

LETTER FROM THE PRESIDENT

Dear Esteemed Members of SMCCI,

On 27 June 2025, SMCCI held its Annual Townhall—a key moment for us to come together, hear from our members, and chart our path forward as a united business community. I would like to extend my sincere thanks to all who attended and contributed so candidly to the discussions.

This year's Townhall was more than just a dialogue—it was a reaffirmation of SMCCI's commitment to listen, adapt, and lead. Your feedback plays a critical role in shaping our priorities, and I am heartened to see strong alignment around three core areas: collaboration, regional expansion, and tailored business advisory.

The Townhall is part of our ongoing commitment to listen and lead with purpose. We understand the evolving challenges on the ground, and I want to assure you that SMCCI remains focused on providing the access, advisory, and support you need to grow.

Looking ahead, we are planning key initiatives including business missions to Sarawak and MIHAS—to help members explore new markets, secure trade opportunities, and build regional visibility.

We are excited for what's ahead, and we look forward to walking this journey with you.

Dr Abdul Malik HassanPresident

TOWNHALL REFLECTION



TOP MEMBER PRIORITIES: Collaboration, Expansion, Advisory

MEANINGFUL COLLABORATION

SMCCI will strengthen initiatives like **Dewan Connect** with **industry-specific topics** and curated networking sessions, to foster purposeful dialogue, particularly in the face of global shifts.

INTERNATIONAL MARKET ACCESS

As members reaffirmed strong interest in expanding into Malaysia, Indonesia, the MENA region, and Central Asia. SMCCI will continue to lead trade missions starting with MIHAS and Sarawak.

TAILORED BUSINESS ADVISORY

16%

SMCCI encourages members to actively approach SME Centre @ SMCCI for tailored business guidance and leverage these services to better navigate evolving market conditions.

ADDRESSING BUSINESS PAIN POINTS:

Falent, Funding, and Rising Costs

19% MANPOWER CONSTRAINTS

SMCCI encourage members to consider regional workforce strategies, including setups in the **Johor-Singapore Special Economic Zone (JS-SEZ)**. The session also spotlighted the role of **innovation** and **technology**.

12% LIMITED ACCESS TO FUNDING

SMCCI is considering developing a **funding guidebook**, and recommends engaging proactively with banks, accelerators, and investor networks.

INCREASE OPERATIONAL COST

6%

SMCCI Academy will continue delivering practical masterclasses to build these capabilities, as members recognised the ongoing need to build business fundamentals such as **budgeting**, cost **management**, and **forecasting**.

PROGRAMME PREFERENCES AND BUSINESS SENTIMENT



The "Deal Hunter" programme was highlighted—an existing initiative that differs from typical trade missions. Unlike group-based missions, Deal Hunter is a **tailored approach** where SMCCI supports one company on a **customised overseas entry plan** designed specifically for their business needs.

Overall, business sentiment was positive, with most members expressing confidence in the months ahead. For those seeking more handson support, the SME Centre @ SMCCI remains available. Members were also encouraged to explore emerging halal markets, such as those in Southern Thailand.

*Note that this is based on survey recently carried out by SMCCI.

SPARK YOUR ENTREPRENEURIAL JOURNEY

KEY TAKEAWAYS:

ANNA BELLE FRANCIS

- Mastering the art of pitching with **effective decks** is a critical skill for communicating business value and securing meaningful opportunities.
- Strategic partnerships and effective networking are key drivers of sustainable growth and long-term success.
- · Always consider the **impact your work will have on others** and let that purpose guide every decision.
 - **SMEC delivers expert guidance** on funding approaches and business growth opportunities.

YOU ARE THINFINITE BUSINESS.



PROTÉGÉ KITA

KARTINA ROSLI

- **True growth** begins with values, especially when those values guide us through life's toughest challenges.
- Start with **confidence**, even without validation, because growth comes from both your wins and your struggles.
- · A **good mentor** brings clarity, strengthens your courage, and opens doors to valuable opportunities.
- · When guidance **no longer aligns** with your goals, don't be afraid to seek a better fit.

START WHEN YOU'RE NOT READY. SEEK GUIDANCE EARL

USTAZ DR FADLI

- ·The spirit of entrepreneurship echoes the **practices of the Prophet** 鑑, emphasising trust, trade, and meaningful community impact...
- · Growth starts when you **consistently show up** even when you're unsure.
- Experiential knowledge delivers **practical value** that traditional learning methods may not fully capture.
- Mentorship challenges your thinking and helps you grow beyond your limits.
- Business can go beyond profit—it can **serve a greater purpose**. Let your work be a reflection of your values.



