanced. For instance, our programmes for micro-businesses include modules such as "Simplifying Finance for Small Businesses" at the foundation level, "Incorporation of Companies" at the intermediate level, and "Business Negotiation and Deal Closure" at the advanced level. At SMCCI Academy, we are committed to providing high-quality training and support to help individuals achieve their full potential.





# PROTÉGÉ KITA 2022

SMCCI offers the Protégé Kita mentorship program for aspiring and existing Malay/Muslim entrepreneurs in Singapore. The program is designed to provide guidance and support from experienced business mentors, as well as opportunities for networking, workshops, and seminars. Eligible participants can also access financial assistance and funding schemes.

Activ.Co is one of the success stories of the Protégé Kita program. As a participant, they were able to identify their business blind spots and establish collaborations with other fitness-related companies to scale up their business. ActivCo has also developed a strategy to close any gaps in their internal processes that may have hindered growth. The company is committed to promoting health and fitness while adhering to its values, particularly as a Muslim women-friendly fitness company.

Through the Protégé Kita program, Activ.Co expanded its network and gained valuable insights from industry experts. With the knowledge and resources they gained, the company is now equipped to continue growing their business, reaching more customers, and making a positive impact on the community.

**I not only get to upskill myself with knowledge, but I also get to network with other participants, broaden my perspective of entrepreneurship under the guidance of the trainers, mentors, and I am looking forward to the remaining sessions lined up by SMCCI Academy.**

*Annisa  
Owner of Activ.co*



**11**  
Participants



# SUCCESS STORIES



## LEMAQ - NASI PADANG & KUEH

Lemaq began as a home-based business catering to the needs of family and friends. With increasing support, Lemaq expanded to open its own stall in the community. Today, Lemaq not only serves customers at the stall but also offers catering services for small events. Additionally, they have introduced daily bento box lunch and dinner packs that can be delivered to customers' homes and offices.

Lemaq participated in the Protégé Kita and achieved significant outcomes. Since the programme, Lemaq gained the confidence and competence to launch their new product, kuih jongkong, which expanded their product line and increased their business revenue. In addition, the programme's link-ups helped Lemaq identify their business blind spots, providing them with opportunities for improvement. With these insights, Lemaq is now better equipped to package their product and execute their marketing plan to reach a wider audience. The Protégé Kita programme has enabled Lemaq to develop their business and take it to the next level.

## JOFE & PARTNERS LLP

### PROTÉGÉ KITA

SIGNATURE PROGRAMME

JoFe & Partners LLP's involvement in SMCCI's Protégé Kita program has resulted in an exciting partnership with Flang. The founders of Flang have been offered a Mentorship Scheme by JoFe & Partners LLP, where they are guided in various aspects of their business, such as product development and business management. The terms of the mentorship agreement have been finalized and signed, and a separate product development and interim partnership agreement is currently under review by all partners. JoFe & Partners LLP has positioned themselves to hold a 40% stake in Flang upon the successful commercialization of their debut product.

Currently, Flang is pursuing investment offers until a stable MVP has been proven a success. They are also working on their base product development, website domain, company logo, marcomms collaterals, and infrastructure with the support of resources from JoFe & Partners LLP. Flang is keeping their progress under wraps for now, but they plan to unveil it publicly in stages and host a demo event to showcase their progress. The Protégé Kita program has empowered JoFe & Partners LLP and Flang to work together and achieve significant milestones in their business journey.



# EXECUTIVE-IN-RESIDENCE (EIR)

The Executive-in-Residence (EiR) program offered SMCCI members the opportunity to tap into the expertise of seasoned business leaders and entrepreneurs. Through the program, members could gain valuable insights and advice on various aspects of business management and growth.

The EiR program involved the appointment of a highly experienced business leader or entrepreneur who served as a mentor to SMCCI members for a period of six months. During this period, the mentor offered one-on-one consultations and conducted workshops and seminars to share their knowledge and experiences with SMCCI members.

Since its inception in 2016, the EiR program benefited numerous SMCCI members and helped enhance their capabilities in various areas of business management. The program also fostered closer ties between SMCCI and SMU and contributed to the development of Singapore's entrepreneurial ecosystem.

## TRIPLE 7 ALKALINE WATER



Triple 7 introduced their products to supermarkets, minimarts, and HoReCa markets which resulted in **increased placement and revenue**. Their products can now be **found in over 50 outlets** of supermarkets and a few minimarts. They have also **partnered with a restaurant chain** and are supplying their products to the Marina Square branch.

