



SMCCI INSIDER

SMCCI MONTHLY NEWSLETTER

VOL 36.

8 AUG 2025

LETTER FROM THE PRESIDENT



Dear Esteemed Members of SMCCI,

As we commemorate Singapore's 60th National Day, we honour not only our nation's remarkable progress but also the resilience and ambition of our business community that have long contributed to our social and economic fabric.

In recent weeks, we've seen this spirit reflected across various touchpoints — from the vibrant expressions of heritage by young Singaporeans, to the inspiring journeys of MOE-certified businesses like Eminami, Breaditation Bakery, and Ooiishii. We've also strengthened our global outlook through meaningful engagements, such as hosting the Ambassador of Turkiye, and deepened sectoral insight through site visits to logistics leaders like Kuehne + Nagel.

These engagements are more than symbolic. They reflect SMCCI's unwavering commitment to enterprise development, internationalisation, and ecosystem building. As a Chamber, we are focused on enabling our members to grow, innovate, and access new markets, while preserving the values and heritage that define our identity.

From certification and capability-building to trade missions and strategic partnerships, our efforts are geared towards equipping businesses with the tools and networks needed to thrive in an increasingly competitive and fast-changing economy.

As we look toward the future, let us continue building businesses that not only succeed, but uplift communities, inspire younger generations, and contribute meaningfully to Singapore's continued growth.

Majulah Singapura. Selamat Hari Kebangsaan.

Dr Abdul Malik Hassan
President



UPCOMING EVENTS



DEWAN CONNECT: NUSANTARA EDITION

28 AUG 2025 | 2PM - 5PM | VENUE TBC
EXPLORE TRADE PROSPECTS, UNLOCK CROSS-BORDER OPPORTUNITIES



PROTÉGÉ KITA: MENTORSHIP EDITION

1-3 SEPT 2025 | VENUE TBC
MENTORSHIP. MASTERY. MOMENTUM.
[CLICK FOR MORE](#)



BRAND UP, SALES UP

10 SEPT 2025 | STUDIO FIVE SPACES
HOW TO GET CLIENTS THROUGH SMART MARKETING
[CLICK FOR MORE](#)

**EXCLUSIVELY FOR MOE
CERTIFICATE HOLDERS**



M'SIA INTERNATIONAL HALAL SHOWCASE

17-20 SEPT 2025 | KUALA LUMPUR, MALAYSIA
PRODUCT PLACEMENT + BUSINESS NETWORKING, ALL IN ONE TRIP
[CLICK FOR MORE](#)



GO SARAWAK - BUSINESS MISSION

21-23 SEPT 2025 | SARAWAK, MALAYSIA
EXPLORE ONE OF MALAYSIA'S FASTEST-GROWING ECONOMIC FRONTIERS
[CLICK FOR MORE](#)



MYIMPACT MICROBUSINESS PROGRAMME

20 SEPT-25 OCT 2025 | VENUE TBC
EMPOWERING DREAMS AND TRANSFORMING THE LIVES OF THE
UNDERPRIVILEGED
[CLICK FOR MORE](#)

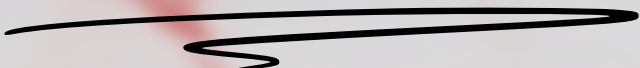


SMCCI Joins SG60 Bersama Workgroup to Champion Malay Muslim Contributions



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



#SG60BERSAMA

HONOURING HERITAGE THROUGH DANCE



On 19 July 2025, 13 enthusiastic primary school teams took the stage at Wisma Geylang Serai for the annual Traditional Malay Dance Competition, delivering vibrant performances that showcased the beauty and depth of Malay heritage and artistry.

The event was honoured to welcome Mr Sharael Taha, Grassroots Adviser to Pasir Ris–Punggol GRC GROs, as Guest of Honour for this memorable occasion.

Held as part of #SG60Bersama, this meaningful collaboration between Wisma Geylang Serai and Sri Warisan Performing Arts deepened public appreciation for traditional Malay dance, while celebrating the richness of our cultural heritage.

