



SMCCI INSIDER

SMCCI MONTHLY NEWSLETTER

LETTER FROM *PRESIDENT*

DEAR MEMBERS,

As we step into the month of October, I would like to take a moment to thank our members for your continued trust and commitment to SMCCI. This year, we have deepened our efforts to support SMEs not just within Singapore, but also in exploring new frontiers abroad. Our recent initiatives have focused on helping businesses venture beyond local shores through curated internationalisation programmes, while also reinforcing core capabilities through training, marketing, and mentorship.

One such initiative was the Sarawak Business Mission 2025, which reaffirmed SMCCI's commitment to opening regional growth pathways for Singapore SMEs. With over RM22.8 billion in approved investments in 2023 and a projected GDP of RM282 billion by 2030, Sarawak is fast becoming a key business hub in Southeast Asia. Our members not only forged valuable connections with local industry players and agencies, but also gained first-hand exposure to priority sectors like renewable energy, manufacturing, digital innovation, and tourism — tapping into an economy primed for collaboration and sustainable growth.

Most recently, the Halal Creative Forum (HCF) 2025 further showcased the strength of Singapore's 58 years of bilateral relations with Indonesia. Co-hosted with Scarf Media Indonesia, the event underscored the importance of nurturing strategic regional ties and building platforms that connect entrepreneurs across borders. Such collaborations strengthen our collective presence in the fast-growing halal and creative economies — paving the way for deeper cooperation, resilient ecosystems, and sustainable business opportunities for our members.

I encourage all our members to seize these opportunities with confidence, continue to innovate, and lean on SMCCI as your trusted partner in growth. We remain committed to curating impactful programmes, both locally and abroad, that enhance your business capabilities, expand your reach, and empower you to thrive in today's global economy.

Together, let us scale new heights regionally, and globally.



Dr Abdul Malik Hassan
President



HALAL
CREATIVE
FORUM 2025

THE SG-ID PARTNERSHIP JUST LEVELED UP

The Halal Creative Forum 2025, co-hosted by the Singapore Malay Chamber of Commerce & Industry (SMCCI), DEWI@SMCCI and Scarf Media Indonesia, brought together over 100 passionate entrepreneurs, creatives, and industry leaders from Singapore and Indonesia on 7 October 2025 at the Suntec Singapore Convention & Exhibition Centre.

Held as part of Muslimah Creative Day 2025, the inaugural forum served as a vibrant platform to accelerate the growth of the regional halal creative economy and deepen Singapore-Indonesia trade partnerships. The event convened a diverse network of business owners, designers, policymakers, and investors, highlighting opportunities for cross-border collaboration across lifestyle, fashion, media, and wellness sectors.

A key highlight of the event was the SELOKAL Marketplace, a curated showcase of Singapore-based brands alongside Indonesian vendors. Featuring businesses from lifestyle, modest fashion, consultancy, and confectionery (F&B) sectors, the marketplace provided SMEs with greater visibility and access to potential customers, distributors, and collaborators. It also reflected the growing demand for diverse halal-certified offerings and the increasing synergy between creative and halal economies across ASEAN.

Participants gained valuable insights into emerging market trends, including ASEAN's rapidly expanding digital economy — projected to reach US\$1 trillion by 2030 — and the region's creative software market, valued at over US\$121 million in 2025. The discussions underscored how the halal lifestyle and creative sectors are driving innovation and cross-border growth in the region.

SMCCI expressed its appreciation to Scarf Media Indonesia for its strong partnership and collaboration in making the forum a success. The shared commitment between both organisations reflects a continued effort to strengthen Singapore-Indonesia relations and empower the next wave of halal creative entrepreneurs.

[READ ARTICLE](#)

FOODAG PAKISTAN 2025:

HARVESTING INNOVATION,

CULTIVATING SUSTAINABILITY

SMCCI is pleased to share an invitation from the Embassy of Pakistan to participate in the 3rd International Food & Agriculture Exhibition (FoodAg 2025), taking place from **25-27 November 2025** at the Expo Center, Karachi.

As Pakistan's premier agro-food event, FoodAg 2025 will showcase a wide range of products including cereals, fruits, vegetables, agri-tech, and spices, among others. The exhibition provides a valuable platform to explore opportunities, connect with industry players, and engage in discussions on sustainable growth in the food and agriculture sector.

