



SMCCI INSIDER

SMCCI MONTHLY NEWSLETTER

VOL 31.

7 MAR 2025

رمضان
كريم

RAMADAN
KAREEM





MAKAN & MESRA RAYA

Feasting, Festivity & Friendships

RSVP VIA: [BIT.LY/MESRARAYAWITHSMCCI](https://bit.ly/mesrarayawithsmcci)



Keynote

Buffet

Performances

Networking



Thursday
24 April 2025
11:30AM to 2PM

FURAMA RIVERFRONT

Member
\$55

Non-Member
\$75

66TH ANNUAL GENERAL MEETING



THURSDAY
24 APRIL 2025 | 03:00PM
FURAMA RIVERFRONT
MEMBERS-ONLY EVENT

RSVP VIA:
[BIT.LY/SMCCI66AGM](https://bit.ly/smcci66agm)

**SAVE
THE DATE**

LETTER FROM PRESIDENT

DEAR MEMBERS,

In an era of dynamic economic shifts, Budget 2025 introduces a range of support measures, tax rebates, and grants designed to strengthen SMEs and industries. These initiatives present valuable opportunities for businesses to reduce costs, enhance competitiveness, and drive growth.

As part of SMCCI's commitment to business growth, we encourage our members to stay agile, innovative, and digitally savvy to maximise these opportunities. Whether it's leveraging government incentives, adopting digital transformation, or strengthening financial resilience, now is the opportune time to develop strategic plans for long-term, sustainable growth.

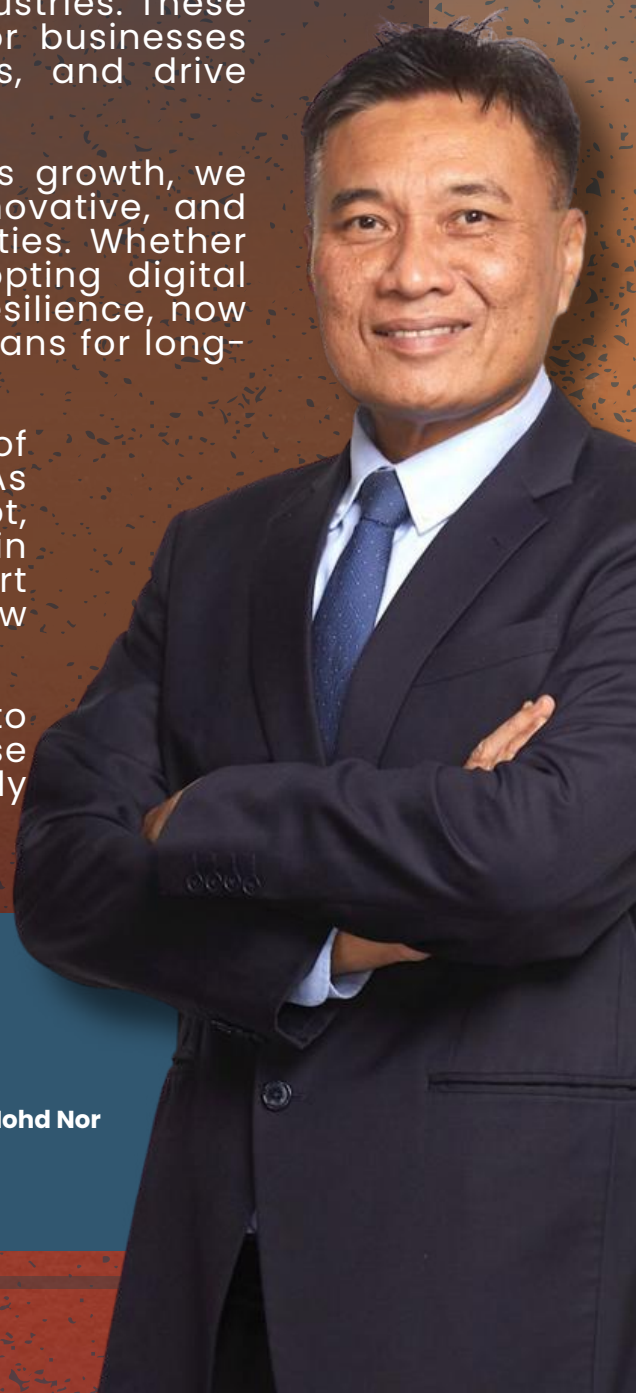
This Ramadan, we celebrate the spirit of perseverance, community, and growth. As businesses continue to evolve and adapt, SMCCI and SME Centre @ SMCCI remain dedicated to providing the necessary support and resources to help you seize new opportunities and drive long-term success.

