



DEWAN PERNIAGAAN & PERUSAHAAN  
MELAYU SINGAPURA  
SINGAPORE MALAY CHAMBER OF COMMERCE & INDUSTRY

# ANNUAL REPORT 2025

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**FRIENDS OF CHAMBERS**



**MEMBERS LIST AS OF 2025**



Dear Members,

As I reflect on 2025, my first year as your President, I am filled with deep gratitude for the trust you have placed in me and the newly elected Board. Guided by our three pillars of Community, Members, and Secretariat, this has been a year of meaningful engagement, tangible impact, and exciting new beginnings.

### **Empowering Our Members**

2025 was a landmark year for SMCCI Academy. Through partnerships with Maybank, NKF, AMP, and PERGAS, we expanded our reach and strengthened our role in advancing both entrepreneurship and community development. Our inaugural Chamber Circle and first-ever Townhall deepened member engagement, with insights from both now shaping our programmes and advocacy.

### **Growing Beyond Our Shores**

Internationalisation remained front and centre. We led a Business Mission to Sarawak, engaged at the JS-SEZ Global Alliance Summit, and hosted the Dewan Connect Series: Nusantara Edition to support members expanding into Malaysia and Indonesia. Closer to home, the Halal Creative Forum, organised with Scarf Media Indonesia, opened new pathways for Singapore-Indonesia collaboration. Meanwhile, our participation in the SBF “Tariffs in Turmoil” seminar helped keep members informed and resilient amid global trade shifts.

### **Strengthening Identity and the Next Generation**

We marked a proud milestone with the official trade mark registration of the Muslim-Owned Enterprise (MOE) logo with IPOS. Today, the MOE Certification is held by 77 certified businesses, reflecting its growing recognition and relevance within the business community. Through learning journeys conducted across six schools, we also brought real-world entrepreneurship closer to the next generation. This reflects our belief that the changemakers of tomorrow deserve our support and investment today.

### **Looking Ahead**

The road ahead will require agility. Global trade uncertainties, rising costs, and rapid technological change will continue to demand more from all of us. However, I am confident that SMCCI is well-positioned, supported by the right programmes, strong partnerships, and above all, a committed community.

Thank you for being part of this journey. Here’s to another year of growth, purpose, and progress together.



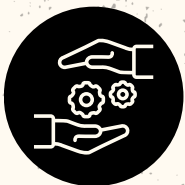
**Dr Abdul Malik Hassan**  
President



The Singapore Malay Chamber of Commerce & Industry (SMCCI) is a premier business association dedicated to empowering Malay-Muslim entrepreneurs and businesses in Singapore. Established in 1956, SMCCI has been a steadfast advocate for the growth and success of our business community, fostering innovation, resilience, and global competitiveness.

As a TAC (Trade Association & Chamber), SMCCI serves as a bridge between businesses, government agencies, and international partners, facilitating opportunities for local enterprises to scale, innovate, and expand beyond Singapore. We also drive policy dialogues with key stakeholders, advocating for the interests of Malay-Muslim businesses while fostering a dynamic and inclusive economic ecosystem.

In collaboration with our subsidiary, SME Centre @SMCCI, we champion the enhancement of core competencies, the expansion of knowledge, and the improvement of internal capabilities in order to facilitate growth and success for our members' businesses.



## VISION

To be the premier Malay-Muslim Business Institution in Singapore



## MISSION

To nurture a vibrant entrepreneurial culture amongst Malay-Muslim Enterprises



## OBJECTIVES

- Safeguard the interests of the Malay-Muslim business community
- Engage in activities that would benefit the Malay-Muslim business community
- Facilitate and negotiate legislative and other measures affecting trade, commerce and industry
- Foster good relations with other Chambers of Commerce and trade bodies
- Promote, maintain and protect uniformity in the rules and regulations relating to trade, commerce and industry

# KEY PILLARS OF SMCCI

These verticals are integral parts of aligning our mission to support and empower businesses in the community. Through our Academy & Membership, Business & Communications, and Enterprise divisions, we provide comprehensive support, training and development opportunities, trade facilitation, and operational management for the benefit of our members and the wider business community. Together, we aim to drive growth, foster collaboration, and create a vibrant and resilient business ecosystem.

## ACADEMY & MEMBERSHIP



The SMCCI Academy & Membership Group serves as the core engine for member development, engagement, and growth within the chamber. By combining the strengths of SMCCI Academy and Membership, this unified group focuses on delivering high-impact training programmes while fostering a connected business community.

Together, the Academy & Membership Group drives SMCCI's mission of empowering its members through holistic support from knowledge and skills development to strong community ties and strategic business advancement.