PHASE 2

CRAFT YOUR CORE BUSINESS SKILLS

E Learn the essentials of business fundamentals, digitalisation, financial forecasting, marketing, and more – with practical modules, guided consultation, and a learning journey to tie it all together.

Programme Dates: 6, 13, 20 & 27 August 2025

Includes workshops, fireside chat, and consultation to help you prep your business plan.

Limited slots available!

rates

\$350

PER PAX

REGISTER NOW

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



PHASE 3

PROTÉGÉ KITA

SCALE, PITCH AND GO GLOBAL

- Build your brand
- Master startup funding, financial strategies & international expansion
- Refine your pitch with expert guidance
- ✓ Includes mentoring sessions, fireside chats & a business mission abroad
- Programme runs: 10 Sept 5 Nov 2025

Bonus Perks:

- SMCCI Silver Membership (worth \$300+)
- Guaranteed slot overseas Business Mission your chance to network and explore new markets beyond Singapore!

rates

\$2,500

PER PAX



Six participants from the National Kidney Foundation (NKF) took a courageous step forward by presenting and pitching their business ideas to a panel of investors for the very first time. Despite initial nerves, each of them rose to the occasion demonstrating passion, resilience, and a genuine desire to turn their ideas into reality.

This pitching session marked a significant milestone in their entrepreneurial journey. Among the ideas presented, three of them stood out and left a strong impression on the investors, earning them a second opportunity to pitch and further refine their business concepts. This recognition reflects not only the potential of their ideas but also the effort and determination they have put into their preparation.

In a heartening turn of events, one investor was so inspired by a Mdm Rozalina's potential that they expressed a keen interest in sponsoring their continued development—specifically through enrolment in SMCCI Academy's flagship entrepreneurship programme, **Protégé Kita**. This sponsorship will provide the participant with structured training, mentorship, and community support to further elevate their entrepreneurial capabilities.

This initiative not only underscores the power of inclusive business support but also reaffirms SMCCI's commitment to empowering individuals from all walks of life through meaningful partnerships and lifelong learning.

SCARF MEDIA MEETS SMCCI



SMCCI recently connected with Scarf Media, a lifestyle media company based in Jakarta, to explore a meaningful collaboration — the upcoming **Halal Creative Forum** set to take place in Singapore. In attendance were Ibu Temi and Ibu Egi, representatives from Scarf Media who shared their vision for elevating halal creativity through cross-border partnerships.

Founded under PT Kreasi Kriya Indonesia, Scarf Media champions the modern Muslim woman through inspiring content that spans modest fashion, lifestyle, health, beauty, and entrepreneurship — all rooted in Islamic values. Beyond digital platforms, the company also organises impactful community events such as fashion showcases, business seminars, and networking forums across the region.

The tentative forum with SMCCI aims to spotlight halal creativity, strengthen cross-market collaborations, and amplify the presence of Muslim women in both business and creative industries.



Interested in being part of our local booth showcase? Want to feature your local products and connect with foreign delegates?

Reach out to us at aidilrausi@smcci.org.sg to express your interest!



In strengthening global Muslim business ties, SMCCI recently hosted representatives from the Support Muslim Business Forum (SMBF) to explore collaborations that connect our local entrepreneurs with international networks.

SMBF, founded by respected Islamic scholar and entrepreneur Mufti Qazi Hassan Razza (third from right), is a membership initiative based in the UK, aimed at uniting and uplifting Muslim businesses worldwide through strategic trade networks and knowledge exchange.

SMCCI had the honour of meeting CEO Dr Usman Khalid (fourth from right), Head of International Trade, Mr Waqas Mohammad (far right), and ASEAN Region Ambassador Ms Bella Khaja (third from left), alongside Mufti Qazi Hassan Razza. Discussions focused on expanding access to Middle Eastern markets and joint initiatives to empower Muslim-owned enterprises.

We would also like to extend our heartfelt congratulations to Ms Bella Khaja, our long-time supporter and partner of SMCCI on her recent appointment as ASEAN Ambassador to SMBF.