 Last date to apply: 5 November 2025

 Register online: agro.tdap.gov.pk/exhibitor-online-registration-form



FoodAg
PAKISTAN - 2025
Harvesting Innovation,
Cultivating Sustainability

25-27 NOVEMBER | 3RD INTERNATIONAL FOOD & AGRICULTURE EXHIBITION 2025
Expo Center, Karachi

BE PART OF PAKISTAN'S PREMIER AGRO-FOOD EVENT

PRODUCTS IN FOCUS AT FOODAG 2025

- › Cereals
- › Fruits
- › Vegetables
- › Dairy
- › Processed food
- › Confectionary
- › Honey
- › Salt
- › Dates
- › Dry fruits
- › Beverages
- › Oil & Ghee
- › Sea Food
- › Tobacco
- › Spices
- › Agri-tech

PARTICIPATION FEE:
PKR 150,000/-
For 12 sq.m for shell scheme

PARTICIPATION FEE:
PKR 10,000/-
For raw space per sqm

Companies registered with Pakistan Trade Portal will be considered for selection only <https://pakistantradeportal.gov.pk/>

Exhibition Halls Completely Booked | Exclusive Marquee Areas Open For Reservation

ONLINE REGISTRATION
<https://agro.tdap.gov.pk/exhibitor-online-registration-form>

WE TRUST *CASETRUST*



SMCCI met with CaseTrust to explore collaboration opportunities that would encourage more Malay/Muslim-owned businesses to pursue accreditation. CaseTrust currently accredits around 830–840 businesses, mainly in spa and wellness, but its framework applies broadly to B2C sectors. Its tiered accreditation system (Bronze, Silver, Gold) builds consumer trust and credibility, and is internationally recognised as a “stamp of trust.”

CaseTrust offers potential value to members in industries such as renovation, spa and wellness, retail, gyms, and tour agencies. With pre-training support and a strong dispute resolution framework, accreditation could guide startups toward best practices while positioning established businesses for stronger customer confidence.

SMCCI will explore joint promotional efforts and positioning CaseTrust accreditation as part of our broader strategy to strengthen trust and competitiveness among Malay/Muslim enterprises.

DELIVERING TRUST ACROSS BORDERS



Founded in 2016 by **Mosharaf Hossain**, **Sun Moon Global Shipping Services** has grown into a trusted logistics partner offering end-to-end freight forwarding solutions by air, sea, and road. Beyond simply moving goods, the company positions itself as a logistics orchestrator — ensuring smooth, safe, and cost-effective transport that allows business owners to focus on growing their core operations.

With services spanning customs clearance, documentation management, warehousing, distribution, and freight consolidation, Sun Moon tailors every solution to the specific needs of its clients. This hands-on approach and attention to detail have made the company an indispensable partner for businesses seeking reliable logistics and compliance support in today's fast-moving global trade environment.

As a Platinum Member of SMCCI, Mosharaf values the opportunity to connect with like-minded entrepreneurs, forge collaborations, and access business support that strengthens his operations. Looking ahead, Sun Moon is eager to partner with fellow members in import/export, manufacturing, wholesale, and retail — building strong networks and creating shared value within the SMCCI community.

"I encourage fellow entrepreneurs to embrace collaboration and knowledge sharing within the SMCCI community. By supporting one another, we can navigate challenges together and unlock new opportunities for growth. Let's continue to build a strong network where every member can thrive," shares Mosharaf.

To connect:

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📞 WhatsApp: +65 9466 5535



CULTIVATING MAKERS, *ONE MIND AT A TIME*

Founded in 2017 by former educator Mr Ismail, Tinkermind champions maker education—a hands-on, minds-on approach that fosters creativity, experimentation, and problem-solving.

With experience working with over 50 schools across Singapore and managing Makerspaces in National Libraries, the company has been at the forefront of integrating emerging technologies like 3D printing and laser cutting into classrooms. Their tailored programmes are designed to equip learners at every level with future-ready skills.

As interest in maker education continues to grow, Mr Ismail acknowledges ongoing challenges—particularly around pricing perceptions and the undervaluation of creative learning. Despite this, he remains deeply committed to delivering meaningful, high-impact programmes. He also values the opportunities offered by SMCCI for networking with ministers, agencies, and cross-industry partners, as he looks to expand Tinkermind's reach through B2C and corporate workshops, aiming for greater visibility and outreach.



Did You Know?

As AI takes over repetitive tasks, the skills that matter most are creativity, problem-solving, and adaptability. That's why STEAM learning—which combines Science, Technology, Engineering, Arts, and Mathematics—is on the rise. By blending tech with creativity, STEAM equips learners to thrive in an AI-driven world where innovation, empathy, and design thinking set humans apart from machines.

WE ARE MOVING!

Dear members,

With effect of 31 August, our Telegram channel will officially be closed. Join us on 'SMCCI Announcements' on WhatsApp now and not risk missing the next big opportunity.



Join us on
SMCCI Announcements

Don't miss out! We'll see you there!