## BUSINESS & COMMUNICATION

The SMCCI Business & Communications Group integrates the strategic functions of internationalisation, trade facilitation, event management, and brand communications to deliver high-impact engagement and visibility for SMCCI and its members.



This group enhances strategic alignment between business development and external engagement ensuring SMCCI is both a trusted business enabler and a strong voice within the Malay/Muslim and wider business community.



## ENTERPRISE (SEPL)

The SMCCI Enterprise Group (SEPL) serves as the commercial arm of SMCCI, focusing on business development initiatives that generate revenue and drive impact for the Chamber and its members. From managing and expanding the Muslim-Owned Enterprise Certification (MOE Certification), a flagship product that validates and promotes Muslim-owned businesses locally and regionally, to forging strategic partnerships and commercial collaborations that enhance the Chamber's sustainability and value proposition,

SEPL plays a pivotal role in sustaining SMCCI's operations while reinforcing its commitment to advancing Malay/Muslim entrepreneurship.



# SMCCI PATRON

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**Mr Zaqy Mohamad**

Senior Minister of State, Ministry of Defence &  
Ministry of Sustainability and the Environment  
Deputy Leader of the House

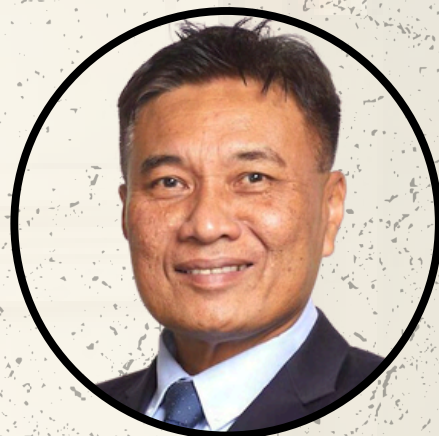
# ADVISORS TO SMCCI PRESIDENT

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**Farid Khan**

Past President (2019-2023)



**Abu Bakar Mohd Nor**

Past President (2023-2025)

# SMCCI BOARD OF DIRECTORS

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**Abdul Malik Hassan**

President



**Azhar Othman**

Deputy President



**Syahiran Rohajat**

Vice President



**Fazli Mansor**

Vice President

# BOARD OF DIRECTORS



**Shamir Wahid**  
Honorary Treasurer



**Maslina Mohamad**  
Asst  
Honorary Secretary



**Mohamed Shehzad**  
Asst  
Honorary Treasurer



**Azhar Md Salleh**  
Board Member



**Khai Asyraf**  
Board Member



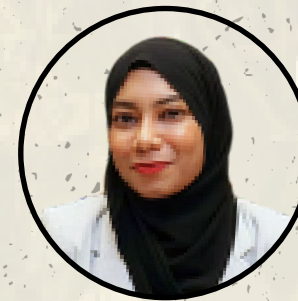
**Kartina Rosli**  
Board Member



**Raja Mohamad**  
Board Member



**Abdul Latip Isnin**  
Board Member



**Shezhadee**  
Co-opted  
Board Member



**Mustaffa Kamal**  
Co-opted  
Board Member



**Hasan Abd Rahman**  
Co-opted  
Board Member

# SMCCI SECRETARIATS

## EXECUTIVE DIRECTOR

### SMCCI



**Noor Khairi**  
Manager

### SMCCI ENTERPRISE



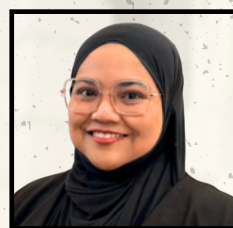
**Sufyan Md Ali**  
Manager



**Nadiah Hassan**



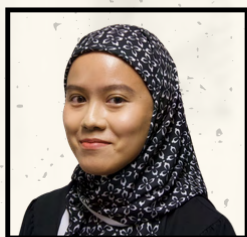
**Shaifulbahri Ma'ruf**  
Group Head  
Business & Communication