Interested in entering the Middle East market but unsure how?

Let SMCCI and SMBF guide your journey. Stay tuned for upcoming programmes and opportunities tailored for your business growth.

Contact <u>noorkhairi@smcci.org.sg</u> for more information.



MIHAS 2025

MALAYSIA INTERNATIONAL HALAL SHOWCASE

The 21st edition of MIHAS, the Malaysia International Halal Showcase, is happening from 17-20 September 2025 at MITEC, Kuala Lumpur. Organised by MATRADE and hosted by MITI (Ministry of Investment, Trade and Industry), this global platform is a golden opportunity to amplify your halal product exposure, connect with industry leaders, and explore cross-border opportunities.

SMCCI welcomes members and aspiring entrepreneurs to join us at MIHAS through:

- ✓ Product Showcase at SMCCI Booth (17–20 Sept) showcase up to 3 hero products
- Business Networking Session Access (18 Sept)
 Or join us just for Networking Access (18 Sept)
- Register your interest here: fpls.in/smccimihas2025
- 📩 For inquiries, contact <u>mdshaifulbahri@smcci.org.sg</u> or <u>noorkhairi@smcci.org.sg</u>

10RE ABOUT MIHAS

GO SARAWAK

E YOU'RE IN KL, WHY NOT GO FURTHER?



DO NO DISTUR

> We're also organising a Business Mission to Kuching, Sarawak from 21–23 Sept 2025, where members will gain:

- Insights into the Halal Economy & Government Briefings
- Business Matching sessions
- Opportunities in Trade, Tourism & Investment
- Register here: fpls.in/smccisarawakbm2025
- 💢 Contact <u>Sufyan</u> for more information.

SMCCI MEMBERSHIP

TAJ MAHAL IN SINGAPORE?



You've probably seen the name Taj Mahal on the shelves of your local minimart or maybe even on the menu of your favourite restaurant. But did you know this proud brand is homegrown right here in Singapore?

Meet **Mr Shahul Hameed**, the passionate Operations Director of **Taj Mahal Pte Ltd**, a company dedicated to making high-quality, fresh, and preservative-free natural food products daily.

Founded in 2017, Taj Mahal began with a simple but powerful mission to provide delicious, fresh products using only natural ingredients, made right here on local soil. But the real turning point came when Mr Abu, the company's Managing Director, took the leap to lead the brand. With his vision and drive, the business grew from just two items to a diverse range of 14 offerings today including milk products, lassis, yoghurts, dosa batter, and more.

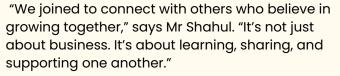
What makes Taj Mahal stand out? It's their commitment to purity and taste. Their tagline says it all:

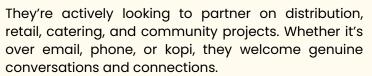
Pure Love, Pure Taste.

No preservatives. No shortcuts. Just honest, quality food that retailers, restaurants, and home cooks can trust.

As a Platinum Member of SMCCI, the Taj Mahal team is also focused on community and

collaboration.





To fellow SMCCI members, Mr Shahul leaves a message of encouragement:

"Keep going. Stick to your values. Don't be afraid to work with others. When we support each other, everyone wins."

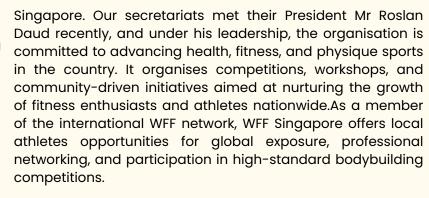


Check them out:
Website
Instagram



MEMBER VISITS & WALKABOUT

World Fitness Federation Singapore Pte Ltd serves as the official national representative of the World Fitness Federation (WFF) in



Mr Roslan is also actively involved in promoting fitness education and supporting the rise of fitness entrepreneurship in Singapore. He plans to host an ASEAN international competition by 2027 and is notably hosting a major bodybuilding event on 21 September 2025 in Singapore.

NZ Landscape Pte Ltd, helmed by Mr Mohamed Nazir, is a growing landscape services company in Singapore that specialises in a comprehensive range of solutions—from landscape design and horticultural maintenance to tree pruning and turf management.

With a track record that spans across residential

condominiums, landed properties, and commercial office buildings, NZ Landscape brings both expertise and reliability to every green space they manage.