## GALLANT VENTURE LTD

With the help of more funded site visits, the EIR and SMCCI have **directed more companies** to Gallant Venture. Through inbound marketing, word of mouth marketing, social media marketing, and working with SMCCI for future visits to Bintan/Batam, Gallant Venture could **become the best Halal Manufacturing Hub** in Asia.





# LAUNCH OF SMCCI MANPOWER HARMONISATION INITIATIVE (MHI)

The SMCCI Manpower Harmonisation Initiative (MHI) was a new program aimed at helping businesses in Singapore enhance their workforce capabilities and achieve greater productivity. Launched by the Singapore Malay Chamber of Commerce and Industry (SMCCI), the MHI program offered a range of services and support to help businesses optimize their human resource management practices. These included workshops, consultancy services, and access to digital tools and resources. The MHI program was designed to help businesses improve their operational efficiency, drive growth, and stay competitive in an increasingly challenging business environment.

Within 7 months of the launch of the MHI program, SMCCI was able to assist and place three asatizah/madrasah graduates. Through MHI, SMCCI also introduced job seekers to industries such as technology and finance.

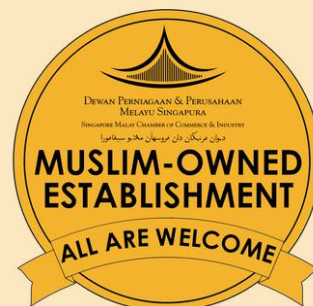
**16**  
job-seeking  
firms

**9**  
jobseekers  
connected

**148**  
jobseekers  
engaged



# MUSLIM-OWNED ESTABLISHMENT



Since 2009, the Muslim-Owned Establishment (MOE) program has provided F&B business owners with the necessary skills and knowledge for Halal food production and preparation through curated workshops. The program was later extended to include hawker stall operators who adhered to the principle of Muslim ownership, regardless of ACRA certification.

As of 2022, SMCCI had 76 MOEs under its banner, marking a 21.65% decline from the previous year's 97 MOEs. The decline in numbers may have been due to several factors, including some MOEs receiving MUIS certification.

Despite the decline in MOEs, SMCCI remained optimistic about the potential for growth and development in the Muslim-owned business sector in Singapore. SMCCI was committed to empowering and supporting Muslim entrepreneurs and provided networking opportunities, training and development programs, and access to financing and other resources to help MOEs overcome challenges and achieve their business goals.

By offering such initiatives, SMCCI aimed to encourage more Muslim entrepreneurs to start and grow their businesses, thereby contributing to Singapore's economic growth and development.

**76**  
**MOE**  
**Holders**





# DEWIFIESTA

The Singapore Malay Chamber of Commerce and Industry (SMCCI) held the Dewi Fiesta annually to provide a platform for women entrepreneurs to showcase their products and services, as well as to offer workshops, seminars, and networking opportunities to help them develop their skills and expand their businesses. In recent years, the event also focused on promoting women's mental health and well-being, featuring workshops and talks on topics such as stress management and self-care. The Dewi Fiesta 2022 was hosted at Curbside Crafters.

Zuraina Saealudin, co-owner of home bakery ShopwithCanries, was one of the 17 vendors at the second running of the event. She was pleasantly surprised to have sold out all of her cakes within a few hours of opening a pop-up store at a Kampong Glam bazaar on 26 March. The 60 pieces sold equaled nearly a month's worth of online sales for her business, which she operated with her husband.



**"I didn't expect this for my first time (having a physical store)!"**

*Ms Zuraina Saealudin,  
co-owner of ShopwithCanries*



**17  
Vendors**





# DEWIDIGI

# DEWI DIGI

DewiDigi was a digital transformation program initiated by the Singapore Malay Chamber of Commerce and Industry (SMCCI) to assist small and medium-sized enterprises (SMEs) in adopting digital technologies to enhance their business capabilities. The program offered training, consultation, and implementation support in areas such as digital marketing, e-commerce, and process automation. The objective of DewiDigi was to enable SMEs to become more competitive and resilient in the digital economy.