Reach out to us or SME Centre @ SMCCI to explore how you can benefit from these initiatives. Let's build a stronger, future-ready business community together.

Ramadan Mubarak to all.



Mr Abu Bakar Bin Mohd Nor
President



Congratulations!

SMCCI extends our heartfelt congratulations to President Mr Abu Bakar Mohd Nor, on his appointment as Non-Resident Ambassador to Kuwait! 🇰🇼

We wish you great success in this esteemed role and look forward to your continued contributions in strengthening international ties while leading SMCCI towards greater heights. ✨





SMCCI Joins SG60 Bersama Workgroup to Champion Malay Muslim Contributions



Bersama

As Singapore celebrates its 60th anniversary (SG60), SMCCI is proud to be part of the SG60 Bersama Workgroup, an initiative led by Wisma Geylang Serai (WGS) and chaired by Minister of State, Ministry of Home Affairs & Ministry of National Development, Prof Faishal Ibrahim. This workgroup aims to curate meaningful events that amplify the Malay Muslim community's role in shaping Singapore's journey, aligning with the national SG60 messaging.

Connect, Contribute, Care

EMPOWERING VOICES:

Session 1 by Singapore Muslim Women's Association (PPIS)

On 25 January, PPIS Research and Engagement Department (RED) launched the first session of the Empowering Voices Series, bringing together around 40 participants, including PPIS leaders and inspiring role models.



WISMA GEYLANG SERAI

Hari Raya Light-Up

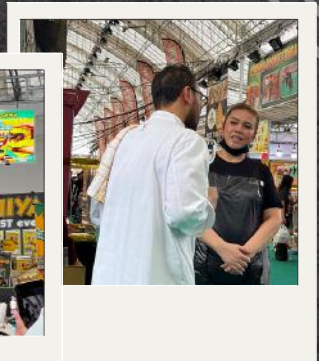
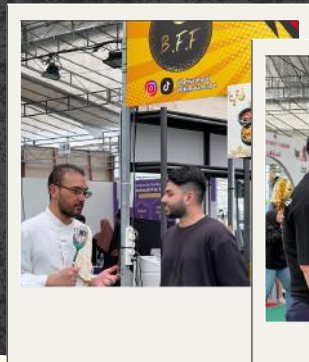


As Singapore embarks on its 60th year of nationhood, the spirit of unity and cultural vibrancy shines brightly at Geylang Serai, a place deeply rooted in the Malay/Muslim heritage. The SG60 Bersama movement, which celebrates the contributions and resilience

of the Malay/Muslim community throughout Singapore's history, is echoed in this year's Hari Raya light-up and bazaar at Wisma Geylang Serai (WGS).

The festive lights, which illuminated Geylang Road and Sims Avenue on 25 February, mark more than just the beginning of Ramadan preparations—they are a symbol of community, progress, and the rich traditions that have shaped Singapore's Malay/Muslim identity. This year's event, launched by Prime Minister Lawrence Wong, not only sets the stage for a vibrant Ramadan bazaar but also underscores the importance of cultural preservation and economic empowerment within the community.

MUSLIM-OWNED ENTERPRISE SG @ BAZAAR GEYLANG



Guess who's been roaming Bazaar Raya Geylang Serai? **The Chef**, our friendly mascot from Muslim-Owned Enterprise SG, hit the streets for some fun interviews with vendors and visitors—getting the scoop on Ramadan vibes and the Muslim-Owned Enterprise certification!

Stay tuned for all the laughs, insights, and maybe even some unexpected answers! Follow us on our socials for more!



muslimownedsg



muslimownedsg



Muslim-Owned Enterprise

Want to say hi? Find us at Booth 403 (near Roti Awan)—we'll be hanging out, meeting awesome people, and making connections! Catch us there from **12 March to 26 March!**



CLICK TO WATCH!



CALLING OUT ALL MUSLIM-OWNED ENTERPRISES



Validity:

1 Year
SMCCI Membership + MOE

Pricing for Applicants:

New: \$749
Renewal: \$549
Additional Certificates: \$250

The Singapore Malay Chamber of Commerce and Industry (SMCCI) is committed to empowering businesses within the Muslim community, and one of its key initiatives is the Muslim-Owned Enterprise (MOE) certification.

WHY GET MOE CERTIFIED?