Looking ahead, Mr Nazir is exploring plans to expand NZ Landscape's operations into Malaysia, tapping into new market opportunities in the region. This strategic move is currently in the planning and data collection phase, as he works to better understand the landscape sector across the Causeway and identify entry points for growth.

As part of its ongoing commitment to support local businesses in their regionalisation journey, SMCCI will be supporting Mr Nazir and NZ Landscape through advisory, connections, and market insights as he charts his expansion plans abroad. We wish you all the best.



MEMBER VISITS 8. WALKABOUT

As part of our ongoing SMCCI Membership Walkabout, we had the pleasure of meeting Mr Syukri Azman, founder of MSBA Creatives. His company is known for elevating events through bespoke planning,

personalised training, versatile hosting, live coverage, and comprehensive media support. With a strong focus on crafting memorable experiences, MSBA Creatives caters to a wide range of clients—from corporate events to community activations—delivering high-quality execution with creative flair.

Mr Syukri is also proudly one of SMCCI's Muslim-Owned Establishment (MOE) ambassadors, and is widely recognised for his strong social media presence under the handle @syukeats, where he actively promotes Muslim-owned businesses and local F&B establishments to a broad audience.

Given our aligned vision in uplifting local businesses, we are excited to share that SMCCI will be collaborating more closely with Mr Syukri in upcoming projects and initiatives. His dual role as a creative entrepreneur and MOE ambassador positions him as a valuable partner in amplifying community impact and outreach.

As part of SMCCI's ongoing engagement efforts, our secretariat team recently conducted a Meet the Member session with Mr Saifee and Mdm Jumina, founders of MIU Global. The session provided valuable insights into their business journey and future aspirations.

MIU Global is a full-service marketing agency that offers a wide range of creative and strategic services—including branding, digital marketing, content creation, and campaign development. With a focus on helping

businesses elevate their brand identity and digital presence, MIU Global has built a reputation for delivering tailored marketing solutions that drive impact and engagement.

Beyond marketing, Mr Saifee also shared about their second venture in the Virtual Reality (VR) industry, which focuses on immersive VR gaming and experiential solutions. This innovative arm of the business reflects their passion for technology and exploration of new frontiers in digital experiences.

SMCCI looks forward to supporting MIU Global in both their marketing and tech ventures, and will continue to provide platforms for networking, collaboration, and visibility within the Malay/Muslim business community and beyond.

A TRENDSETTING MUSLIM-OWNED F&B GEM

JING HALAL HOTPOT & BBQ

We're excited to spotlight a new addition to Singapore's vibrant halal dining scene: JING Halal Hotpot & BBQ. Recently launched and proudly Muslim-owned, JING offers a unique culinary experience that fuses bold Sichuan flavours with Southeast Asian influences, all within a cosy and inviting atmosphere.

At JING, diners enjoy the best of both worlds. Each guest is served an individual hotpot, featuring soup bases such as fiery Mala and nourishing Herbal Chicken, while sharing a central grill for meats and seafood. This thoughtfully designed concept allows for both personal enjoyment and communal interaction, making it perfect for family meals, casual meet-ups, or small networking sessions.

Beyond the food, the space has been carefully curated to evoke warmth and connection. With its ambient lighting and modern interiors, JING sets the tone for meaningful gatherings and memorable conversations.

- Lisit them at 11 Tanjong Katong Road, #02-19/20, Kinex Mall
- Stay updated via their Instagram: @jing.singapore

Be sure to check them out and support another homegrown, Muslim-owned business!



ANNOUNCEMENT

We are pleased to announce that the Muslim-Owned Enterprise (MOE) logo has been officially registered as a trade mark with the Intellectual Property Office of Singapore (IPOS).

- Trade Mark No.: 40202423112W
- Class: 35 covering services such as business consultancy, advertising, accounting, and marketing
- Date of Registration: 7 October 2024
- Validity: Until 7 October 2034



This milestone reinforces our commitment to safeguarding the identity and credibility of the MOE Certification. It also enhances the trust and recognition associated with the logo among consumers, partners and certified enterprises.

Use of the Logo

As a registered trade mark, the MOE logo is legally protected. We kindly remind all parties – including MOE certification holders, business partners and internal teams – to refrain from any unauthorised use of the logo. Usage must comply with the guidelines provided by SMCCI.