Well done to all participating schools for making this a truly joyous and colourful celebration of our roots. Your energy and dedication brought heritage to life in the most inspiring way.



SMCCI SUPPORTS BH-AMP CHARITY GOLF & DINNER 2025

SMCCI is proud to have been part of the BH-AMP Charity Golf & Dinner 2025, an impactful fundraising event organised to support the Malay/Muslim community in Singapore. The event successfully surpassed its fundraising target, with contributions channeled to key initiatives that uplift education, social mobility, and community development.

Several members of SMCCI's Board of Directors attended the event to show their support, joining business leaders, community partners, and philanthropists in this meaningful cause. The charity golf tournament and dinner provided not only a platform for fundraising but also an opportunity for networking and strengthening collaborations across the business and social sectors.

SMCCI extends its heartfelt congratulations to Berita Harian (BH), AMP Singapore, and the organising team for the success of this year's Charity Golf & Dinner. We are honoured to have contributed to a cause that continues to make a difference in the lives of many, and we look forward to supporting future initiatives that empower our community.



Photo credit: Berita Harian





FROM PASSION TO PROFIT:

BUILD YOUR BUSINESS WITH SMCCI MENTORS

Your Business Deserves a Mentor Who's Been There.

Structured yet grounded: Real people. Real experience. Real results.

WHAT YOU'LL GET:

- **9 Masterclasses** by seasoned professional trainers
- **Weekly 1-on-1 mentorship** (6 sessions) with dedicated business mentors
- **Exclusive Legal Clinic** for business owners
- Ready-to-use **Business Templates** to fast-track operations
- **Lunch included** for all in-person sessions

WHO SHOULD JOIN?

- Home-based business owners
- Start-up founders
- Passionate individuals ready to turn ideas into reality

ALL THESE FOR

\$990

Programme value: \$6,000
100% ROI - if not, more!

1 - 3 SEPTEMBER 2025



Spots are Limited.

Secure Yours Now.

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

Organised by: SMCCI ACADEMY

Supported by: JAYA RAYA MENDAKI

POST-PROGRAMME MENTORSHIP IN ACTION



MAYBANK **my**impact MICROBUSINESS PROGRAMME

As part of our continued support for alumni of the Maybank **my**impact Microbusiness Programme, we were pleased to welcome back Suhana Binte Suhaimi, our previous programme winner, for a dedicated one-on-one mentoring session.

During the session, Suhana shared her latest developments, including the launch of her new range of food products. The mentorship session also focused on exploring digital marketing strategies to enhance her brand visibility and drive online engagement.

We're proud to witness Suhana's progress and remain committed to empowering microbusiness owners through ongoing mentorship and growth opportunities.



Another run of Maybank **myimpact Microbusiness Programme is happening soon. Interested in registering? Head to the next page for details.**

ORGANISED BY:



IN COLLABORATION WITH:



MY IMPACT PROGRAMME 2025 MICROBUSINESS

Empowering Dreams, Transforming Lives

**REGISTRATION OPENS TILL
27 AUG 2025**

| RESULTS BY 29 Aug 2025

WHO IS ELIGIBLE?

- ✓ Zakat Beneficiary Singaporean/PR
- ✓ Aged 18 and above
- ✓ Monthly household income per capita ≤ \$800
- ✓ Keen interest to start or grow business