- ✓ **Recognition** – A mark of credibility for businesses that are at least 51% Muslim-owned and ACRA-registered.
- ✓ **Enhanced Consumer Trust** – Strengthen confidence and visibility within the Muslim community and beyond.
- ✓ **Business Growth Opportunities** – Access valuable networking opportunities within the Muslim business community, fostering collaboration and expansion.
- ✓ **Competitive Edge** – Stand out in the marketplace with a strong identity that reflects your values and business integrity.

SMCCI is here to support Muslim-owned businesses by providing the tools and resources needed for success. The MOE certification is more than just a label—it's a symbol of pride, credibility, and economic empowerment.

Join the growing community of MOE-certified businesses today! Let's strengthen the Muslim business ecosystem and create a more inclusive, thriving economy.



Scan here to register!

Join SMCCI's MOE Info Session!

For new applicants:

- 📄 Document Verification
- 🕒 2-Hour Online Training to guide you through the essentials.

Don't miss this opportunity to streamline your application process!





**SME
CENTRE
@SMCCI**

SMART

SEMINAR SERIES

SMART-SEMINAR SERIES X CELEBPREENEUR

The Journey of an ENTREPRENEUR

From Aspiring to Inspiring

16 APRIL | 9AM - 1PM WEDNESDAY

THE COVE BALLROOM @ CITY PLAZA
810 GEYLANG RD, #04-12/15
SINGAPORE 409286

REGISTER NOW

General Ticket: \$20
Includes buffet lunch

EVENT HIGHLIGHTS

- Gain insights into the critical success factors at each stage of the business lifecycle.
- Acquire knowledge about up-to-date AI tools to navigate your entrepreneurial journey.
- Learn how to identify, appreciate and nurture inspiring leaders.

Anna Belle Francis
Co-owner, Hai Ge Ji
KEYNOTE SPEAKER

Bjorn Shen
Chef-owner, Artichoke
PANELLIST

Akmal Anuar
Founder, White Rice
PANELLIST

Bella Khaja
Founder, Genie Pro
MODERATOR & WORKSHOP SPEAKER

Syarif
Founder, Chulop!
PANELLIST

Organised By

Supported By

Supporting Partners

🎉 Our signature event, the SMART Seminar Series is here!

Join Anna Belle Francis, Co-Founder of *Hai Ge Ji*, Bella Khaja, Founder of *Genie Pro*, Bjorn Shen, Chef-owner of *Artichoke*, Akmal Anuar, Founder of *White Rice*, and Syarif, Founder of *Chulop!* at the SMART Seminar Series x Celebpreneur 2025.

Why you should attend:

- Gain insights into the critical success factors at each stage of the business lifecycle
- Acquire knowledge about up-to-date AI tools to navigate your entrepreneurial journey
- Learn how to identify, appreciate and nurture inspiring leaders

💡 SMCCI Members get a special discount of an additional \$3 off the early bird ticket price. Just use the code SMCCI-3OFF when checking out. Hurry! Limited tickets available.💡

📄 Register today via bit.ly/SMEC-SSS2025

P.S. Come dressed in your festive attire (encouraged, not compulsory) and embrace the Raya spirit with us!

16 April 2025
9am - 1pm
The Cove Ballroom @ City Plaza 810 Geylang Rd, #04-12/15, Singapore 409286

MAYBANK myimpact

MICROBUSINESS PROGRAMME

Closing Ceremony

The Maybank MyImpact Microbusiness Programme 2025, in collaboration with SMCCI, welcomed 11 aspiring entrepreneurs from low-income backgrounds, equipping them with essential skills mentorship, and funding to scale their businesses. At the final pitch session on 22 February, three outstanding participants were awarded \$5,000 grants each: Nur Farhana Mohamad (Reka Sisthur), a sustainable fashion business; Nur Liyana Roslan (By Marulyana), a home-based bakery; and Suhana Suhaimi (Pelangi's Delight), a dessert business. The remaining participants received \$1,000 grants to support their entrepreneurial journeys.