If you are unsure whether your intended usage complies, please contact us at info@smcci.org.sg for clarification.

We thank you for your continued support in upholding the integrity of the MOE Certification.



READY TO GROW YOUR BUSINESS?

With expert guidance from Dino Amin, our Professional Service Solutions are designed to empower your entrepreneurial journey and support your growth every step of the way. Let's bring your vision to life—and build lasting success together.

OUR PROFESSIONAL SERVICE 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 professional serivce 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 Professional Service Solutions and how we can help your business succeed.



Scan to contact Dino

SME CONFERENCE Centre 2025

DRIVING BUSINESS TRANSFORMATION & **GROWTH THROUGH** PARTNERSHIPS

30 JULY 2025 | SANDS EXPO & CONVENTION CENTRE



Join us and discover how strategic partnerships can drive your business growth!

Featuring our Guest of Honour, Ms Low Yen Ling, Senior Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry. Explore how partnerships drive business transformation, gain insights from real-world SME success stories and discover strategic growth opportunities. Dive into exclusive workshops, expert panels and live case studies designed to spark collaborative innovation, foster meaningful connections and co-create powerful strategies that propel your business forward.

Welcome Address



Mr Lennon Tan

eynote and Expert Sharing





















Fireside Chat





Plenary Session with Industry Leaders















>> Registration Fees

Standard (1 Ticket) S\$48" General Admission

 Group Bundle (3 Tickets) General Admission

Tickets are available online now until 23 July and at onsite counters on 30 July.

S\$108" Refore 955 GST

Get Your Tickets Now

SME Centre Conference 2025 is back on 30 July at the Sands Expo & Convention Centre! In appreciation of our valued partnership over the years, we are extending a warm invitation for your company to join us in this dynamic event.

We are excited to announce that the

Themed "Driving Business Transformation & Growth through Partnerships", the conference will delve aspects of key transformation, demonstrate the role of partnerships in driving change, and showcase real-world success stories from local SMEs that have strategically embraced partnerships transformation.

Event Details

• Date: 30 July 2025 (Wednesday)

• Time: 9am to 5pm

 Venue: Level 3, Jasmine and Hibiscus Ballrooms, Sands Expo & Convention Centre

 Admission: \$48* per pax (or enjoy a group bundle of 3 tickets for \$108*) (*excluding GST)

We look forwarding in seeing you and catching up at the event!

Stay tuned for more updates on our official channels:

Website, LinkedIn, and Facebook.





















SME CENTRE @ SMCCI





Expanding into Southeast Asia's emerging markets? Don't let evolving labour regulations or workforce adaptation hold you back!

Join us in this workshop where our guest speakers, Ken Sai Tip, General Manager at BIPO Thailand | Myanmar | Laos and Swechha Mohapatra, Assistant Director – Workplace Transformation at IHRP provide expert insights to guide you in building a resilient and compliant workforce for regional growth.

- Navigate Labour Regulations: Ken Sai Tip from BIPO unpacks critical updates in Southeast Asia's labour regulations and compliance, ensuring you stay ahead of regulatory shifts shaping the workforce.
- ☑ Empower Through Job Redesign: Sweccha Mohapatra from IHRP reveals how Job Redesign (JR) empowers SMEs for resilience and internationalisation. Discover practical frameworks like the REVAMP Framework and IHRP tools to transform your workforce.
- Get the opportunity to network and build connections with like-minded SME owners!

Date: 13 August 2025 Time: 1:30pm - 4:45pm

Venue: Lifelong Learning Institute, Training Room 9-2/9-3, 11 Eunos Road 8, Singapore 408601

Registration*: \$12

*Slots are limited to two attendees per registered company, due to venue capacity constraints.

Register at bit.ly/13Aug-HR now!

INTELLECTUAL PROPERTY WEEK: CONNECT @ IP GROW

gb gobusiness

Get complimentary IP advice at Connect @ IP Grow!

Marina Bay Sands Expo & Convention Centre | 26 - 27 August 2025

Whether you're building a startup or growing your SME, here's your chance to get free expert advice on how to turn your intellectual assets into business growth.

Get free 1:1 consultations with IP experts in 4 key areas, gain exclusive insights from our panel discussions, and connect with like-minded entrepreneurs and innovators. Registration is complimentary. Limited slots available!





CLICK HERE TO BOOK YOUR SLOT NOW!

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!



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!