<https://bit.ly/MMIP2025>



SCAN TO REGISTER



20 September to 25 October 2025
Every Saturday | 4 Hours
VENUE – TBC



Ms Khairah



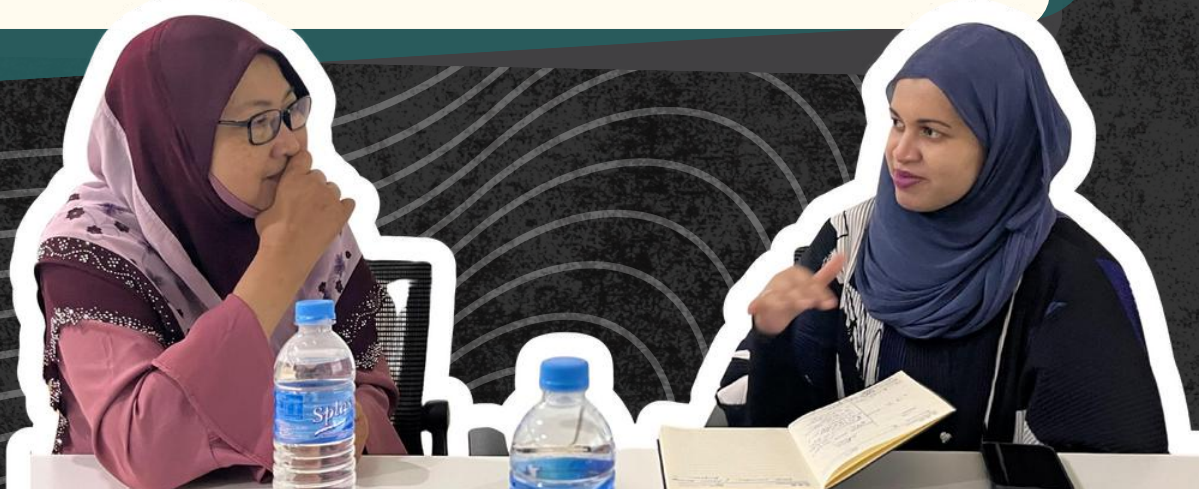
BEYOND BEING A MEMBER

NKF HBB MENTORING SESSION

We are proud to highlight Ms Khairah, an esteemed SMCCI member and founder of Independents Pte Ltd, for her meaningful contribution as a volunteer mentor in our SMCCI x NKF Home-Based Business 2.0 Programme.

With her wealth of industry knowledge and entrepreneurial experience, Ms Khairah dedicated her time to guide NKF participants in refining their business ideas, offering practical advice and actionable insights. Her mentorship not only helped participants improve their business plans but also gave them the confidence to pitch their ideas to potential investors.

SMCCI deeply appreciates members like Ms Khairah, whose generosity and commitment to community empowerment play a vital role in uplifting aspiring entrepreneurs and nurturing the next generation of business owners.





CAREER HEALTH SUMMIT

BY WSG & SBF

SMCCI Vice President, Mr Fazli Mansor was invited to attend the inaugural Career Health Summit, co-organised by Workforce Singapore (WSG) and Singapore Business Federation (SBF), held from 10-11 July 2025 at Suntec Singapore Convention & Exhibition Centre.



As a representative of SMCCI, Mr Fazli shared his reflections on the growing influence of Generative AI on the workforce landscape. 'GEN AI will affect all jobs, especially entry-level and lower management roles. It is imperative that we start preparing for this shift — by managing our talent pipeline, strengthening talent retention, and prioritising talent development. The conversations taking place at this summit are vital in guiding businesses to build a future-ready workforce that can adapt, innovate, and thrive.'

The summit, themed "Driving Business Success: The Indispensable Role of Career Health," gathered industry leaders and experts to explore strategies for building skilled, resilient talent that powers long-term innovation and growth.

VIETNAM FRUITS AND VEG

FESTIVAL SINGAPORE 2025

On behalf of SMCCI, Board Member Mr Abdul Latip Isnin attended the Vietnamese Fruit and Vegetable Festival held in Singapore — an initiative organised by the Embassy of the Socialist Republic of Vietnam in the Republic of Singapore, in collaboration with the Singapore Fruit and Vegetable Importers and Exporters Association (SFVIEA).



The festival aims to support Singapore-based traders in diversifying their sourcing channels for fruits and vegetables from Vietnam, while fostering meaningful business linkages between Vietnamese and Singaporean enterprises in the agri-trade sector.

SMCCI is proud to be part of such initiatives that enhance bilateral business opportunities and contribute to regional food security, trade diversification, and cross-border SME collaboration.

Did you know?

According to "Voice of Vietnam", Vietnam's fruit and vegetable exports are making a juicy comeback — earning over US\$3.83 billion in just 7 months of 2025! Thanks to strong demand for durian and tropical favourites like mango and coconut, the export dip has shrunk from 30% to just 2.2%.