**NurSurian Sazali**  
Group Head  
Membership & Engagement



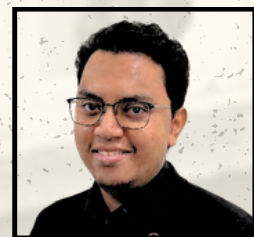
**Nadzirah Syaza**  
Finance/HR



**Nabilah Herman**  
Corporate  
Communication



**'Aisyah Sulaiman**  
Marketing  
Communication



**Muhammad**  
Sales Executive



**Nurul 'Ain**  
Office Management/  
Trade  
Documentation



**'Aidil Rausi**  
Building Management/  
Projects



**Irni Ibrahim**  
Trade  
Documentation



**Siti Fatimah**  
HR/Trade  
Documentation



**Hannah Dewi**  
Academy



**Aisyah Yusup**  
Academy

# **SME CENTRE @ SMCCI**

## **BOARD OF DIRECTORS**

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**Azhar Othman**  
Chairman



**Fazli Mansor**  
Director



**Aziz Gulam**  
Director

# SME CENTRE @ SMCCI



## CENTRE DIRECTOR



**Ashura D/O Ishaak Piperdy**  
(PMC)



**Daniel Ang**  
Business Development Advisor



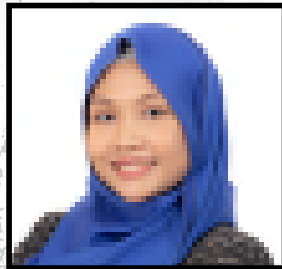
**Shawn Phua**  
Business Development Advisor



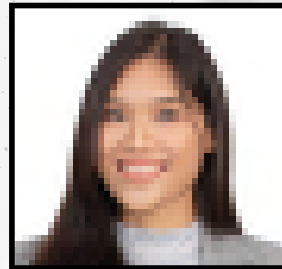
**Dale Gavin Aroozoo**  
Senior Business Advisor & Asst.  
Lead of Training & Development



**Nadhirah Nor Azhar**  
Senior Business Advisor &  
Lead Project Coordinator



**Manisah Sapari**  
Senior Business Advisor & Lead  
of Training & Development



**Zheng Yiting**  
Senior Business Advisor & Asst.  
Lead of Project Coordinator



**Sneha Menon**  
Senior Business Advisor &  
Lead of ISO Compliance



**Andre Widiyanto Darmono**  
Senior Business Advisor &  
Lead Data Protection Officer



**Shima Bachok**  
Senior Business Advisor &  
Asst. Lead of Compliance



**Razip Hashral**  
Senior Business Advisor &  
Lead of IT



**Chong Khin Wei**  
Senior Business Advisor

## ADMIN & EVENTS



**Nor Arliana**  
Senior Admin &  
Program Executive



**Raihana Farook**  
Senior Marketing &  
Communications Executive



**Sa'adah Musa**  
Accounts &  
HR Executive



# 2025 IN A NUTSHELL

84      40      107      30

New Members      1-on-1 Visit to Member's Office      Businesses connected through International Engagements      Asatizah Trained for Capability Development

421      77      14      64      209

Connected Through Dewan Connect      MOE Holders      Businesses Assisted through mentorship      Micro Businesses Assisted      Youth Engaged through Learning Journey

As we reflect on 2025, SMCCI is proud of the strides made in advancing the Malay/Muslim business community. Through 39 walkabouts, our inaugural Chamber Circle, and our first-ever Townhall, we deepened member engagement and let those insights shape our direction.

SMCCI Academy ran Protégé Kita's Mentorship Edition and the Maybank myimpact Microbusiness Programme's largest-ever cohort of 60 participants, while partnerships with NKF, AMP, and PERGAS extended our community reach. A Business Mission to Sarawak and active participation at the JS-SEZ Global Alliance Summit opened new doors for members beyond our shores.

We also proudly trademarked the Muslim-Owned Enterprise (MOE) logo, with 77 certified businesses by year-end, and hosted learning journeys across six schools. As we move into 2026, SMCCI remains committed to empowering our members and building a more vibrant future together.



**\*NOTE:**

- DC - DEWAN CONNECT SERIES
- MOE - MUSLIM-OWNED ENTERPRISE
- MMMP - MAYBANK MYIMPACT MICROBUSINESS PROGRAMME



# MEET THE TEAM



**SHAMIR WAHID**

**Honorary Treasurer**



**MOHAMED SHEHZAD**

**Assistant Honorary  
Treasurer**




**MOHAMED FAZLUDDIN**

**Internal Auditor**



**Nadzirah Syaza**  
Finance/HR

**SMCCI FINANCE TEAM**



# ***SMCCI MEMBERSHIP & ACADEMY***

SMCCI Membership & Academy serves as the core engine for member development, engagement, and growth within the Chamber. This group delivers high-impact training programmes while fostering a connected and supportive business community. Through its focus on knowledge-building, skills development, community engagement, and strategic business support, Membership & Academy plays a key role in advancing SMCCI's mission to empower its members and strengthen their long-term growth.

