



SMCCIINSIDER

SMCCI MONTHLY NEWSLETTER

VOL 32.

8 APR 2025

PARTING WORDS FROM THE **PRESIDENT**



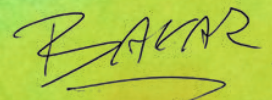
Dear Members,

Selamat Hari Raya Aidilfitri! On behalf of the Singapore Malay Chamber of Commerce and Industry (SMCCI), I extend my warmest wishes to you and your loved ones. May this season of reflection and renewal bring peace and meaningful growth to both your personal and professional journeys. Hari Raya reminds us of the values of unity, gratitude, and togetherness – values that have anchored SMCCI through every season.

As my term as President draws to a close, I reflect with deep gratitude on the journey we've shared. It has been a true honour to serve you, and I remain confident that SMCCI will continue to thrive as a beacon of support and empowerment for the Malay/Muslim business community.

I would also like to take this opportunity to wish all the best to our candidates standing in the upcoming SMCCI Board Elections (2025–2027). Your willingness to step forward and serve is commendable and reflects a strong dedication to our collective future. I encourage all members to participate actively in the voting process – together, we shape the next chapter of SMCCI.

Thank you for the trust, support, and friendship you have extended to me and the SMCCI team. Let us continue striving forward with unity, resilience, and optimism.



Mr Abu Bakar Bin Mohd Nor
President

**MAAF ZAHIR
& BATIN**





CANDIDATES FOR SMCCI NEW BOARD OF DIRECTORS 2025/27

Candidate for position of
SMCCI PRESIDENT 2025/27



Abdul Malik Hassan
Selera Rasa Nasi Lemak Pte Ltd / CRAVE

Candidate for position of
SMCCI DEPUTY PRESIDENT 2025/27



Azhar Bin Othman
Enercon Asia Pte Ltd

Candidate for position of
SMCCI VICE-PRESIDENT 2025/27



Syahiran Rohajat
MSR Interior Design Pte Ltd



Fazli Mansor
ISGN Ventures Pte Ltd

Candidate for position of
SMCCI HONORARY
SECRETARY 2025/27



Dainial Sani Lim
Xignam Consulting Pte Ltd

Candidate for position of
SMCCI HONORARY
TREASURER 2025/27



Shamir Wahid
Shamir Real Estate Asia Pte Ltd

Candidate for position of
SMCCI ASST. HONORARY
SECRETARY 2025/27



Maslina Mohamed
STIE Pte Ltd

Candidate for position of
SMCCI ASST. HONORARY
TREASURER 2025/27



Mohamed Shehzad
Ethis SG Core Pte Ltd

Candidates for position of
SMCCI BOARD DIRECTORS 2025/27



Khairil Asyraf
Bayn Works LLP



Azhar Mohd Salleh
Zoul Nasi Ayam
Penyet Pte Ltd



Nabillah Jalal
NJ Studio, Artusik



Mohamed Nor Ismail
Amani Services Pte Ltd



K H Raja Mohamad
Five Pillars Pte Ltd



Abdul Latip
HSG Global Pte Ltd



Kartina Rosli
Tin Communications

Candidate for position of
SMCCI PERMANENT
CHAIRMAN 2025/27



Abdul Rohim Bin Sarip
A.Rohim Noor Lila LLP

66TH ANNUAL GENERAL MEETING



THURSDAY
24 APRIL 2025 | 03:00PM
FURAMA RIVERFRONT
VENUS 1, LEVEL 3

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



SEE YOU
THERE!

IMPORTANT REMINDERS

THE AGM IS A
MEMBERS-ONLY EVENT.

ONLY ONE REPRESENTATIVE PER COMPANY
WILL BE ALLOWED TO ATTEND THE AGM.

DRESS CODE OPTIONS:

1. CONTINUE WEARING YOUR TRADITIONAL ATTIRE IF YOU ARE FROM THE **MAKAN & MESRA RAYA** LUNCH EVENT.
2. BUSINESS ATTIRE FOR THE AGM.