<https://english.vov.vn/en/economy/fruit-and-vegetable-exports-rebound-targeting-us8-billion-in-2025-post1216437.vov/>



Photo credit: Singapore Business Federation



NAVIGATING GLOBAL TRADE CHALLENGES

SMCCI/AT SBF'S "TARIFFS IN TURMOIL" SEMINAR

On 16 July 2025, SMCCI participated in the "Tariffs in Turmoil – Act, Adapt, Advance" seminar, co-organised with the Association of Electronic Industries in Singapore (AEIS), SAAA@Singapore, and the Singapore Water Association (SWA). The session, hosted by the Singapore Business Federation (SBF), brought together over 80 participants, including industry leaders and SMEs, to discuss strategies for thriving amid global trade uncertainties.

The seminar featured expert insights from speakers including Dr Roger Loo of BDO Singapore, Mr Donovan Niap of Morrison Express, Mr Francis Tan of Indosuez Wealth Management, Ms Mian Ying Chen of UOB, and Ms Elizabeth Chelliah from MTI/SBF. Key messages for SMEs included prioritising trade compliance to safeguard business and national reputation, leveraging Singapore's Free Trade Agreements and ASEAN market opportunities, and building resilient supply chains. Panellists also emphasised the importance of ecosystem financing, where banks play a vital role beyond lending by connecting businesses to wider trade support networks.

Representing SMCCI, Vice President Fazli Mansor shared his appreciation for this platform, which allowed SMCCI to engage its members and corporate outreach partners (CO customers) in discussions on navigating global market shifts. The Chamber extends its gratitude to the organisers, supporting partners, and expert speakers for a highly insightful session that equips businesses to act, adapt, and advance in today's evolving trade landscape.

 If your business requires support in international trade documentation, don't forget that SMCCI offers Certificate of Origin (CO) Endorsement services.

Contact noorkhairi@smcci.org.sg for more information.





SMCCI CONNECTS WITH INDUSTRY LEADERS



Under the esteemed patronage of His Excellency, the Minister of Investment of the Hashemite

Kingdom of Jordan, and His Excellency, the Ambassador of the Hashemite Kingdom of Jordan to the Republic of Singapore, Arab Bank hosted an exclusive business event titled **“Jordan, Your Gateway to Talent, Cost Efficiency, Resilience and Global Markets”** on Wednesday, 9 July 2025.

Representing SMCCI at the event were Board Members Mr Abdul Latip Isnin, Mr Raj Mohammad, and Mr Khai Asyraf, who engaged with key stakeholders and industry leaders to explore Jordan's strategic value as a rising hub for global business expansion.

The session highlighted Jordan's unique strengths in skilled human capital, cost competitiveness, and its positioning as a resilient gateway to the MENA region. SMCCI looks forward to building stronger economic links and exploring collaborative opportunities that can benefit our member network.



SMCCI was honoured to host His Excellency Sadik Arslan, the newly appointed Ambassador of the Republic of Türkiye to Singapore, during a courtesy visit to reaffirm Türkiye's commitment to strengthening ties with SMCCI.

Accompanied by Ms Esin Arslan, the visit provided a valuable opportunity to explore future collaboration and deepen bilateral business relations. In attendance were SMCCI President Dr Abdul Malik Hassan, Vice President Mr Fazli Mansor, Board Members Mr Abdul Latip and Mr Hasan Abdul Rahman, and Executive Director Ms Nadiah Hassan.



MIHAS 2025



MALAYSIA INTERNATIONAL HALAL SHOWCASE

 **17 – 20 September 2025 | Kuala Lumpur, Malaysia**

Join us at MIHAS, the world's premier halal trade exhibition. Showcase your products on SMCCI's curated platform and connect with international buyers and stakeholders.

Includes an exclusive in-person networking session on 18 September with key players in the global halal market.

 From \$150/pax (SMCCI members)
 Registration open till 22 August 2025
 Register now: fpls.in/smccimih2025

For enquiries, contact:

 Khairi Hussain
 noorkhairi@smcci.org.sg



MIHAS with SMCCI

21st edition of The Malaysia International Halal Showcase

17-20 September 2025 | Kuala Lumpur

WHAT IS MIHAS?