# MEET THE TEAM

## CHAIRMAN



**RAJA  
MOHAMAD**



**SYAHIRAN  
ROHAJAT**



**AZHAR MD  
SALLEH**



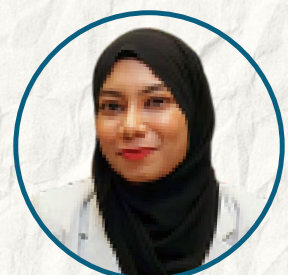
**MASLINA  
MOHAMED**



**MUSTAFFA  
KAMAL**



**KARTINA  
ROSLI**



**SHEZHADEE**

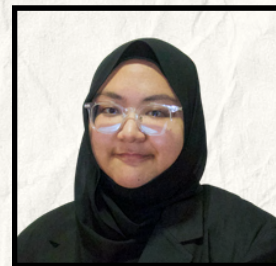
## MEMBERSHIP



**NurSurian Sazali**  
Group Head



**Muhammad**  
Sales Executive



**Hannah Dewi Safira**  
Projects



**Siti Aisyah**  
Projects

## ACADEMY

**SMCCI MEMBERSHIP & ACADEMY**



**Membership Walkabouts**

# SMCCI MEMBERSHIP 2025 HIGHLIGHTS



**66th Annual General Meeting**



**Chamber Circle**



**Food & Hospitality Asia(F&B) 2025**

ELECTION RESULTS OF  
BOARD OF DIRECTORS  
FOR 2025/27

# 66TH ANNUAL GENERAL MEETING

Following SMCCI's 66th Annual General Meeting on 24 April 2025, Dr Abdul Malik Hassan was elected as SMCCI President for term 2025-2027. President Malik shared that it is his utmost honour to serve as the newly elected President of the Singapore Malay Chamber of Commerce and Industry (SMCCI), and he expressed his sincere gratitude to members for placing their trust in him and the newly elected Board.

He noted that the new leadership team reflects a strong mix of experience, energy, and commitment, with each Board member bringing valuable industry insight and a shared dedication to advancing the interests of the Malay/Muslim business community.

As President, Dr Abdul Malik emphasised his commitment to building on the strong foundation laid by previous leaders and carrying SMCCI's mission forward with renewed purpose. He shared that the Board's direction will be guided by three key pillars: **Community, Members, and Secretariat (CMS)**.

This includes strengthening collaboration with community partners, continuing to serve members through meaningful programmes, networking opportunities, and policy engagement, and investing in the growth and development of SMCCI's secretariat as the driving force behind the Chamber's work.



# SUPPORTING OUR MEMBERS ON THE GLOBAL STAGE: FOOD & HOSPITALITY ASIA 2025

From 8 to 11 April 2025, SMCCI's Membership and Business Pillars visited the Food & Hospitality Asia (FHA-F&B) Exhibition at Singapore Expo, where we connected with members and partners exhibiting on the international platform. The visit included engagements with Jumain Sataysfaction, where third-generation owner Mdm Samsiah shared her family's satay legacy; Leong Guan Food Manufacturer, a halal noodle supplier widely available in retailers such as NTUC; Syed Mohamed Traders, where Mr Jaafar Sadik introduced new product offerings; and HSG Global, led by SMCCI Board Director Mr Abdul Latip.

The team also visited the Sarawak Pavilion, hosted by Mr Chew Chang Guan, CEO of the Sarawak Trade and Tourism Office Singapore (STATOS). The visit reaffirmed SMCCI's commitment to supporting member growth, regional connections, and greater visibility for our businesses on international platforms.



## MMO NATIONAL DAY OBSERVANCE

In the lead-up to Singapore's 60th birthday, SMCCI joined fellow Malay/Muslim Organisations (MMOs) for a meaningful National Day Observance Ceremony held at OnePeople.sg on 8 August 2025. Organised by PPIS in collaboration with seven MMOs, including SMCCI, Pergas, Pertapis, New Life Stories, Muhammadiyah, AMP, and Casa Raudha, the event marked the first collective MMO-led commemoration under the theme "Majulah Together 2025: MMOs Celebrate SG60".

The ceremony welcomed over 80 attendees from 18 Malay/Muslim and Indian/Muslim organisations, reflecting a strong spirit of solidarity, patriotism, and shared commitment to racial and religious harmony. Guest-of-Honour Associate Professor Dr Muhammad Faishal Ibrahim, Acting Minister-in-charge of Muslim Affairs and Senior Minister of State graced the occasion and highlighted the importance of unity in Singapore's diverse society.



