



SMCCI INSIDER

SMCCI MONTHLY NEWSLETTER

VOL 33.

2 MAY 2025

*Thank you
and Farewell
Pak Bahar!*

66TH ANNUAL GENERAL MEETING



Dear Esteemed Members of SMCCI,

I hope this message finds you in good health and high spirits. It is my utmost honour to address you as the newly elected President of the Singapore Malay Chamber of Commerce and Industry (SMCCI). I would like to extend my heartfelt gratitude to each and every one of you for placing your trust in me and the newly elected Board.

At the recently concluded 66th Annual General Meeting on 24 April 2025, our members came forward in full spirit to exercise their voting rights and elect the new leadership team. The Board you have chosen brings together a powerful blend of experience, energy, and purpose. Each member selected based on their past contributions, industry leadership, and dedication to championing the interests of our Malay/Muslim business community.

It gives me great pleasure to present the 2025/2027 Executive Committee and Board of Directors:

President: Dr Abdul Malik Hassan
Deputy President: Mr Azhar Bin Othman
Vice President: Mr Fazli Mansor
Vice President: Mr Syahiran Rohajat
Honorary Secretary: Mr Dainial Sani Lim
Honorary Treasurer: Mr Shamir Wahid
Assistant Honorary Secretary: Mdm Maslina Mohamed
Assistant Honorary Treasurer: Mr Mohamed Shehzad

Board Directors (2025/2027):

- Mr Azhar Mohd Salleh
- Mr Abdul Latip
- Mr Raja Mohamad
- Mr Khairil Asyraf
- Ms Nabillah Jalal
- Ms Kartina Rosli

I am humbled to lead such a diverse and dedicated team. Together, we are committed to building on the strong foundation laid by our predecessors and continuing SMCCI's mission with renewed purpose. Moving forward, our focus will be anchored on **CMS**:

- **C for Community** – which we see in two parts: our broader Malay/Muslim community and our fellow MMOs*. We aim to deepen collaboration with as many community partners as possible, strengthening bonds and impact.
- **M for Members** – SMCCI exists because of you. Do the members need us, or do we need the members? My answer: We need each other. We will continue to provide programmes, networking platforms, and policy engagement opportunities—while encouraging our members to step forward, engage, and let us know how we can support you better.
- **S for Secretariat** – the beating heart of our Chamber. I believe in investing in our people. We will continue to provide upskilling and growth opportunities for our team. When our Secretariat grows, SMCCI grows with them.

I also wish to express my sincere appreciation to the outgoing President, Mr Abu Bakar Mohd Nor, and the previous Board for their steadfast leadership and tireless dedication. Their contributions have paved the way for us to build further and dream bigger.

As your President, I am committed to strengthening our member engagement, expanding access to global markets, championing digital and entrepreneurial transformation, and fostering a more inclusive and innovative SMCCI. Let us move forward—united, grounded in purpose, and bold in vision.

Thank you for your continued support, your ideas, and your trust. I look forward to working closely with all of you as we shape the next chapter of SMCCI, together.