MIHAS (Malaysia International Halal Showcase) is the **world's largest halal trade fair**, offering businesses a high-impact platform to access global halal markets. With participants from over 40 countries, it connects companies to quality buyers, investors, and distributors.

Attendees benefit from curated business matching, sector-focused networking, and valuable market insights through forums and product showcases—maximising both short- and long-term growth opportunities.

REACH A GLOBAL HALAL AUDIENCE

MIHAS attracts international buyers and investors from over 40 countries, offering unmatched exposure to the growing global halal market across industries.

BOOST BRAND VISIBILITY

Showcasing at MIHAS positions your brand as a trusted halal provider, enhances visibility, and builds credibility with international stakeholders.

BUILD STRATEGIC PARTNERSHIPS

MIHAS is a premier networking hub, enabling direct engagement with distributors, agencies, and investors, allowing growth both regionally and beyond.



\$750

- Product Showcase at SMCCI's booth at MIHAS (17-20 September 2025)
- Access to Business Networking Session (18 September 2025)
- Up to 3 Hero Products can be showcased

\$150

SMCCI MEMBERS

\$250

NON-MEMBERS

- Access to Business Networking Session ONLY (18 September 2025)

*Price does not include Flight and Accommodation

**CLICK
FOR
MORE
ABOUT
MIHAS**



FROM MENTORSHIP TO MASTERY



Driven by a passion for heritage, education, and community, By Definition Pte Ltd has been inspiring the next generation through culturally rooted programmes since 2010. Founded by Abdillah, Suryakenchana, and Eman — three passionate individuals with deep roots in youth mentorship and community work — the company is dedicated to preserving the Malay language and culture through impactful programmes for schools and communities.

"I was volunteering at MENDAKI as a mentor to at-risk youths and freelancing, teaching drama in schools. I realised the skills I had could be channelled into building something bigger. And that there was a clear gap in the Malay Language enrichment space. We wanted to fill it with meaningful, culturally rooted programmes," shares Abdillah, Co-Founder.

Leveraging their combined experience in youth mentorship, community development, and performing arts, By Definition has become a trusted partner to Ministry of Education (MOE) schools and statutory boards such as MENDAKI, National Heritage Board (NHB), and National Library Board (NLB). Their programmes range from speech and drama enrichment like *Pentaskan Ceritamu!* and *Kem Drama – Pentaskan!*, to cultural experiences such as *Jom Racik Jamu!* and *Wayang Kulit Instant!*. They also innovate with educational tools, including the world's first phonic-friendly Malay singalong book, *Lagu-Lagu Rakyat*.

These initiatives are deeply rooted in the founders' backgrounds. Eman Lim brought his experience mentoring students and PMETs at MENDAKI Club, aspiring to build a company that could serve the wider community through education, heritage, and innovation. Suryakenchana, drawing from his strategic planning role at Ministry of Community Development Youth and Sports (MCYS) and active involvement in 4PM, saw By Definition as a way to translate years of community development work into programmes that empower others.



Continuing their mission to educate and inspire, By Definition recently launched *366 Cerita Rakyat Nusantara*, a podcast that brings Malay folk tales to the regional stage, and established P.E.N.T.A.S Foundation Ltd, a non-profit arm to deepen community partnerships through cultural and educational initiatives.

Now a Platinum Member of SMCCI, By Definition is eager to collaborate, explore overseas ventures, and support fellow members in education, heritage, and regional outreach, continuing their journey of empowering through culture and community.



To connect with them:

✉ info@bydefinition.net | 📞 WhatsApp: 8805 4408

📺 IG: @bydefinitions | 📘 FB: By Definition Pte Ltd

MEMBERSHIP WALKABOUT

THE BREADITATION BAKERY

Our latest walkabout took us to the charming The Breaditation Bakery, tucked away at 123 Desker Road and what a treat it was!

Run by founder Ms Jasmine, The Breaditation Bakery is more than just a bakery. It's a calming, mindful space that merges Japanese minimalism with French baking artistry. The concept of "bread meditation" isn't just a catchy name, it's a philosophy baked into every loaf and croissant.