# CHAMBER CIRCLE

CONNECTING IDEAS, BUILDING OPPORTUNITIES

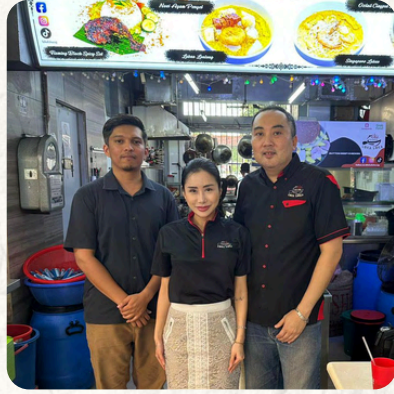
## Chamber Circle

SMCCI Membership proudly hosted its inaugural Chamber Circle at the Red Velvet Ballroom, marking a significant milestone in strengthening engagement with members, entrepreneurs, and business communities. Open to international entrepreneurs and businesses serving key sectors such as F&B and youth entrepreneurship, the session provided an exclusive platform for networking, knowledge exchange, and exploring new opportunities.

As part of SMCCI's mission to nurture a vibrant entrepreneurial culture among Malay/Muslim enterprises, Chamber Circle was designed to address the challenges and opportunities faced by businesses in today's evolving landscape. The programme opened with remarks by then SMCCI President, Mr Abu Bakar, who shared the Chamber's vision, upcoming initiatives, and the importance of cross-border collaboration, especially with the Johor-Singapore Special Economic Zone on the horizon.

Attendees had the opportunity to connect with SMCCI Board members, business leaders, and industry experts, while gaining insights into resources such as funding, training programmes, market access, and initiatives like the Muslim-Owned Enterprise certification. SMCCI remains committed to conducting more Chamber Circle sessions in the future, ensuring that businesses across diverse industries continue to benefit from meaningful connections, strategic partnerships, and greater visibility in both local and regional markets.





**40 ENGAGEMENTS THROUGH WALKABOUT AND MEET-THE-MEMBERS SESSION**



## **RESILIENCE OVER HUSTLE: REDEFINING SUCCESS FOR MODERN BUSINESSWOMEN**

At the Halal Creative Forum 2025, SMCCI was pleased to feature our Dewi member, Mdm Khairiana Zainal Abiden, Managing Director and Principal Education Consultant of ALG Academy Pte Ltd, as a keynote speaker under the Dewi @ SMCCI platform. In her address, she shared reflections on the changing landscape of women entrepreneurship, highlighting the growing shift away from hustle culture towards a more resilient, values-driven, and sustainable approach to business.

Drawing from her own entrepreneurial journey, Mdm Khairiana spoke about the importance of setting boundaries, leading with clarity, and building businesses that reflect one's values rather than ambition alone. She emphasised that resilience is not only about overcoming challenges, but also about adapting with purpose, embracing collaboration, and creating impact that uplifts others.


Her remarks also underscored the importance of mental well-being, authenticity, and community-minded leadership in shaping the future of women-led enterprises.

Her keynote added a meaningful dimension to the Forum's wider discussions on innovation, creativity, and growth within the halal ecosystem. It also reflected SMCCI's continued commitment, through Dewi @ SMCCI, to spotlighting women leaders whose experiences and perspectives can inspire more entrepreneurs to build purposeful and sustainable businesses.



# LEARNING

# JOURNEYS



**CHUNG CHENG HIGH SCHOOL**



**MERIDIAN SECONDARY SCHOOL**

In 2025, SMCCI embarked on a series of learning journeys across six Singapore schools, bringing the world of business and entrepreneurship directly to the next generation. Each visit was shaped around the students' own programmes and interests, making every experience both relevant and memorable.

At North Vista Secondary School, SMCCI President Dr Abdul Malik Hassan served as guest judge for a Nasi Lemak recipe competition. This event wove together cultural pride, creative thinking, and the spirit of enterprise. Students from New Town Secondary School visited SMCCI's office as part of their Business and Marketing Management Programme, where they explored the role of trade chambers in supporting businesses and pitched their own ideas to the SMCCI secretariat.

Meridian Secondary School students similarly gained a ground-level view of SMCCI's national functions, leaving with a sharper sense of what entrepreneurship looks like in practice. At SMCCI's Jalan Pinang office, Chung Cheng High School students were challenged to develop and present their own business plans, hence experiencing first-hand how an idea can be shaped into a real strategy.

Meanwhile, in collaboration with SMCCI member Studio 5 Corp, students from Maris Stella High School and Loyang View Secondary School visited a professional media studio for a behind-the-scenes look at marketing, film, and video production, learning skills that sit at the intersection of creativity and commerce.