Among the winners, Suhana Suhaimi's story stood out. Despite living with cerebral palsy, she has been running Pelangi's Delight since 2011 under the guidance of Chef Siti Mastura Alwi, selling Nutella tarts, brownies, and macaroni chips to sustain herself. Her perseverance is a testament to the resilience of microbusinesses. Her latest menu addition, 'Arabian Original Kunafa,' has become a customer favorite. For Suhana, challenges are not a reason to give up, as she firmly believes, **"If I can do it, so can you."**

This initiative was made possible through Maybank Singapore's Islamic Banking Zakat contributions, with Tabung Amal Aidilfitri (TAA), the Islamic Religious Council of Singapore (MUIS), and AMP Singapore playing a key role in reaching out to aspiring entrepreneurs. The Maybank MyImpact Microbusiness Programme continues to uplift and empower small businesses, ensuring they have the resources, support, and networks needed to thrive in Singapore's evolving business landscape.



On 13 February 2025, our Academy Team attended the Cross-Border Exchange with Female Founders, a networking event by ACE.SG and MADCash. This gathering connected women entrepreneurs from Singapore and Malaysia to share experiences and strategies for overcoming business challenges.

The event showcased how female founders are reshaping industries, driving innovation, and creating opportunities. A key discussion, Breaking Barriers: Women Entrepreneurs Reshaping Business Landscapes, emphasised the importance of **visibility, support networks, and financial access** in empowering women-led businesses.

Through insightful sharing, it was clear that while the entrepreneurial journey has challenges, collaboration and access to resources help women break barriers and thrive.

We appreciate ACE.SG, MADCash, and all the inspiring speakers for fostering this meaningful dialogue. Our Academy Team looks forward to more opportunities to engage and support women entrepreneurs!

ACE.SG & MADCASH'S NETWORKING EVENT



EMPOWERING HBB: NKF STARTUP ACCELERATOR PROGRAMME 2025

Empowering home-based businesses to thrive in today's fast-paced economy, the National Kidney Foundation (NKF) Startup Accelerator Programme 2025 provides a comprehensive platform for growth, learning, and success.

On 23 February, the second run of this programme officially commenced. Through personalised mentorship, networking opportunities, and business pitching, participants will gain invaluable experience and insights from industry experts. The programme consists of 8 business fundamentals modules, consultations with SME Centre experts, and mentorship sessions with experienced professionals from the SMCCI network.

This holistic approach equips participants with the essential skills and knowledge needed to navigate the challenges of entrepreneurship. We are excited to embark on this journey with 9 participants from NKF until July 2025.

We look forward to this programme driving the growth of home-based businesses and empowering entrepreneurs to reach their full potential!



MANPOWER HARMONISATION INITIATIVE (MHI)



The SMCCI Manpower Harmonisation Initiative is designed to bridge the gap between manpower supply and demand, ensuring that businesses can source qualified talent efficiently while job seekers gain access to rewarding career opportunities.

For Business Owners

Finding the right employees is crucial for business growth. Through this initiative, SMCCI members can submit job vacancies and available positions within their companies via the link provided. These listings will be shared with a pool of potential candidates, increasing the chances of securing the right talent quickly and effectively.

For Job Seekers

Whether you're an experienced professional or someone looking to enter a new industry, this initiative connects you with businesses seeking skilled and motivated individuals. By tapping into SMCCI's extensive business network, you gain access to employment opportunities that align with your expertise and aspirations.

Why This Matters

1. Streamlined Recruitment – A dedicated platform to match businesses with qualified candidates.
2. Stronger Workforce Ecosystem – Helping our community build a sustainable and resilient workforce.
3. Business Growth & Job Creation – Enabling businesses to scale with the right talent while supporting job seekers in their career journeys.

We encourage all SMCCI members to participate by submitting their job vacancies through the link below:

[**Submit Vacancies Available Here**](#)

AMBUR STAR BRIYANI



The SMCCI Membership & Communications team had the privilege of visiting two of our esteemed members, **Ambur Star Briyani** and **The Muscle Remedy**, to strengthen connections and gain insights into their business journeys.

At Ambur Star Briyani (23 Upper Dickson Road), we met Mr. Yahiya, the sole franchisee in Singapore, who upholds a 133-year-old briyani recipe from India. With 44 outlets in India, one in Dubai, and one in Singapore, the brand remains committed to authenticity and quality. **Passionate** about expanding his network, Mr. Yahiya hopes to connect with more Indian Muslim businesses in Singapore. We were also treated to their signature briyani, a testament to their rich culinary heritage.

Our next stop was at The Muscle Remedy, a leading sports injury and manual therapy clinic in Singapore. We had an insightful discussion with founder Mr. Salman Fitri, whose dedication has earned him prestigious accolades like the SME 500, Golden Bull Award, and Spirit of Enterprise. Beyond his entrepreneurial success, he is currently pursuing a Medical Degree in Osteopathy, aiming to have **Osteopathy** officially recognised under MOH.