From slow-fermented sourdough to flaky, handmade croissants, each creation reflects a deep respect for craftsmanship and the therapeutic nature of baking.

It was inspiring to hear Ms Jasmine's journey, running a full-fledged café and bakery that has quickly become a hidden gem in the Jalan Besar area.

At SMCCI, we're proud to support local Muslim-owned businesses like The Breaditation Bakery, and we look forward to seeing Ms Jasmine continue to inspire others with his commitment to quality and creativity.

If you haven't visited yet, make time for a mindful coffee break. You won't regret it!



KUEHNE + NAGEL

We had the privilege of visiting Kuehne + Nagel, the world's largest freight forwarding company, as part of our ongoing SMCCI Walkabout series.

From air and sea logistics to supply chain innovations, Kuehne + Nagel has long been a global leader in moving goods efficiently and sustainably. Beyond logistics, Kuehne + Nagel also leverages SMCCI's Certificate of Origin (CO) services, ensuring smoother and more efficient international trade processes for their clients.

Our team had the opportunity to learn more about their operations and explore how SMEs—especially within our Malay/Muslim business community—can tap into global logistics solutions to scale and expand beyond borders.

A big thank you to the Kuehne + Nagel team for the warm welcome and meaningful exchange. We look forward to exploring potential synergies to support more local businesses on their internationalisation journey.



CELEBRATING 12 YEARS OF EXCELLENCE

SMCCI proudly congratulates **Royal Kings Group** on reaching an incredible 12-year milestone in their business journey! From making their mark in the global metal industry to building strong community ties, Royal Kings exemplifies resilience, innovation, and the entrepreneurial spirit that inspires many in our business community.

Beyond their own achievements, Royal Kings actively empowers and guides other companies to grow and groom themselves into leading businesses, contributing to the overall strength of the regional and global business ecosystem.

As an SMCCI member, Royal Kings continues to embody the values of business excellence and community impact, contributing to the growth of the Muslim business ecosystem in Singapore. We are proud to witness their success and look forward to supporting their next chapter of international growth and community-driven initiatives.

Here's to many more years of achievements and milestones ahead. Congratulations, Royal Kings! 🌟

Check out this video to learn more about the inspiring journey of Royal Kings Group. Don't forget to like and show your support!





SAVE THE DATE!



Dewan Connect

Nusantara Edition

Thursday, 28 August 2025
2:00 PM – 5:00 PM

BOLD
Steps,
BOUNDLESS
Futures.

Registration: 2.00pm

Opening Speech: 2.15pm

Networking Session : 3.45pm – 5pm

SMCCI members
\$20 per pax

Non-SMCCI members
\$35 per pax

Scan to register



Organised by:



DEWAN PRIBUMIHAN & PRIBUMIHAN
MERAYU SINGAPORE
Singapore Malay Community Centre & Foundation
دewan Pribumi & Pribumi Merayu Singapura

Supported by:

SME
Centre@SMCCI

IN PARTNERSHIP WITH



Enterprise
Singapore

WELCOME ON BOARD

TO OUR LATEST MOE HOLDERS:

1. Nanay's Kitchen Pte Ltd [IG: [@nanayskitchen301](#)]
2. Apricus Coffee Pte Ltd [IG: [@theapricuscafe](#)]
3. Ooiishii Private Limited [IG: [@kobepi.sg](#)]
4. 2Degrees North Coffee Co. Pte Ltd [IG: [@thepopuluscafe](#)]
5. Johan Bin Mohd Haris (MS Inasal) [Find them [here](#) on Foodpanda]
6. Ajmir Store Pte Ltd [IG: [@ajmirstore](#)]
7. Green Cherry Bakery Pte Ltd [IG: [@breaditationbakery_sg](#)]
8. Pondok Abang [IG: [@pondokabang](#)]
9. Char Mee HKM Pte Ltd [Find them [here](#)]

SERVING STORIES OVER COFFEE

MEET EMINAMI

We were excited to meet Ms Eminah and Mr Khairil, the husband-and-wife founders of **Eminami**, during a special visit by our Muslim-Owned Enterprise (MOE) team!