Warm regards,



Dr Abdul Malik Hassan
President

LETTER FROM THE PRESIDENT





SMCCI NEW BOARD OF DIRECTORS 2025/27

SMCCI PRESIDENT



Abdul Malik Hassan
Selera Rasa Nasi Lemak Pte Ltd / CRAVE

SMCCI DEPUTY PRESIDENT



Azhar Bin Othman
Enercon Asia Pte Ltd

SMCCI VICE-PRESIDENTS



Syahiran Rohajat
MSR Interior Design Pte Ltd



Fazli Mansor
ISGN Ventures Pte Ltd

SMCCI HONORARY SECRETARY



Dainial Sani Lim
Xignam Consulting Pte Ltd

SMCCI HONORARY TREASURER



Shamir Wahid
Shamir Real Estate Asia Pte Ltd

SMCCI ASST. HONORARY SECRETARY



Maslina Mohamed
STIE Pte Ltd

SMCCI ASST. HONORARY TREASURER



Mohamed Shehzad
Ethis SG Core Pte Ltd

SMCCI BOARD DIRECTORS



Abdul Latip
HSG Global Pte Ltd



Azhar Mohd Salleh
Zoul Nasi Ayam
Penyet Pte Ltd



Kartina Rosli
Tin Communications



Khairil Asyraf
Bayn Works LLP



K H Raja Mohamad
Five Pillars Pte Ltd



Nabillah Jalal
NJ Studio, Artusik

MAKAN & MESRA RAYA

Highlights from our Makan & Mesra Raya Lunch on 24 April 🌙

A heartwarming afternoon that brought together SMCCI members, Malay/Muslim organisations, and partners in celebration of Hari Raya. The event featured opening remarks by Deputy President Mr Azhar Othman, a keynote address by Ustaz Tarmizi Wahid, and vibrant cultural performances by Frespa Music and Era Dance Theatre — a beautiful showcase of unity, reflection, and festive spirit! ✨



PPIS HARMONY RAYA 2025:

**Rooted in Faith,
Leading with Change**



click for more

Now in its eighth year, PPIS Harmony Raya 2025 continues to celebrate interfaith dialogue and women's leadership across communities. This year's event brought together women from the Baha'i, Buddhist, and Islamic faiths to explore how spiritual values guide their work and spark change in diverse fields. Guest-of-Honour Mdm Rahayu Mahzam, Minister of State and Patron of PPIS, joined the conversation — highlighting the importance of inclusivity, resilience, and purpose-driven leadership in today's society.

Hari Raya Networking Lunch
with MENDAKI Professional Networks



Hari Raya Networking Lunch
with MENDAKI Professional Networks
Sunday, 27 Apr 2025

YAYASAN MENDAKI Raya Networking

SMCCI was honoured to be invited to the Mendaki Raya Networking Event on 27 April 2025, where the spirit of collaboration and progress took centre stage. The event reinforced a powerful message: the Malay/Muslim community holds immense potential to excel across diverse and specialised industries.

Success is not just about individual achievements—it's about growing together. Through shared confidence, collaboration, and the open exchange of knowledge and resources, we can uplift one another and move forward as a united, purpose-driven community.

BETHE NEXT PROTÉGÉ WITH SMCCI ACADEMY THIS YEAR!



PROTÉGÉ KITA

Are you a start-up founder or individual with a creative business idea? **Protégé Kita 2025** is a 5-month business growth programme providing structured support for aspiring entrepreneurs. Gain practical knowledge in key business principles, digital technologies, and financial planning.

With over 100 companies benefitted and more than 90% positive reviews, Protégé Kita has a proven track record. Enjoy benefits like:

- ✓ Mentorship from seasoned business owners
- ✓ Free consultations with SMEC advisors
- ✓ Real-life company visits
- ✓ Opportunities to secure new deals and investments

rates

Non-Members:

Individual (\$900), Duo* (\$1,600)

SMCCI Members:

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

**Duo registration applies to two individuals from the same company.*

Application opens until
11 June 2025!



**JOIN US TO KICKSTART
YOUR BUSINESS
JOURNEY WITH
PROTÉGÉ KITA!**

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



**REGISTER
NOW!**



MAYBANK myimpact

MICROBUSINESS PROGRAMME

WINNERS' MENTORSHIP JOURNEY

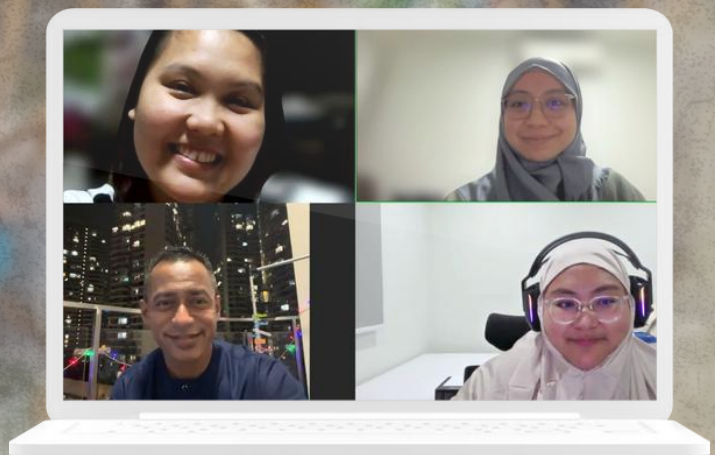
The winners of the Maybank myimpact Microbusiness Programme 2025 (2nd run) officially began their mentorship journey. Liyana Roslan (ByMarulyana), Suhana Suhaimi (Pelangi's Delights), and Farhana Mohamad (Reka Sisthur) were mentored by seasoned professionals: Mdm Maslina Mohamed (STIE Pte Ltd), Mdm Rahayu Dahlan (Love Blossom), and Mr Ambran Abu Bakar (SCAVAI Alliance Pte Ltd).