Across all six schools, the common thread was clear: by bridging classroom learning with real-world exposure, SMCCI is helping young people build the confidence, curiosity, and entrepreneurial mindset, they will need to thrive in an ever-changing world.



**NORTH VISTA SECONDARY SCHOOL**



**NEW TOWN SECONDARY SCHOOL**



**MARIS STELLA HIGH SCHOOL**



**LOYANG VIEW SECONDARY SCHOOL**



**AMP Microbusiness**

**Maybank myimpact Programme 2nd Run**

**NKF Accelerator**

# ***SMCCI ACADEMY***

# **2025 HIGHLIGHTS**

**Protégé Kita - Phase 1 Masterclass**



**Maybank myimpact Programme 3rd Run**

**PERGAS' Project DUA**



**Protégé Kita - Mentorship Edition**



## **NKF** *STARTUP ACCELERATOR PROGRAMME 2025*



The **National Kidney Foundation (NKF) Startup Accelerator Programme 2025** empowers NKF patients who are home-based business owners to build confidence, strengthen their entrepreneurial skills, and pursue new possibilities through structured training, mentorship, consultations, networking opportunities, and business pitching.

The second run commenced on 23 February, with participants undergoing eight business fundamentals modules, consultations with SME Centre experts, and mentorship sessions with experienced professionals from the SMCCI network. Through this holistic approach, participants gained practical knowledge and confidence to navigate their entrepreneurial journey.

As part of the programme, six participants, who are NKF patients, stepped forward to pitch their business ideas to a panel of investors for the first time. Despite initial nerves, they demonstrated courage, resilience, and a strong determination to turn their ideas into reality. Three participants stood out with exceptional pitching presentations that showcased promising business plans, reflecting their growth from home-based businesses towards startup potential.

This moment highlights the transformative impact of the programme in opening doors to further growth and opportunity, while reaffirming SMCCI's commitment to empowering individuals from all walks of life through meaningful partnerships and lifelong learning.

# AMP *MICROBUSINESS* *PROGRAMME*

SMCCI Academy is proud to have curated three sessions for the **Association of Muslim Professionals (AMP) Microbusiness Programme 2025**, running from 18 January to 1 February. These sessions are designed to equip microbusiness owners with practical skills to help grow their ventures. The modules cover key topics such as the fundamentals of home-based businesses, the importance of budgeting and bookkeeping, and WhatsApp marketing.

Through this collaboration, SMCCI Academy supports AMP's vision of empowering microbusiness owners across Singapore by delivering impactful training in business planning, financial management, and digital marketing.



# **MAYBANK** **myimpact** **MICROBUSINESS PROGRAMME**



The Maybank myimpact Microbusiness Programme continued to play an important role in supporting aspiring micro-entrepreneurs from lower-income backgrounds. Organised in collaboration between Maybank Singapore and SMCCI, the programme provided participants with business training, mentorship, and funding support to help them strengthen their business foundations and pursue sustainable growth.

In its second run, the programme welcomed 11 aspiring entrepreneurs and equipped them with essential business skills, mentorship, and financial support to scale their ventures. At the final pitch session held on 22 February, three outstanding participants were awarded S\$5,000 grants each: Nur Farhana Mohamad of Reka Sisthur, a sustainable fashion business; Nur Liyana Roslan of By Marulyana, a home-based bakery; and Suhana Suhaimi of Pelangi's Delight, a dessert business. The remaining participants received S\$1,000 grants to support their entrepreneurial journeys.

Suhana Suhaimi of Pelangi's Delight stood out as a reflection of resilience and entrepreneurship. Despite living with cerebral palsy, she has been running her dessert business since 2011, demonstrating how microbusinesses can support empowerment, independence, and sustainable livelihoods.

Building on this momentum, the programme concluded its third edition on 1 November, marking its largest participation to date. Over seven weeks, 60 participants took part in training sessions covering business planning, branding, digital marketing, and basic financial management. The programme culminated in a pitching session involving 16 finalists, with selected participants receiving S\$5,000 in seed funding to support key business needs such as equipment purchases, packaging enhancements, marketing initiatives, and online sales development.

The third cohort represented a diverse range of industries, including food and beverage, beauty services, handmade products, and creative workshops. Their participation highlighted the creativity, resilience, and potential within Singapore's microbusiness community. Supported by Maybank Singapore's Islamic Banking Zakat contributions, the programme also benefited from outreach support by TAA, MUIS, AMP Singapore, and Dr Syed Harun Alhabsyi's Nee Soon Link community.