MAKAN & MISRA RAYA

Thursday, 24th April 2025, 11:30AM-2:00PM
FURAMA RIVERFRONT
VENUS II BALLROOM

Dress code: Traditional Attire

**PERFORMANCE BY
ERA DANCE THEATRE**

**KEYNOTE SPEECH BY
USTAZ TARMIZI WAHID**

*Sustaining Success with Barakah: Infusing
Islamic Values in Business & Leadership*

**CLASSIC HITS
ACOUSTIC BY FRESPA**

BUFFET AND NETWORKING



COMMUNITY IFTAR HIGHLIGHTS

Some of our Board Members were invited to a few meaningful iftar events across the community this Ramadan, each highlighting the spirit of unity, compassion, and togetherness. On 22 March 2025, they attended the mass break-fast event at **Arab Street in Kampong Glam**, where around 1,000 people including Prime Minister Lawrence Wong gathered to buka puasa in a communal dining experience. The iconic street was closed off for the occasion, creating a vibrant and inclusive atmosphere that beautifully reflected the essence of Ramadan.

Our Board Members also had the honour of attending the iftar hosted by **PERTAPIS**, graced by DPM Heng Swee Keat. In his speech, the Minister expressed gratitude for the organisation's continued service and reflected on the Malay/Muslim community's journey as a Masyarakat Gemilang (Community of Success). He commended PERTAPIS' impact – from empowering over 3,000 families through welfare and health programmes to fostering volunteerism – and reaffirmed the importance of social harmony, shared values, and interfaith unity in Singapore.

Another memorable evening was spent at the **Darul Arqam** iftar at Onan Road, hosted by the Muslim Converts' Association of Singapore (MCAS) and attended by Minister Dr Tan See Leng as Guest of Honour. The event featured generous donations from MTFA and ACE Tours to MCAS. One of the evening's highlights was the launch of the Branches of Hope initiative, where 110 children shared their Hari Raya wishes – many of which were fulfilled by our Board Members. It was a heartfelt reminder of how even small acts of giving can bring joy and meaning during this blessed month.



GOT A BUSINESS IDEA BUT NOT SURE WHERE TO START?



UNLOCK YOUR BUSINESS POTENTIAL WITH PROTÉGÉ KITA 2025

Are you a start-up or individual with a creative business idea? **Protégé Kita** is a business growth programme designed to provide structured and holistic support for entrepreneurs.

Our 7th edition programme offers a comprehensive 5-month journey covering key business principles, digital technologies, critical thinking, and more. With over 100 companies having joined and more than 90% positive reviews, our programme has a proven track record.

Through Protégé Kita, you'll benefit from:

- Expert mentorship sessions
- Free business consultations
- Learning journeys to real-life companies
- Opportunities to secure new deals and investments

Join our community of entrepreneurs and turn your business ideas into reality. Apply now for Protégé Kita 2025 and unlock your business potential.

Contact us to learn more and reserve your spot today!

JOIN US TO KICKSTART
YOUR BUSINESS
JOURNEY WITH
PROTÉGÉ KITA!

<https://bit.ly/ProtegeKita2025>
or scan QR code,



**HARI RAYA EARLY BIRD
PROMO TILL 30 APRIL**

Non-Members:

Individual (\$800), Duo (\$1,400)

•SMCCI Members:

Individual (\$700), Duo (\$1,200)

Organised by:



Supported by:



NKF STARTUP ACCELERATOR PROGRAMME:

BUSINESS CONSULTATION SESSION

In a bid to foster innovation and growth, our recent Business Consultation Session for the NKF Startup Accelerator Programme brought together aspiring entrepreneurs and seasoned business owners. Huda Hamid, Lily Khairunnisa, and Hasliza shared their expertise, providing valuable insights and guidance to participants as business consultants for the session.

The session was a resounding success, with participants benefiting from consultations to refine their business ideas. The consultants' expert advice helped clarify doubts, overcome challenges, and develop more streamlined and profitable business plans.