The duo shared their inspiring entrepreneurial journey — from conceptualising a Vietnamese café to creating a serene retreat that brings together families, food lovers, and culture enthusiasts.

Eminami is known for its unique brews like Pre-dripped Coffee and the crowd-favourite Hanoi Egg Coffee, all served in a chic, calming space. They also offer mouthwatering Pho and Bánh Mì, making it a must-visit spot for lovers of authentic Vietnamese flavours.

🎥 As part of our value-added marketing service for MOE-certified businesses, our team captured their story on film — showcasing how Eminami beautifully blends culture, coffee, and community into one refreshing experience.

📍 Visit their recently opened outlet at 1 Pasir Ris Cl, #04-101, E!Hub, Singapore 519599.

A heartfelt thank you to Ms Eminah and Mr Khairil for hosting us and sharing your story with the community. We're proud to spotlight businesses like yours that infuse passion and purpose into everything you do.



WHERE MINDFULNESS MEETS THE OVEN



On 10 July 2025, the SMCCI team had the pleasure of visiting **Breaditation Bakery**, where we were warmly hosted by founder Ms Siti Aisyah.

Known for its philosophy of mindful baking, Breaditation offers more than just delicious treats. It's a space that reflects heart, discipline, and a deep love for the craft. From crusty sourdough loaves to fluffy matcha buns and buttery croissants, every item is thoughtfully created to nourish both body and soul.

📍 Located at 123 Desker Rd, Singapore 209641, Breaditation is a proud representative of the growing wave of local Muslim-owned businesses rooted in purpose and passion.

We extend our heartfelt thanks to Ms Siti Aisyah for hosting us and for their continued contribution as champions of the local Muslim business community.

FLAVOUR FUSION WITH A MISSION

On 15 July 2025, the team had the pleasure of meeting Mr Ishak, the passionate founder of **Ooiishii Pte Ltd**, during a visit to their outlet.

Ooiishii is no ordinary eatery — it's a bold and creative concept that brings Japanese-style pizzas and pies to the local Muslim community, filling a unique niche in Singapore's F&B scene. During our filming session, Mr Ishak shared his inspiring journey of entrepreneurship, perseverance, and the drive to serve underserved markets with food that is both exciting and inclusive.

📍 Location: 8 Tanah Merah Kechil Link, #01-49 Urban Vista Condo, Singapore 465420

🚶 Conveniently located next to Tanah Merah MRT

We thank Mr Ishak for the warm welcome and for sharing his story — one that reflects the spirit of innovation, resilience, and service to community that defines many of our Muslim-Owned Enterprise (MOE)-certified businesses.



MUSLIM-OWNED ENTERPRISE (MOE) 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!





EXCLUSIVELY FOR MOE

CERTIFICATE HOLDERS

You're invited to a Marketing Masterclass designed to help your business attract, engage, and convert customers with confidence.

This value-packed session (worth over \$500) is completely FREE — just for you.

EVENT DETAILS

Date: Monday, 10 September 2025

Time: 2:00 PM – 6:00 PM

Venue: STUDIO FIVE SPACES

10 Gambas Crescent, Level 3, Nordcom 2, Singapore 757003

Limited to 15 Participants Only!

WHAT YOU WILL LEARN:

Build a Winning Social Media Game Plan

→ Know what to post, where to start & how to grow.

Grab Attention & Convert Viewers into Buyers

→ The secret to standing out in a crowded market.

Get Found Online with a Powerful Website

→ Make it easy for customers to discover and trust you.

Create a High-Impact Product Video

→ Work with a pro team to produce your very own video asset on the spot!

Why This Workshop is a Game-Changer:

- Expert-led, hands-on training tailored for MOEs
- Real content creation — walk away with a usable product video
- No cost to you (fully covered as part of your MOE benefits)
- Proven strategies that deliver results — not theory

Only 15 seats available – strictly by invitation

Priority given to earliest registrants.