Through this continued partnership, SMCCI and Maybank reinforced their shared commitment to making entrepreneurship more accessible, particularly for individuals from lower-income backgrounds. By combining training, mentorship, and seed funding, the Maybank myimpact Microbusiness Programme continues to uplift aspiring entrepreneurs and equip them with the confidence, capabilities, and resources needed to grow their businesses with purpose.





## **EMPOWERING ASATIZAHS THROUGH LEADERSHIP, DIGITAL FLUENCY & PROFESSIONAL GROWTH**

SMCCI is proud to have supported **PERGAS' Project DUA** (Diversity-driven Upskilling for Asatizah), a transformative programme designed to strengthen the capabilities of our asatizahs. The pilot run welcomed 30 dedicated participants, each committed to enhancing their impact within the community.

Project DUA featured a three-module learning journey covering core areas essential for today's religious educators:

- **Leadership Capabilities**

*Building confidence to lead teams and communities with clarity and purpose.*

- **Digital Fluency**

*Equipping asatizahs with the skills to navigate and utilise digital tools effectively.*

- **Professional Growth**

*Supporting continuous learning, personal development, and readiness for evolving challenges.*

- **Unlocking Entrepreneurial and Career Potential**

*Providing guidance and support for individuals to explore opportunities, shape their ideas, and build confidence in presenting them.*

This initiative marked an important step in strengthening the leadership and digital readiness of our asatizahs, and we look forward to more efforts in this direction.



## OUR SIGNATURE BUSINESS GROWTH PROGRAMME FOR START UPS

**Protégé Kita (PK)** is SMCCI Academy's signature mentorship programme, designed to equip aspiring entrepreneurs with the mindset, skills, and support network they need to grow. The 2025 edition kicked off with Phase 1: Spark Your Entrepreneurial Journey, which is an intensive masterclass series featuring Anna Belle Francis, Kartina Rosli, and Ustaz Dr Fadli. Participants explored the art of pitching, strategic networking, and values-driven entrepreneurship, walking away with a sharper business mindset and a stronger sense of purpose.

Building on that foundation, Phase 2 brought in a new slate of seasoned experts: Mr Abu Sofian from Seyrul Consulting on influence and communication, Mr Hanafi Mohd Sam from Reka Studio on branding, and SMCCI Board Member Mr Raja Mohd from Five Pillars on financial planning and tech strategy. Sessions were packed with actionable takeaways that participants could immediately apply to their businesses.

The programme then moves into its weekly mentorship phase, where each entrepreneur works closely with an assigned mentor across areas such as marketing, finance, and operations, supported further by a legal clinic and a fireside chat. Personalised guidance, sharper goal-setting, and deeper accountability ensure that every lesson translates into real progress.

Protégé Kita is more than just a programme. It's a catalyst for growth, built on community, support, and shared purpose.



# TESTIMONIALS

FROM ACADEMY PROGRAMMES PARTICIPANTS 2025

**“Through the programme, I gained clearer insights into the financial aspects of running a business, especially pricing and effective discount strategies. The mentorship and training helped me turn my passion into a viable business with a clear action plan. I hope my journey will inspire other mothers to pursue entrepreneurship as well.”**

*Mushling Sprout Co*

*Annice (Anisah) Tan Su Qin*  
Maybank myimpact Microbusiness Programme

**“The most valuable part was learning how to professionalize my brand. Gaining clarity on how to structure my business operations from managing inventory to creating professional invoices and marketing materials, gave me the foundation I needed to move from a hobby to a serious home-based venture. Personally, it has given me a higher level of confidence. It has helped me become more organized and disciplined in how I manage my daily business tasks.”**

*Bloom Splash*

*Saraswathy Rathnam*  
NKF Startup Accelerator Programme

**“Building lasting connections with mentors and peers, a trusted network to grow, share, and collaborate. For example, connecting with gym owners and fitness experts to explore opportunities with WFF Singapore. I feel very happy to have a Mentor (Mr Dainial) who provides continuous support and assurance.”**

*World Fitness Federation Singapore*

*Roslan Mohd Daud*  
Protégé Kita 2025





# ***SMCCI BUSINESS & COMMUNICATIONS***

SMCCI Business & Communications Group integrates the strategic functions of internationalisation, trade facilitation, event management, and brand communications to deliver high-impact engagement and visibility for SMCCI and its members.

This group enhances strategic alignment between business development and external engagement ensuring SMCCI is both a trusted business enabler and a strong voice within the Malay/Muslim and wider business community.