This engaging and informative session was a testament to our commitment to supporting entrepreneurs and driving business growth. We're proud to have played a role in empowering the next generation of business leaders.



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**](#)

SEYRUL CONSULTING

1-DAY WORKSHOP

SPEAKING FOR IMPACT, HOW TO SPEAK SO PEOPLE LISTEN

Details:

Date: Tuesday, 22 April 2025

Time: 9am - 5pm

Venue: Face-to-face

Price: \$2500 \$1800/person *exclusive for SMCCI Insider subscribers only!

Includes:

- 7C Communication Skills Profiling
- 1-hour bonus follow-up group coaching (post-workshop)
- Exclusive access to Kalam.ai (AI tool for high-stakes communication needs)

Synopsis

Participants will learn **speaking & persuasion frameworks** that have been shared with 8-figure business owners, CEOs of public hospitals and top Financial Services Directors. The lessons taught here will help the participants speak **impromptu**, speak with **confidence** and **connect with their audience** during virtual and face-to-face public discourse. Speaking is both a science and an art. Learn what works in the real world, tested by practitioners in the business, financial and education industry to effectively persuade and attract people so that they want to listen.

What you will learn:

- ✓ Don't just do public speaking, learn how to get "buy in" from prospects & clients
- ✓ Deliver confident public speeches using proven frameworks
- ✓ Create compelling messages through effective persuasion techniques
- ✓ Engage audiences through enhanced body language, vocal variety & delivery
- ✓ Learn how to speak impromptu (off-the-cuff speaking)

CLICK TO REGISTER!

bit.ly/registerspeak



[Abu Sofian Eunos](#)



[abusofianspeaking](#)



SEYRUL CONSULTING



About the trainer:

Abu Sofian Eunios is a Buy-In Strategy Coach who helps executives, business owners, and financial leaders master the art of **Speaking, Selling, and Branding Credibility**.

At just 17, he won a school public speaking championship, setting the stage for a career dedicated to helping leaders influence, inspire, and **close high-value deals**.

Featured on The Straits Times, Berita Harian, and Suria, Abu Sofian has coached a Managing Director of RM\$50M+ business, a Top-Of-The-Table Financial Services Group Director, and top leaders at J.P. Morgan, Mastercard, and AIA.

His Buy-In Strategy has helped:

- ✓ A VP at Mastercard reposition their career for greater impact
- ✓ A top financial advisor close \$63K in a single deal
- ✓ A fashion brand MD refine public speaking skills for branding
- ✓ An interior design team close \$1.2M in a sales campaign

From being bullied as a teen to coaching global executives, Abu Sofian believes true influence isn't about what you say—it's about how people buy **into YOU**.



[Abu Sofian Eunios](#)



[abusofianspeaking](#)

LEGACY THROUGH LEARNING

To mark International Women's Day, Board of Director Mdm Kohe Hasan honoured the legacy of her late mother — a woman who, despite not having formal education, deeply valued the importance of learning. Her belief in the power of education became the foundation for a meaningful tribute in her name.

She introduced the Rookaiyal Ammal Girls' Scholarship Fund, a joint initiative between M Kapital Consulting and the American University of Phnom Penh (AUPP). The scholarship aims to support young Cambodian women in accessing higher education. While female literacy in Cambodia has seen remarkable progress — rising from 54.67% in 2000 to 96.51% in 2024 — the enrolment rate for women in tertiary education remains low at 19.28%. This fund seeks to close that gap by providing **financial assistance and empowering young women to become leaders in their communities.**

With this initiative, she hopes that the beneficiaries will not only pursue their academic goals but also serve as role models, encouraging others to embrace education and leadership. The scholarship is part of a broader commitment to advancing opportunities for women and girls globally.