It was truly a pleasure to engage with both Mr. Yahiya and Mr. Salman, and we are proud to support and celebrate the achievements of our members. We wish them continued success in their endeavors and look forward to seeing their businesses flourish within the SMCCI community!

THE MUSCLE REMEDY



MEMBERS@ GEMILANG KAMPONG GELAM 2025



With the spirit of Ramadan in the air, where better to break fast than at Gemilang Kampong Gelam (GKG) 2025? This vibrant 35-day bazaar celebrates the festive season, featuring 120 F&B and retail partners, including some of our very own SMCCI members!

During our visit, we caught up with Ms. Zarifah, owner of The Fluffy Chef, who was personally manning her booth, **Poketza (Booth MS19)**. She shared that the traction has been great, with visitors enjoying her freshly made pocket pizzas and refreshing Bandung-flavoured slushies.

We then made our way to **Picanhas (Booth K43)**, where we were warmly welcomed by Mr. Saleh. Specialising in succulent steaks, Picanhas has been drawing food lovers seeking a hearty Iftar meal. As we chatted, Mr. Saleh shared his experience of being part of this bustling bazaar.

We also came across a familiar name at GKG 2025—Flamboyant Goons, owned by Mr. Kai Emilio, who was a speaker at our previous Aspire Connect event. Known for their famous **Croissant Tarik (Booth K40)**, Flamboyant Goons has set up a stall at the bazaar, offering a unique treat that makes for the perfect dessert after breaking fast!

We wish The Fluffy Chef, Picanhas, and Flamboyant Goons all the best for their stalls at the bazaar, and may this Ramadan bring extrablessings to them and their businesses!



MEMBERS @ GEYLANG & TAMPINES BAZAAR

At Bazaar Raya Geylang Serai, we spotted SMCCI members such as **MKuking** and **B.F.F Seafood**, each bringing their signature flavours to the festive market. B.F.F Seafood offers mouthwatering sides like Crispy Fried Baby Squid, Dry Curry Beef, and Szechuan Mala Chicken, with the option to top up with Indomie or white rice for a complete meal. MKuking, known for its delicious signature Mee Katok, is also making its presence felt across multiple locations, including Senja bazaar, giving even more opportunities to enjoy their beloved dishes. Over at the Tampines bazaar, we found MKuking alongside **Ajmir Briyani**, whose samosas are a must-try.



THE MUSLIM
WORLD

Voices of HER

INSPIRING WOMEN ENTREPRENEURS

Our DEWI Chairperson, Mdm Fadilah Majid, had the privilege of representing SpaJelita and DEWI.SMCCI as a panelist at the **Voices of HER** program, held at the World Trade Centre Kuala Lumpur. The panel discussion, titled "ASEAN: An Opportunity", explored the vast potential for women entrepreneurs in the region, emphasising the importance of strategic approaches, cross-border collaborations, and leveraging ASEAN's economic landscape for sustainable business success.



As we celebrate International Women's Day, we recognise the resilience, innovation, and leadership of women in business. Women entrepreneurs are not just contributors to the economy—they are key drivers of change, shaping industries and communities. SMCCI remains committed to supporting and championing the growth of women-led businesses, ensuring they have the resources and opportunities to thrive in an evolving global market.

Happy International Women's Day to all women in business—continue to lead, inspire, and break barriers!



EMPOWERING BUSINESSES FOR GROWTH AND SUCCESS

Managing Business Costs

- Benefits for companies capped at \$40,000
- **50% Corporate Income Tax Rebate** for Year of Assessment 2025
- Minimum benefit of **\$2,000** for active companies with at least one local employee in 2024
- Raise co-funding levels for **Progressive Wage Credit Scheme** in 2025 and 2026



Enhancing Technology and Innovation Engines

- **\$3 billion top-up** to National Productivity Fund
- **\$1 billion investment** in R&D infrastructure

Strengthening Enterprise Ecosystem

- Extend **support schemes** for internationalisation, as well as **mergers and acquisitions**
- **Up to \$150 million** for new Enterprise Compute Initiative
- **\$1 billion Private Credit Growth Fund**
- **Tax incentives** to support development of Singapore's equities market
- Launch **Global Founder Programme**

Investing in Infrastructure

- **\$5 billion top-up** to Changi Airport Development Fund
- **\$5 billion top-up** to Future Energy Fund