4

Panelists

2

Keynote  
speakers

3

Roundtable  
speakers

3

Masterclass  
speakers

110

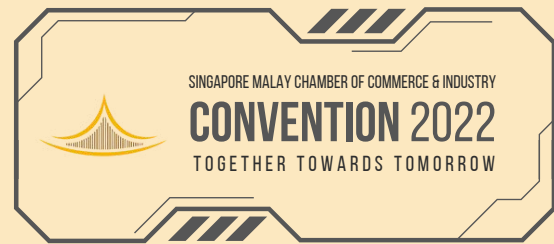
registrants

The panel for the dialogue session comprised Senior Parliamentary Secretary (Health and Law), Ms Rahayu Mahzam, Co-founder of The Paper Bunny, Ms Jaime Lee, Chief Product Officer of GovTech, Ms Liyana Fauzi, and the Chairperson of Dewi and Deputy President of SMCCI, Ms Fadilah Majid.

The success of the program was evident during the dialogue session, which featured esteemed panelists and attracted 46 participants. Additionally, seven booths were set up to showcase the program's impact on the participating SMEs. The achievements of DewiDigi demonstrated its effectiveness in helping SMEs enhance their capabilities and achieve success in the digital economy.



# ILLUMINATE



ILLUMINATE was an event organized by ASPIRE@SMCCI, the Youth Entrepreneur wing of the Singapore Malay Chamber of Commerce and Industry (SMCCI). As part of the three-day business convention in 2022, ILLUMINATE by SMCCI was held in conjunction with Dewi Digi and Awards Night. It provided a platform for aspiring business owners to hear from experienced entrepreneurs and gain insights on how to excel in the competitive and ever-changing business landscape. The event aimed to inspire and equip young entrepreneurs with the skills and knowledge required to thrive in the business world.

**4**

**Panelists**

**3**

**Keynote  
speakers**

**4**

**Roundtable  
speakers**

**4**

**Masterclass  
speakers**

**93**

**registrants**





SME  
CENTRES - YOUR PARTNER  
FOR BUSINESS GROWTH



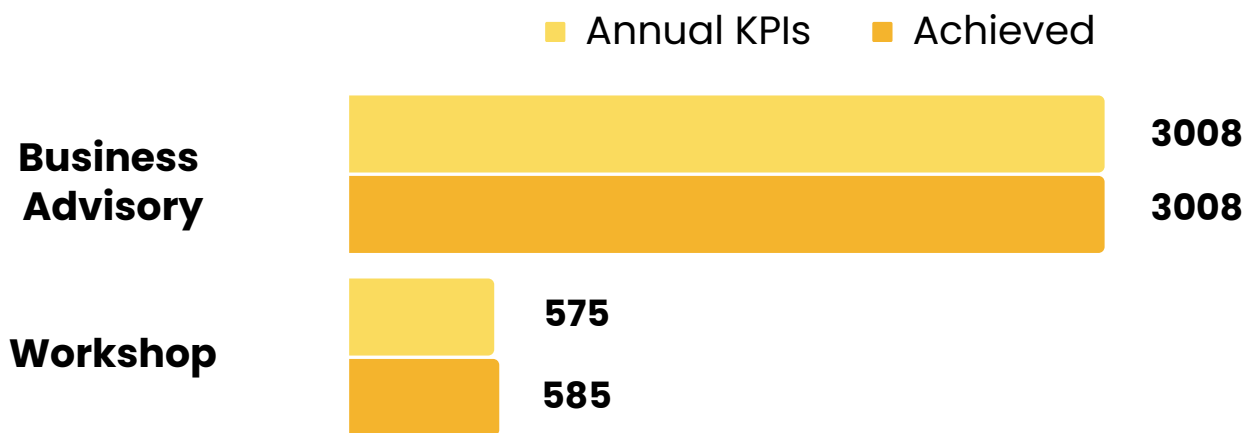
**SME**  
**CENTRE**  
**@SMCCI**





# 2022 ADVISORY CASES

SME Centre @ SMCCI is a one-stop business solution centre for small and medium-sized enterprises (SMEs) located within the Singapore Malay Chamber of Commerce and Industry (SMCCI). The centre provides a wide range of business advisory services, including financial and business diagnosis, government assistance programmes, and capability workshops to help SMEs improve their productivity and competitiveness.