RAMADAN MEMBER VISITS



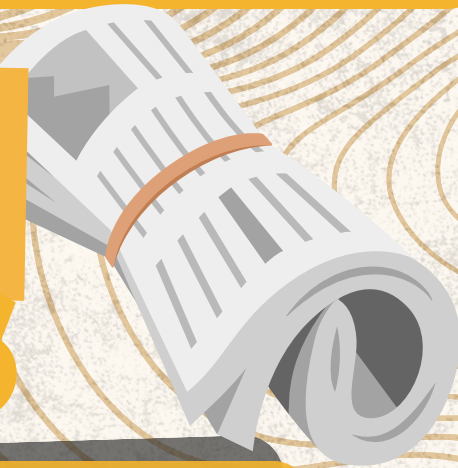
The SMCCI Membership team conducted our monthly walkabouts to visit several of our valued members. One of them was **MyKidsCravings**, whom we caught at their pop-up booth in Tampines Mall—and we couldn't resist grabbing some of their delicious sweet treats! 🌸🌸 They previously participated as a vendor in **SELOKAL 2024**, and they often share booths with other home-based businesses, so do check out their Instagram for updates on their next pop-up location.

We also met Mr Farsyun Bahtiar, owner of **Go Glamping**, at his storage space, where he shared exciting updates about his overseas ventures and the continued growth of his glamping business. He previously participated in the **SMCCI Business Mission to Jakarta**, which helped broaden his network and regional exposure. What began as a part-time venture for him has now grown into a business he manages full-time. He's currently focused on leveraging digital marketing to take the company even further.

We are heartened by the passion and resilience of our members and wish them continued success in all their future endeavours. We look forward to celebrating more updates and milestones with them in the near future!



FEATURED IN THE NEWS



Board of Director **Mr Abdul Latip Isnin** shares his views on retirement.

THE STRAITS TIMES

Are Singaporeans worried about retirement?

**CLICK
TO READ**



(Clockwise from top left) Mr Abdul Latip Isnin, Mr Fong Kok Wah, Ms Yang Xiao and Mr Patrick Chang. ST PHOTOS: KEVIN LIM, BRIAN TEO, TARYN NG



IFTAR WITH ENTERPRISE SINGAPORE



The SMCCI team had the pleasure of sharing Iftar with the wonderful team from Enterprise Singapore at the beautiful Singapore Botanic Gardens. We would like to express our sincere appreciation to Joanne, Hwee Yong Chew, Andrew, Maybelline, and Kate for being such gracious hosts and for organising a warm and meaningful evening of breaking fast together.

Our SMCCI team included President Abu Bakar Mohd Nor, Deputy President Azhar Othman, Vice President II Dr Abdul Malik Hassan, Executive Director Ms Nadiyah Hassan, Mr Khairi Hussain, and Mr Sufyan Mohd Ali. The evening was filled with open conversations, shared laughter, and a spirit of camaraderie that made it easy to connect on a deeper level.

We truly value the opportunity to work hand in hand with Enterprise Singapore in supporting and uplifting the Malay/Muslim business community. Thank you once again for the hospitality — we look forward to many more opportunities to collaborate meaningfully in the future.

**SME PRO-
ENTERPRISE
OFFICE
IS NOW
OPERATIONAL!**



Need help with government regulations?

The new SME Pro-Enterprise Office (SME PEO) is the central coordination office within the Government to help businesses with their feedback on regulations that span multiple public agencies or relate to emerging sectors where regulations are unclear or still being developed.

By streamlining regulatory processes and reducing compliance burden, we empower you to stay competitive and seize business opportunities.

What you can look forward to



Help with Government regulations that are complex, span multiple sectors or domains requiring coordination across several public agencies



Advisory on regulations for emerging sectors where regulations are unclear or still being developed



Consistent service standards across public agencies on regulatory issues

The SME PEO complements the work of other public agencies, which will continue to handle regulatory feedback and cases that are straightforward and specific to their agencies.

For example, businesses should contact SCDF on fire safety issues, JTC on lease renewal of JTC industrial properties, and MOM on work permit matters.