Organised by:



Dewan Pendidikan & Pembangunan
Muslim Singapura
Singapore Muslim Education & Development Board
دewan Pendidikan & Pembangunan Muslim Singapura



Muslim-Owned Enterprise
Presents a Marketing
Workshop: A Starter Guide for
Muslim-Owned Businesses

FREE-ENTRY WORKSHOP

BRAND UP, SALES UP

HOW TO GET CLIENTS
THROUGH SMART
MARKETING

WEDNESDAY,
10 SEPTEMBER
2025

WORKSHOP TOPICS

BUILDING SOCIAL MEDIA	STAND OUT, SELL MORE	WEBSITE DEVELOPMENT	LEVEL UP YOUR PRODUCT
What to Post and Where to Start	Getting Customers to Notice You	Make Your Business Findable Online	Creating Your Professional Product Video

OUR SPEAKERS



JULIA AZIZ
Executive Producer,
Studio Five Media Group



ANGGI KENANGA
Social Media
Manager



AHMAD AZRAI
Lead Generation
Manager



DONI WIRAWAN
Website Development
Manager

CONTACT TO REGISTER

+65 9005 2156 (Sufyan) @muslimownedsg

**CONTACT
SUFYAN TO
REGISTER NOW!**



EXPAND YOUR BUSINESS HORIZONS WITH SMCCI

Tap into **East Malaysia's growing economy** with SMCCI!
This mission connects you with influential organisations, including:

- ✓ SME Association of Sarawak (SME Sarawak)
- ✓ Sarawak Chamber of Commerce & Industry (SCCI)
- ✓ Business Network International (BNI) Sarawak

Ideal for **training consultants, SMEs, exporters, and F&B businesses** aiming to expand in East Malaysia.

 From \$599 (SMCCI members)

Includes: Accommodation, meals, business networking & site visits
Excludes: GST & flights

 Registration open till **3 September 2025**

Register now: fpls.in/smccisarawakbm2025

For enquiries, contact:

 Sufyan

+65 9005 2156

 sufyan@smcci.org.sg

BE PART OF THE NEW TANJONG KATONG COMPLEX

CALLING OUT BUSINESS OWNERS, EXPRESS YOUR INTEREST NOW!

The Singapore Malay Chamber of Commerce & Industry (SMCCI) is excited to invite Expressions of Interest (EOI) from SMCCI members and business owners to lease commercial space at the upcoming redeveloped Tanjong Katong Complex (TKC) in 2026.

This is your chance to be part of a revitalised heritage hub that blends community, culture, and commerce.

Submit your interest today!

 Form Duration: Approx. 5 minutes

 [Click here to register your interest](#)

Thank you for your continued support, and we look forward to your participation.



Photo credit: Jun Jie Development Pte Ltd

SME CENTRE CONFERENCE

2025



This year's SME Centre Conference, held at the Sands Expo and Convention Centre, attracted close to 750 delegates from the local business community, industry experts and business advisors from the SME Centres. It featured an exhibition of 35 booths, along with a panel discussion, a fireside chat and 8 speeches from industry players on topics such as partnerships for success and AI for growth.

Themed "**Driving Business Transformation & Growth through Partnerships**", our attendees took away valuable insights on key aspects of business transformation, the role of partnerships in driving change, and learnt from real-world success stories from local SMEs that have strategically embraced partnerships for transformation.

We are happy to share the achievements of the SME Centre @ SMCCI team at the event. As part of the SME Showcase within the exhibition, a client of Business Development Advisor, Daniel Ang, local eyewear retail brand - **foptics** - was featured for successfully growing his business with the help of the Partners for Business Growth programme. In addition, Senior Business Advisor, Nur Nadhirah Nor Azhar, and her client, **Asap & Co** steakhouse, was also featured in the local news for the help she rendered the company in their business journey.

The SME Centre Conference is an annual event organised by SME Centres and supported by Enterprise Singapore, providing an excellent platform for networking, insights sharing, and fostering potential collaborations to support business growth and development.

SMARTER HR: Workshop for SMEs

SME CENTRE @ SMCCI



**CLICK IMAGE
TO REGISTER**

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:** Swechha 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!**

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!](#)