Over the three-month mentorship programme, the entrepreneurs received guidance on refining their business strategies and effectively utilising the \$5,000 seed funding. The mentorship sessions covered topics such as financial management, goal-setting, business needs assessments, and budgeting.

Additionally, Farhana was invited to attend SCAVAI's Gaya Raya Eid Corporate Lunch, which provided her with valuable networking opportunities and industry exposure.

The Maybank myimpact Microbusiness Programme continued to nurture the next generation of business leaders, equipping them with the tools, confidence, and support to succeed.

We look forward to the continued impact these entrepreneurs will make, **sparking the spirit of entrepreneurship in others.**



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**](#)



ACAPS GALA DINNER

SMCCI recently attended the ACAPS Gala Dinner, reinforcing our close relationship with the Association of Catering Professionals Singapore (ACAPS). This ongoing partnership allows us to better support Malay/Muslim caterers, offering access to industry insights, opportunities, and a strong community network. For members in the catering space, ACAPS is a valuable ally to grow and thrive with.



DIWAN PERKENALAN & PERUBAHAN
MELAYU SINGAPORE
SINGAPORE MALAY CHAMBER OF COMMERCE & INDUSTRY
Lighten up the night with the Malay community



SMCCI@FHA-F&B EXPO 2025

Supporting Our Members on the Global Stage

From 8 to 11 April 2025, SMCCI's Membership and Business Pillars paid a visit to the Food & Hospitality Asia (FHA-F&B) Exhibition at Singapore Expo. This international showcase brought together thousands of industry players from around the region, and we were proud to connect with several of our very own members and partners who were exhibiting at the event.

Our first stop was at Jumaïn Sataysfaction, where we had an engaging conversation with Mdm Samsiah, the third-generation owner who shared her family's ongoing legacy in the satay business. We then visited Leong Guan Food Manufacturer, a halal noodle supplier whose products are well-known and widely available in local retailers such as NTUC.

At Syed Mohamed Traders, Mr Jaafar Sadik warmly welcomed us and introduced a range of exciting new products. We were also pleased to visit HSG Global, led by Mr Abdul Latip, who also serves as a Board Director of SMCCI and was proudly representing his company on the FHA platform.

Our final stop brought us to the Sarawak Pavilion, where we were hosted by Mr Chew Chang Guan, CEO of the Sarawak Trade and Tourism Office Singapore (STATOS).

This visit reaffirmed our commitment to supporting members' growth and global exposure while highlighting the strong presence of SMCCI businesses in international arenas.





RAYA GATHERING WITH STATOS

SMCCI was invited to the vibrant Hari Raya celebration hosted by the Sarawak Trade & Tourism Co. Pte. Ltd. (STATOS) on 29 April 2025. The event began with a warm welcome and insightful speech by Mr Chew Chang Guan, Chief Executive Officer of STATOS, followed by an engaging showcase of Sarawak as a top tourism destination and a hub of exciting trade and business opportunities. Guests were treated to a delightful spread, which added to the joyous and welcoming atmosphere. It was a truly meaningful occasion where members had the chance to connect, network, and explore valuable collaboration opportunities. SMCCI extends its sincere appreciation to STATOS for the generous hospitality and the opportunity to be part of such a memorable celebration.

For those who are interested to know more about the opportunities in Sarawak, do reach out to our secretariat, **Khairi** by emailing to **noorkhairi@smcci.org.sg**



SMART SEMINAR SERIES & HARI RAYA GATHERING



On 16 April, SMCCI attended the SMART Seminar Series, a signature event by SME Centre@SMCCI.

The session featured inspiring sharings by 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!).

Key takeaways from the session included valuable insights into the success factors that drive growth at each stage of the business lifecycle. Participants also gained practical knowledge of the latest AI tools to support and enhance their entrepreneurial journey. Additionally, the seminar highlighted the importance of identifying, appreciating, and nurturing impactful leadership to sustain long-term business success.