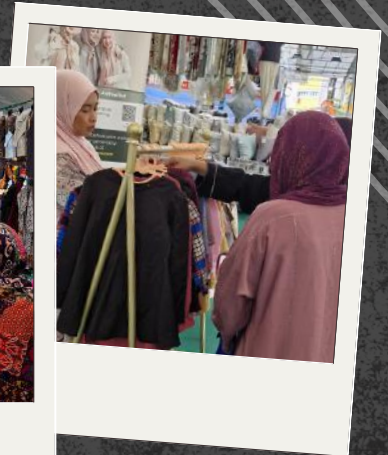
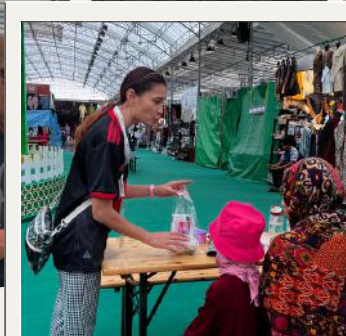
Contact us

Visit our website or make an appointment to visit any of the 10 SME Centres island-wide to provide your feedback.

[FIND OUT MORE](#)



SMCCI BOOTH @ BAZAAR GEYLANG



SMCCI's initiative at Bazaar Raya Geylang Serai brought a special Ramadan treat to the community, as we distributed warm porridge and spotlighted local home-based businesses — including participants from the Maybank myimpact Microbusiness Programme, SDEmpireSG, ByMarulyana, and Reka Sisthur — who generously gave out products for free.

This initiative added to the festive atmosphere while celebrating the spirit of giving and championing homegrown entrepreneurs.

A special thank you to Wisma Geylang Serai for the opportunity to provide a Community Booth and allowing us to be part of this meaningful celebration!



WHAT IS MUSLIM-OWNED ENTERPRISE CERTIFICATION?



FOLLOW US ON OUR SOCIALS!



muslimownedsg



muslimownedsg



Muslim-Owned Enterprise





UNITY OVER IFTAR



During the blessed month of Ramadan, the Singapore Malay Chamber of Commerce and Industry (SMCCI) was honoured to receive invites from the **Sri Lanka High Commission** on 17 March and the **Pakistan High Commission** on 25 March. These events provided valuable opportunities for SMCCI to connect with key diplomatic representatives and strengthen relationships with both embassies in a spirit of unity and goodwill.

The Iftar gatherings were not only a time for reflection and compassion but also a chance to engage in meaningful conversations that could pave the way for future collaborations. By fostering closer ties with the Sri Lanka and Pakistan embassies, SMCCI aims to work together on initiatives that will benefit all parties, promoting economic growth, cultural exchange, and mutual understanding.

These gatherings served as a reminder of the shared values of support and cooperation during Ramadan, and SMCCI looks forward to building on these relationships to enhance opportunities for future partnerships and collaborations.

LEARNING JOURNEY: LOYANG VIEW SECONDARY

A group of 32 students from Loyang View Secondary School embarked on an insightful learning journey to **Studio Five Corp**, where they gained valuable exposure to the world of digital marketing, content creation, and branding. Throughout the session, they explored the differences between traditional and digital marketing, learning how businesses use online platforms to engage audiences and build brand presence effectively.

Students were also introduced to educational pathways, with Studio Five Corp sharing insights on marketing-related courses available at ITEs and Polytechnics for those keen on pursuing a career in this dynamic field. Engaging group activities allowed them to apply their knowledge practically, reinforcing their understanding of marketing strategies. The session concluded with a tour of the Studio Five Corp office, offering students a glimpse into the creative and fast-paced environment of a digital marketing agency.

At SMCCI, we are pleased to involve our members in such meaningful initiatives. This marks the first time we are hosting a Learning Journey at a member's office, and we are excited to pilot this concept, fostering industry exposure and hands-on learning experiences for students. We look forward to collaborating on more opportunities that bridge education and real-world business insights.

Contact Khairi at noorkhairi@smcci.org.sg to learn more on the opportunities that you can grab!