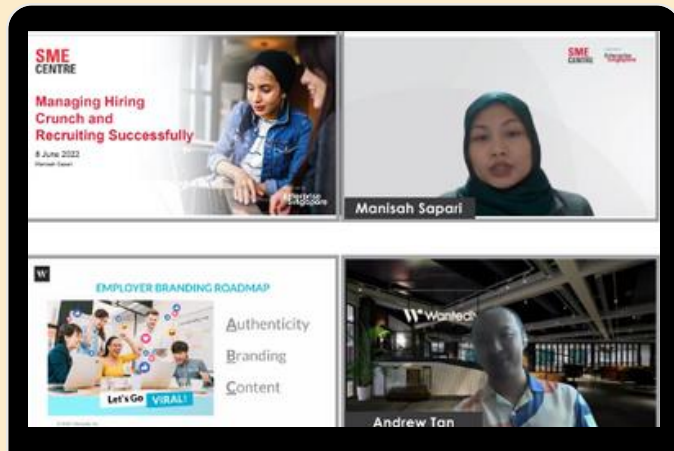


Programme	Targets / KPIs	Updates
<b>Group Based Upgrading Project</b>	2	1.Internationalisation: Scaling F&B businesses beyond Singapore 2.Digital Marketing Bootcamp
<b>Emerging Stronger Together</b>	21	Financial Statements to be reviewed by Enterprise Singapore & SME Centre @ SMCCI

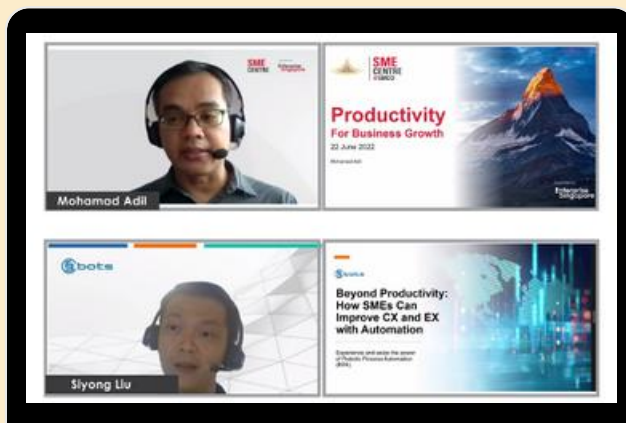
# PROGRAMMES



## Recruitment in the Modern Age: Attracting the Right Talent



Andrew Tan, a representative of Wantedly Singapore, shared insights on the challenges of talent acquisition and how effective employer branding can help companies attract and retain top talents in the highly competitive and rapidly changing hiring landscape. His strategies have impacted various companies across different industries, enabling them to build a strong employer brand and maintain a robust talent pipeline.



## Beyond Productivity: Improving Customer and Employee Experience with Automation

Siyong Liu from CFB Bots shared with our community, how enhancing your Customer experience and Employee experience goes a long way in word-of-mouth marketing and building trust in your brand. This insight can help businesses enhance their overall reputation and increase customer loyalty, which can lead to long-term growth and success.

# PROGRAMMES

## Emerging Stronger Together

The Emerging Stronger Together (EST) Programme was a game-changing initiative aimed at providing a comprehensive and integrated solution for SMEs to address their various needs. This year, SME Centre @SMCCI proudly launched the programme, empowering SMEs to grow and succeed by offering support across five key pillars.

Under the EST programme, SMEs could benefit from expert advice and assistance in the areas of marketing & branding, human resources, corporate services & accounting, ISO compliance, and legal services. By leveraging these pillars, SMEs could differentiate themselves from the competition, streamline their operations, stay up-to-date with industry standards, and access critical legal expertise.

Through the EST programme, SME Centre @SMCCI was committed to helping SMEs achieve their full potential and emerge stronger together. The organization was proud to be part of a business ecosystem that supported the growth and development of SMEs in Singapore.



**25**  
partners  
targeted



**Marketing & Branding**

*Create engaging and differentiated content that helps you stand out from the crowd.*



**Human Resource**

*Simplify and streamline your HR processes with cutting-edge management systems.*



**Corporate Services & Accounting**

*Outsource your book-keeping and corporate secretarial needs for hassle-free operations.*



**ISO**

*Stay updated with the latest industry standards with our comprehensive ISO solutions.*



**Legal**

*Get expert legal advice and support tailored to your business needs.*



**SME  
CENTRE  
@SMCCI**





# **TRANSFORMING INDUSTRIES FOR COMPETITIVENESS**

# DIGITAL TRANSFORMATION OFFICE (DTO)

The Digital Transformation Office (DTO) at the Singapore Malay Chamber of Commerce and Industry (SMCCI) aims to help businesses embrace digital technologies and leverage them for growth and innovation. DTO provides guidance, resources, and expertise to help businesses navigate digital transformation challenges, adopt best practices, and implement digital solutions effectively. Through its initiatives and collaborations with industry players, DTO aims to enhance the competitiveness of SMCCI's members and contribute to the growth and vibrancy of the wider business community.