The day wrapped up with a lively internal Hari Raya celebration with the SMEC team. It was a joyful afternoon filled with laughter, festive cheer, and meaningful bonding. A reminder that strong connections are the foundation of effective collaboration.

We came dressed in our festive best and fully embraced the spirit of Raya together! 🌙✨ Big thanks to SME Centre@SMCCI for hosting the events.



**SME
CENTRE
@SMCCI**





MUSLIM-OWNED ENTERPRISE SG @ LOONG DIM SUM

Muslim-Owned Enterprise SG had the pleasure of filming and interviewing Loong Dim Sum as part of our value-added marketing service. They also offer a Level 4 VIP area available for rent, perfect for occasions such as weddings and private events.

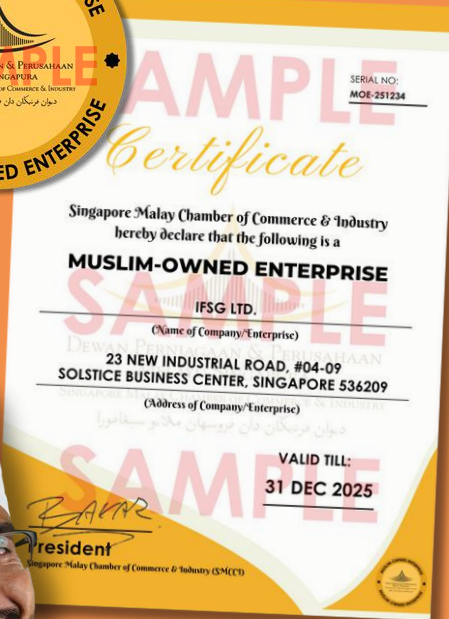
Thank you for warmly hosting us and sharing your inspiring story!

Want to know more or make a booking?
Contact **Rafee@LoongDS.com**.



**Mr Rafee Eunus,
Co-owner of
Loong Dim Sum!**

(MOE) MUSLIM-OWNED ENTERPRISE CERTIFICATION IN A NUTSHELL



MOE is a recognised certification initiated by SMCCI to help Muslim businesses scale up. Applicable to all sectors including F&B, non-F&B products and even services. More than just a label, it is a symbol of:

ASSURANCE OF MUSLIM OWNERSHIP
COMMITMENT TO UPHOLDING ETHICAL COMPLIANCE

What is it for?

VISIBILITY AND RECOGNITION OF MUSLIM-OWNED BUSINESSES



ENCOURAGES CONSUMER SUPPORT FOR MUSLIM-OWNED BUSINESSES



How does it benefit Muslim-owned businesses?

ACCESS TO RESOURCES THROUGH SMCCI COMMUNITY NETWORKING, COLLABORATION, INTERNATIONALISATION

Pricing for Applicants:

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

Validity:

1 Year
SMCCI Membership + MOE

How to register?



Scan here

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!



WELCOME ON BOARD TO OUR LATEST MOE HOLDERS:

1. ZR WESTERN PTE. LTD.
2. BAKING ANGEL LIMITED LIABILITY PARTNERSHIP
3. ZR DIM SUM PTE. LTD.
4. GRWVI PTE. LTD.
5. HAIG ROAD PUTU PIRING PTE. LTD.
6. JINSHANGYIPIN HOTPOT PTE. LTD.
7. AL-RICH EXPRESS PTE. LTD.
8. WISMA PREMIUM UTAMA



FOLLOW MOE FOR MORE UPDATES:



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Muslim-Owned Enterprise



BUSINESS FINANCE SOLUTIONS

Step into SMCCI's Incubation Centre, where business dreams take flight! With expert guidance from Dino Amin, our Business Finance Solutions are designed to empower and support your growth every step of the way. Let's turn your vision into success!

OUR BUSINESS FINANCE SOLUTIONS:

consultation

incorporation

accounting & tax

VCC/SPV setup

bank account opening

corpsec services

loans (secured/unsecured)

pitch deck

mortgage

fund raising

franchise

supply chain financing

overseas companies setting up in SG

corporate trust

mergers & acquisition



We understand the importance of timely and effective business financial solutions. We will work closely with you to provide personalised support and guidance, helping you make informed decisions and drive your business forward.

Contact us today to learn more about our Business Finance Solutions and how we can help your business succeed.



CONTACT US

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!](#)