LEARNING JOURNEY: MERIDIAN SECONDARY

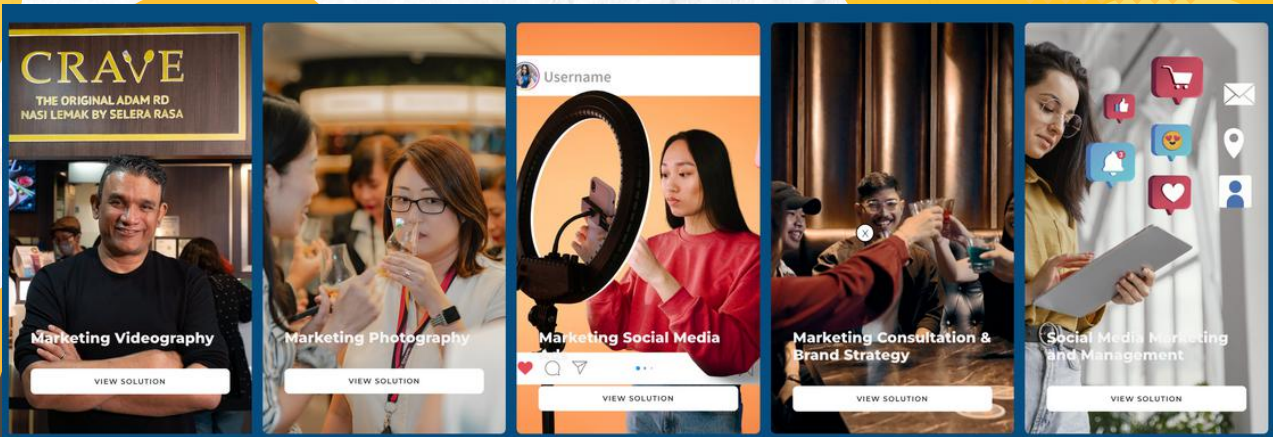
On 24 March 2025, SMCCI had the pleasure of hosting 32 students from Meridian Secondary School for an engaging learning journey. The event was designed to provide students with insight into SMCCI's functions on a national level, as well as to inspire and cultivate an entrepreneurial spirit among the youth.

The session was both informative and interactive, with students actively participating and posing thought-provoking questions that impressed the coordinators. This demonstrated a high level of curiosity and enthusiasm from the students, which made the event even more enriching.

SMCCI recognises the significance of exposing young minds to **entrepreneurship** early, and events like this are key to encouraging the next generation of leaders and innovators. By fostering such an environment, SMCCI continues to empower youth with the knowledge and drive needed to explore and excel in the world of business.



We never get tired of introducing our marketing partner,



STUDIO FIVE CORP

SERVICES

Got big business goals but not enough hours in the day? Studio Five Corp has you covered! As a full-house media agency, they handle everything—so you can sit back and watch your brand shine.

What They Can Do for You:

- Marketing strategy that makes an impact
- Video production
- Stunning photography
- Graphic design
- Website Development
- ...and so much more!

With 12+ years of experience, 1800+ happy clients, and 2000+ successful projects, they know what works.

Check out their work at www.studiofivecorp.com and discover better ways to grow your business!



[studiofivecorp](https://www.tiktok.com/studiofivecorp)



[studiofivecorp.official](https://www.instagram.com/studiofivecorp.official)

UPCOMING EVENTS

at a
glance

SMART SEMINAR SERIES X CELEBPREENEUR

16 APRIL 2025

9.00AM - 1.00PM

THE COVE BALLROOM @ CITY PLAZA

MAKAN & MESRA RAYA

24 APRIL 2025

11.30AM - 2.00PM

FURAMA RIVERFRONT, VENUS II BALLROOM

SOLD OUT

66TH ANNUAL GENERAL MEETING

MEMBERS ONLY

24 APRIL 2025

3.00PM - 6.00PM

FURAMA RIVERFRONT, VENUS I BALLROOM

[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!](#)