## 12 Deep Dives

Deep dives allowed the DTO to conduct a comprehensive analysis of the then-current state of a company's digital capabilities and identify areas for improvement. Deep dives involved a thorough examination of a company's business processes, technology infrastructure, and data management practices. By conducting deep dives, the Digital Transformation Office could develop customized solutions that addressed a company's specific needs and helped them adopt digital technologies that enhanced their competitiveness and resilience in the digital economy. This approach allowed for a more targeted and effective implementation of digital transformation initiatives, resulting in more significant and sustainable business outcomes.

## KEY ACHIEVEMENTS

Two significant accomplishments of the Singapore Malay Chamber of Commerce and Industry (SMCCI) included:



Collaborations with two ethnic chambers to facilitate Bazaar Singapura and;



Organizing the first-ever TikTok Shop Bootcamp for businesses in Singapore.

These initiatives had allowed SMCCI to promote and support local businesses while fostering innovation and creativity in the digital realm. The partnerships with other ethnic chambers had strengthened community ties, while the TikTok Shop Bootcamp had provided businesses with valuable insights and skills to expand their digital presence.



# BAZAAR KITA



**\$582,000**  
total sales



**> 15,000**  
transactions

Bazaar Kita is aimed to evoke the familiar ambiance of Ramadan bazaars within the local community. The campaign ran from **1 April to 8 May 2022** and provided an array of retail and F&B options.

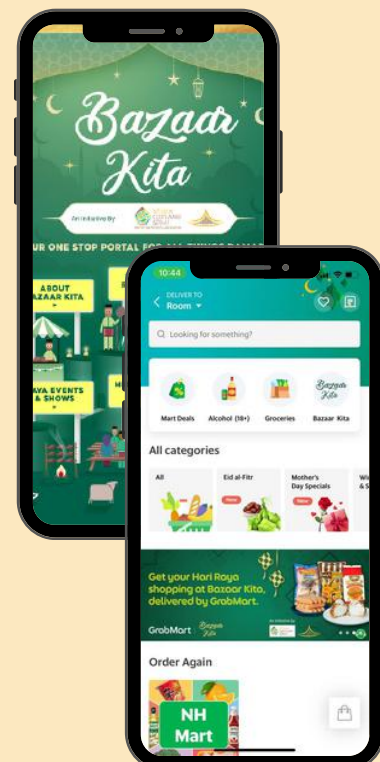
The campaign was conducted both online and offline, with online activities encompassing partnerships with prominent e-commerce players and a dedicated Bazaar Kita website, while offline activities featured physical bazaars hosted at two locations.

DTO collaborated with three significant e-commerce platforms, **Shopee, GrabFood, and GrabMart**, for its Bazaar Kita initiative. Shopee offered retail and packed F&B options, GrabFood facilitated on-demand food sales, and GrabMart served as an online supermarket for groceries and household essentials, including items for Ramadan and Raya.



Additionally, for its physical initiative, DTO partnered with **Wisma Geylang Serai and Curbside Crafters**, providing merchants with offline opportunities to engage with customers and promote their products at Bazaar Kita @ WGS and Bazaar Kita @ Curbside Crafters, with the option for merchants to secure a physical booth during the Ramadan period.

Marwa Nour, one of the many participants of Bazaar Kita 2022 said that the initiative provided opportunities for them to showcase their products, gain exposure, and connect with customers. After 2 years of the COVID-19 pandemic, Marwa Nour used Bazaar Kita as a platform to test the market and receive feedback from buyers on their products and hence was able to build its brand name in the Malay/Muslim community and reach a wider audience.








# BAZAAR SINGAPURA

To support local merchants during the Great Singapore Sale, SMCCI organized a digital event called Bazaar Singapore, which aimed to provide them with equal exposure during the nationwide shopping event. The event, which took place from **9 September to 10 October 2022** was designed to encourage Singaporeans to increase their spending power and support local businesses affected by the pandemic.