**SME
Centre@SMCCI****PRODUCTIVITY SERIES****IP & IA MANAGEMENT
IN COLLABORATIVE
GROWTH INITIATIVES
FOR SMEs****15 October 2025 | 3pm - 5pm | Zoom****SPEAKERS****Low Jin Wei**
Senior IP Strategist
IPOS International**Hashimah Bachok**
Senior Business Advisor
SME Centre @ SMCCI arlina@smecentre-smcci.sg

IN PARTNERSHIP WITH



In today's fast-moving business landscape, intangible assets (IA) and intellectual property (IP) are powerful drivers of value, innovation, and competitive edge — especially for SMEs seeking sustainable growth.

Join us in this webinar where our guest speaker, Low Jin Wei, Senior IP Strategist at IPOS International will share how to unlock the strategic potential of IA/IP, and equip your SME with practical approaches to forging partnerships that accelerate innovation.

- ✓ Understand strategic value of intangible assets (IA) and intellectual property (IP) in driving business value, innovations and competitive advantage
- ✓ Discover practical strategies to build effective partnerships that support IA/IP creation
- ✓ Learn how to navigate collaborations with partners — such as IP ownership, confidentiality, and value sharing
- ✓ Find out about relevant financial schemes that support IP strategies

Date: 15 October 2025

Time: 3pm - 5pm

Format: Zoom Webinar

Registration: Complimentary

➔ **Register at** bit.ly/15Oct-Productivity **now!**



GO SARAWAK
BUSINESS MISSION

UNLOCKING OPPORTUNITIES IN *EAST MALAYSIA*



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From 21–23 September 2025, SMCCI, in partnership with the **Sarawak Trade and Tourism Office Singapore (STATOS)**, led a Business Mission to Sarawak with 15 Singapore companies and 22 participants across halal F&B, education, and digital technology. Over three days, delegates explored trade, partnership, and investment opportunities through industry visits, networking sessions, and cultural engagements — including tours of **Sundrop Fruit Juices** and **Kit Hin Company**, a river cruise, and an exclusive dinner hosted by STATOS's Chairman and Board Members.

The mission concluded with an outlet visit and networking session at **Taka Patisserie Saradise**, offering a closer look at local enterprise and partnership potential. Delegates reported valuable new contacts and collaborations across sectors such as energy, tourism, digital economy, halal products, infrastructure, and green industries. SMCCI thanks STATOS, our partners, and delegates for making the Sarawak Business Mission 2025 a success, reinforcing the growing collaboration between Singapore and Sarawak.





JOM KOPI

CO-CREATING THE FUTURE OF MOE CERTIFICATION

More than 20 participants, including Muslim-Owned Enterprise (MOE)-certified businesses and members of the public, came together for a lively MOE Roundtable session titled *JOM KOPI*, featuring seasoned F&B owners **Mr Hasan Abdul Rahman (Pondok Abang)** and **Mr Azhar Mohd Salleh (Zoul's Corner)**, alongside finance expert **Mr Raja Mohamad (Five Pillars)**. The discussion was candid, constructive, and centred on a shared goal: strengthening the MOE certification as a trusted and growth-enabling mark for Muslim-owned enterprises. From the outset, panellists reaffirmed the certification's importance in building credibility and consumer trust, noting that MOE-certified businesses form a values-driven ecosystem that customers increasingly recognise and prefer.

Framed as “*your platform*” for open dialogue, *JOM KOPI* invited participants to share how the certification can evolve, what benefits matter most, and how SMCCI can foster stronger business networks. Rather than a one-way consultation, the event became a co-creation platform, bringing together practitioners, consumers, and community voices to shape the future of the MOE ecosystem. Participants highlighted the need for practical certification standards that reflect operational realities, along with greater support in areas such as targeted training, marketing uplift, digitalisation, and internationalisation. There was also strong interest in cross-industry collaboration through co-branded campaigns, shared platforms, and joint promotions to strengthen visibility and collective growth.

Throughout the session, SMCCI reaffirmed its commitment to enhancing the MOE brand, delivering tangible growth support, and amplifying the collective voice of certificate holders in its engagements with government, partners, and the wider public. Participants were encouraged to keep the momentum going — to share ideas, pilot collaborations, and view themselves not just as certificate holders, but as co-owners of the MOE ecosystem.



EMPOWERING MOE 2.0 BIZ *TO STAND OUT ONLINE*

On 10 September 2025, our partners at **Studio Five Corp** hosted an exclusive, in-house Marketing Masterclass designed specifically for MOE 2.0 certificate holders. The half-day session was packed with practical, no-fluff lessons to help SMEs sharpen their digital presence and transform attention into real business results.

Throughout the day, trainers guided participants through four focused modules — *Social Media 101*, *Lead Generation Made Simple*, *Make Business Findable Online*, and *Creating Professional Product Videos*. Each segment included hands-on exercises, where participants drafted starter plans for social media content, experimented with AI prompt builders to streamline idea generation, and explored website

layout optimisation techniques to enhance customer experience and drive conversions.