BUDGET 2025

OUR MEMBERS' SENTIMENTS

"I believe the budget is a balanced one specifically in supporting companies dealing with the current situation of changes in the economy and inflation, while at the same time ensuring our economy remains competitive through R&D, attracting technology companies and also supporting technology adoption, especially AI." - Fazli Mansor, ISGN Ventures Pte Ltd

"50% corporate tax rebate (capped at \$40k) is a great relief for businesses managing rising costs, while the enhanced Progressive Wage Credit Scheme will help sustain wage growth for lower-income workers. These measures not only aids immediate pressures but also support for a fairer workforce." - Adil Ashroff, Logistics Strategist

LEARNING JOURNEY: NEW TOWN SECONDARY



On 25 February, SMCCI recently hosted a group of 34 students from New Town Secondary School as part of their Business and Marketing Management Programme. The students were given the opportunity to learn more about the **role of trade association chambers** in supporting business growth. During the event, SMCCI shared insights about their organization and how they assist businesses across various stages of development. The students also participated in an interactive activity, where they shared their business ideas, receiving valuable guidance from the SMCCI secretariat.

Contact us to learn more on the opportunities that you can grab!





MEETING WITH STATOS

The Singapore Malay Chamber of Commerce & Industry (SMCCI) recently held a productive meeting with STATOS (Sarawak Trade and Tourism Office Singapore) to explore potential collaborations aimed at creating new opportunities for businesses. The discussions centred on how both organisations can work together to facilitate the **expansion** of Singapore-based companies into Sarawak, Malaysia.

SMCCI shared its role as a key platform for companies seeking to explore overseas business opportunities, emphasising its extensive network and expertise in supporting our Malay Muslim businesses with international expansion. This aligns with STATOS' objective of attracting Singapore companies to explore the growing economic prospects in Sarawak.

During the meeting, both parties explored potential avenues of collaboration, particularly focusing on initiatives that would highlight the key benefits of setting up business in Sarawak. With its strategic location, competitive business environment, and access to various regional markets, Sarawak presents a wealth of opportunities for Singaporean businesses looking to expand their reach.

For companies interested in learning more about the exciting opportunities in Sarawak, or to discuss potential collaborations further, please reach out to **Khairi** at noorkhairi@smcci.org.sg.

UPCOMING EVENTS

at a
glance

SMART SEMINAR SERIES X CELEBPREENEUR

16 APRIL 2025

9.00AM - 1.00PM

THE COVE BALLROOM @ CITY PLAZA

TICKET: \$20 (INCLUDES BUFFET LUNCH)

PROMO CODE: **SMCCI-30FF**

[BIT.LY/SMEC-SSS2025](https://bit.ly/SMEC-SSS2025)

MAKAN & MESRA RAYA

24 APRIL 2025

11.30AM - 2.00PM

FURAMA RIVERFRONT

TICKET: MEMBER \$55 | NON-MEMBER \$75

[BIT.LY/MESRARAYAWITHSMCCI](https://bit.ly/MESRARAYAWITHSMCCI)

66TH ANNUAL GENERAL MEETING **MEMBERS ONLY**

24 APRIL 2025

3.00PM - 6.00PM

FURAMA RIVERFRONT

[BIT.LY/SMCCI66AGM](https://bit.ly/SMCCI66AGM)

RESOURCES



NEED HELP WITH YOUR BUSINESS?

We are pleased to announce that SMCCI members who wish to discuss their business concerns with our esteemed Board Members can now book a session every Friday from 3pm to 5pm. This dedicated time slot provides a valuable opportunity for meaningful engagement, allowing you to seek guidance, share insights, and receive expert advice.

Don't miss out on this exclusive chance to connect with our Board Members and propel your business forward. Book your session today and make the most of this valuable resource!

[Secure your spot now!](https://tinyurl.com/MTMS-SMCCI)

WANT TO REACH TO NEW CUSTOMERS?

Are you looking to enhance your brand visibility and reach a wider audience without breaking the bank?

Look no further! SMCCI is thrilled to offer exclusive marketing and advertising packages at affordable rates, specially tailored to meet the needs of businesses like yours.

Our team at SMCCI Communications is ready to assist you every step of the way. For more information and to discuss how we can elevate your business presence, **get in touch with Nabilah Herman** at nabilahherman@smcci.org.sg or **Aisyah** at sitiaisyah@smcci.org.sg.

We look forward to supporting your growth and helping your business thrive!

[Click to view our Marketing Package!](#)