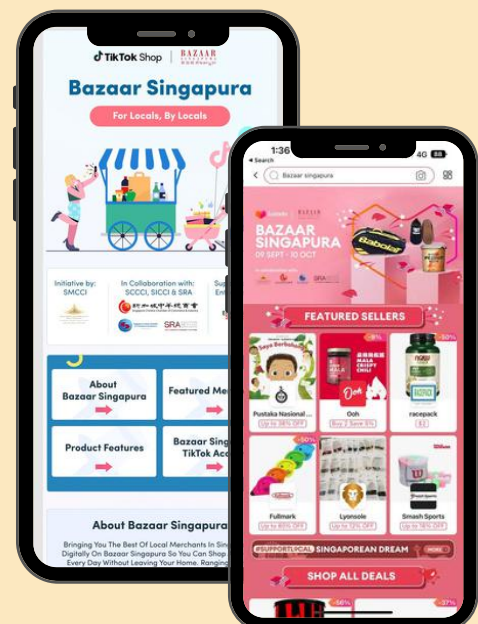
SMCCI partnered with several established and emerging e-commerce platforms to deliver a diverse and engaging online shopping experience for Bazaar Singapore. One of the e-commerce platforms that participated in Bazaar Singapore was TikTok Shop, which had recently launched in Singapore.

Platform	SME	HBB	Total
	38	5	43
	15	5	20
	16	1	17
<b>Total</b>	<b>69</b>	<b>11</b>	<b>80</b>

TikTok Shop offers a live-streaming e-commerce platform that allows merchants to showcase and interact with customers in real-time. Another platform that was utilized was Lazada, which serves as a static e-commerce platform where merchants can upload their products to their business account, allowing customers to browse and purchase products any time.



TikTok Shop Bootcamp in collaboration with Tiktok Singapore



# DIGITAL HUB

The Digital Hub is a facility or service offered by DTO to assist small and medium-sized enterprises (SMEs) in creating high-quality digital media content and thriving in the modern digital landscape. It provides SMEs with a suitable space to create various digital media productions, including live-streaming, webinars, podcasting, vodcasting, and more. The Digital Hub is designed to be accessible and affordable for SMEs seeking a cost-effective way to create high-quality digital media content without investing in expensive equipment or expertise.



**59**

**Hours utilised**



**19**

**Digital media produced**



*Training room*



*Studio room*

# INTERNATIONAL ENGAGEMENTS

The Corporate & International Services (CIS) in SMCCI was responsible for promoting and facilitating international trade and business collaborations for the organization and its members. The department played a pivotal role in forging partnerships and establishing business connections with foreign entities, while also helping to identify potential investment opportunities overseas. The department's activities included organizing international business missions, trade exhibitions, and conferences, as well as providing advisory and consultancy services to its members. By fostering closer economic ties with foreign partners, the CIS department helped to broaden the horizons of SMCCI members and contributed to the growth and prosperity of Singapore's economy.

4  
countries  
engaged



## MALAYSIAN MALAY CHAMBER OF COMMERCE

SMCCI had the pleasure of welcoming delegates from the Malaysian Malay Chamber of Commerce. The visit provided an opportunity for both chambers to **discuss potential collaborations and explore avenues for expanding business opportunities between the two countries.** During the visit, SMCCI representatives also shared insights on the local business landscape and the support services available for businesses in Singapore.