The session brought together a diverse group of passionate entrepreneurs, including representatives from **Loong Dim Sum, Eminami, Haig Road Putu Piring, Al-Rich Express, Ooiishii, Breaditation, and Char Mee HKM**. By the end of the masterclass, participants walked away with clearer social media strategies, simple lead generation

funnels, improved search visibility tactics, and a professional framework for producing product videos that sell.

This masterclass is one of the many value-added benefits available to MOE 2.0 certificate holders, equipping them with the knowledge and tools to grow stronger brands in the digital age.

If you're a Muslim-owned business keen to gain similar access to exclusive learning opportunities and business support, scan the QR code to apply for your MOE 2.0 certification today.





MYIMPACT MICROBUSINESS



The third run of the Maybank *myimpact* Micro Business Programme has kicked off with strong enthusiasm, building on the continued partnership between Maybank Singapore and SMCCI. This initiative supports zakat beneficiaries who aspire to start or strengthen their home-based businesses by equipping them with practical knowledge and a supportive network.

The first lesson, held on 20 September 2025, set an inspiring tone. Participants were reminded that successful entrepreneurs are lifelong learners, unafraid of setbacks, and always seeking opportunities to grow. Key takeaways included the importance of taking consistent action, surrounding oneself with supportive communities, and developing the courage to embrace challenges without fear of embarrassment.

With over 60 participants onboarded so far and spaces still open, the programme promises to deliver valuable insights through modules such as business foundations and smart money management. More than just a training course, it is a platform for micro-entrepreneurs to upskill, gain confidence, and chart their journey toward sustainable growth.

As the lessons continue, the stories and progress of these aspiring business owners will stand as a testament to the power of collaboration and community empowerment.





MENTORSHIP SESSIONS

In a recent Protégé Kita mentorship session following the masterclass, SMCCI Vice President, Mr Syahiran Rohajat guided **Ms Syahirah Rahman (Dapur Pandan by UFS)** on sharpening her business structure and branding strategy. The discussion highlighted on the importance of setting a clear marketing budget, building strong operational systems, and expanding the customer base beyond the Malay/Muslim community.



The session also underscored the importance of due diligence before acquiring a business. Reviewing P&L statements reveals financial health, checking ACRA records for potential debts or compliance issues, and evaluating the client base to gauge long-term sustainability. These steps help protect business owners from hidden risks and ensure they invest in ventures with real value and growth potential.



In another mentorship session, SMCCI Deputy President, Mr Azhar Othman, coached **Ms Suhailah (Panca)** on refining her entrepreneurial mindset. He advised her to start with a focused, well-researched product positioned strongly in the market, while learning resilience through trial and error and building a reliable support network. He also encouraged her to refine her proposed products by strengthening branding, clarifying unique value, and aligning with long-term market demand.

Mr Azhar further emphasised that pitching with passion, vision, and credibility is just as important as the product itself. Passion reflects commitment, vision demonstrates long-term potential, and credibility builds confidence — together, these qualities help entrepreneurs stand out, reassure stakeholders, and inspire trust that their businesses can grow sustainably under strong leadership.

In the next session, SMCCI Board Member, Mdm Kartina, guided young business owner **Mr Syahmi** in refining his Islamic Sunnah services company. While full of enthusiasm and ideas, he faced the common startup challenge of achieving clarity and direction.

Mentorship sessions like these help startups define clear business objectives, identify strengths, and set achievable short-term goals before scaling up. They also highlight the importance of using tools such as a Business Model Canvas, Marketing Blueprint, and KPI Dashboard to maintain clarity, track performance, and build sustainable growth — one focused step at a time.



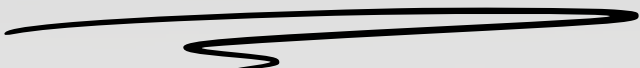


SMCCI Joins SG60 Bersama Workgroup to Champion Malay Muslim Contributions



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



MUZIKITA 2025



Muzikita 2025 drew a full house on 27 September, as audiences came together to honour the rich and dynamic world of Malay performing arts. The night featured soulful renditions of traditional songs and *syair*, graceful dance performances, and the enchanting rhythms of gamelan and kompang, creating an atmosphere brimming with culture, energy, and nostalgia.

Every act reflected the heart of Malay heritage — seamlessly weaving together tradition and modern creativity, and showcasing the enduring beauty of our cultural expression. From start to finish, the performances captivated the crowd and brought the stage to life.

More than just a musical showcase, Muzikita 2025 stood as a celebration of unity, passion, and cultural pride. Well done to all the exceptional performers and everyone who played a part in making the event memorable. Their dedication ensures that the richness of Malay arts continues to inspire and thrive for generations to come in Singapore.



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 sitiaaisyah@smcci.org.sg.

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

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