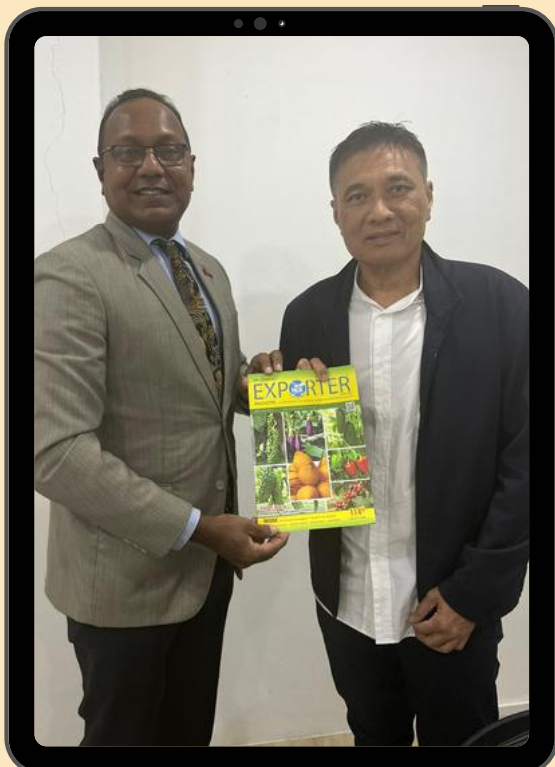


# INTERNATIONAL ENGAGEMENTS

## KPMI INDONESIA

SMCCI was delighted to receive a courtesy visit from KPMI Indonesia, led by Mr Azhar, SMCCI's Vice President, and the Board of Directors, Mr Abdul Kadir and Mdm Maslina. The visit provided an opportunity for both parties to explore potential collaborations and identify areas of mutual interest.

As a Chamber **committed to helping our members grow globally**, the Chamber discusses about possibilities that this partnership could bring. The visit was hosted at the office of our member, Suchi Success.



## SRI LANKA DELEGATES

Several entrepreneurs from Sri Lanka were welcomed by the Singapore Malay Chamber of Commerce and Industry (SMCCI) during their visit to the Jalan Pinang office. The event was hosted by DP Mr Abu Bakar, HT Mr Akber Ali, and Mdm Kohe, with a few SMCCI members in attendance to network with the Sri Lankan delegates.

The primary objective of the engagement was to **foster new partnerships and innovative synergies through market expansion and information exchange**. The event provided an excellent opportunity for both sides to learn about each other's industries, business practices, and explore potential collaborations.

# INTERNATIONAL ENGAGEMENTS

## PENANG HALAL INTERNATIONAL

In today's world where technology has revolutionized communication, some may question the necessity of business travel. However, despite the convenience of remote work, nothing beats face-to-face interactions when it comes to making deals and building relationships.

SMCCI had the pleasure of a courtesy visit from Penang Halal International. Such visits play a significant role in establishing a strong foundation for future collaborations and opportunities.



## PERSATUAN PENGILANG BUMIPUTERA (PPIBPM)

SMCCI hosted a delegation from Persatuan Pengilang & Industri Perkhidmatan Bumiputra Malaysia at our Jalan Pinang office. These visits and engagements are crucial for the Chamber because they facilitate greater understanding of industry trends and create potential business opportunities for our members.

During the visit, the delegation had the opportunity to learn more about SMCCI's initiatives and events, as well as explore possible collaborations between the two organizations. Such interactions with industry peers play an integral role in promoting SMCCI's mission to foster the growth and development of local businesses.



# INTERNATIONAL ENGAGEMENTS



## PALESTINE AUTHORITY REPRESENTATIVES

SMCCI had the privilege of hosting a Business Roundtable Discussion in conjunction with the visit of His Excellency Dr. Mohammad Shtayyeh, Prime Minister of the Palestinian Authority to Singapore on 26–28 October 2022. The purpose of the roundtable was to inform Singaporean entrepreneurs about the potential business and investment opportunities available in the Palestinian Territories.

“As it was my first roundtable event, I felt that it gave a very good exposure for SMEs like mine to not only explore business opportunities but also to gain insights into expanding internationally or across different industries. It is a big win for SMEs like us.

*Phoenix Consultant Agency  
Managing Director, Feroz Akbar*

The event garnered positive feedback, with Managing Director of Phoenix Consultant Agency, Feroz Akbar, among the attendees who found it to be a valuable opportunity to explore business prospects and gain insights into expanding globally or across diverse industries. Feroz Akbar deemed it a significant achievement for SMEs like his.

In conclusion, the Singapore Malay Chamber of Commerce and Industry (SMCCI) has continued to make significant strides in supporting and empowering Malay/Muslim entrepreneurs in Singapore. Through its various programs and initiatives, such as Protégé Kita and Bazaar Kita, the SMCCI has helped many businesses locally and internationally, identify blind spots, access funding and resources, and connect with industry experts and potential partners. Despite the challenges posed by the ongoing COVID-19 pandemic, SMCCI remains optimistic about the growth and potential of the Malay/Muslim business community in Singapore. SMCCI looks forward to continuing its work in supporting and fostering the growth of these businesses, creating new opportunities for entrepreneurship, and contributing to the development of Singapore's economy.





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