# MEET THE TEAM

CHAIRMAN



**KHAI ASYRAF**



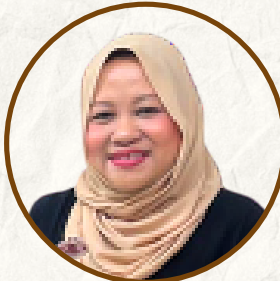
**FAZLI MANSOR**



**KARTINA ROSLI**



**ABDUL LATIP  
ISNIN**



**MASLINA  
MOHAMED**



**HASAN ABD  
RAHMAN**



**Shaifulbahri Ma'ruf**  
Group Head



**Nabilah Herman**  
Corporate  
Communications



**'Aisyah Sulaiman**  
Marketing  
Communications



**'Aidil Rausi**  
Building Management/  
Projects



**Nurul 'Ain**  
Office Management/  
Trade Documentation

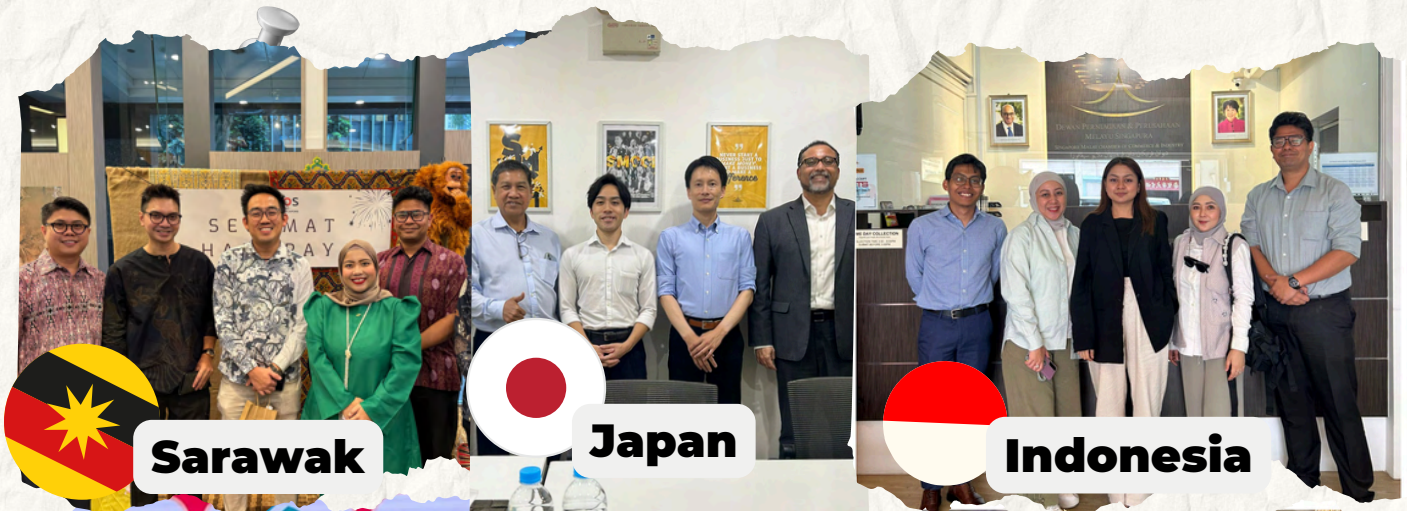


**Siti Fatimah**  
HR/Trade  
Documentation



**Irni Ibrahim**  
Trade  
Documentation

## SMCCI BUSINESS & COMMUNICATIONS



**Sarawak**



**Japan**



**Indonesia**



**Vietnam**



**Turkiye**



**Jordan**

# ***SMCCI BUSINESS*** **2025 HIGHLIGHTS**



**Europe Conference Engagement**

**Support Muslim Business Federation**

**JSSEZ Joint Investment Forum**



**Sri Lanka**

**SBF TAC Summit**



**Pakistan**



The Dewan Connect Series: Nusantara Edition, held on 28 August 2025 in conjunction with SG60 Bersama, served as a strategic platform for SMCCI to deepen regional collaboration and support members in their internationalisation journey. Focused on business opportunities in Malaysia and Indonesia, the session brought together practical insights on what it takes for SMEs to prepare for overseas expansion, while reinforcing the importance of building strong foundations before entering new markets.

A key takeaway from the session was that internationalisation is rarely immediate. Speakers emphasised that overseas expansion often requires at least 24 months of preparation, much of which is dedicated to understanding local compliance requirements, culture, and operating norms. Businesses were encouraged to think carefully about key considerations such as their base of operations, market-entry structure, and target market, recognising that there is no one-size-fits-all approach. Rather than following a rigid formula, companies should tailor their strategies based on product fit, market readiness, and internal capacity. The session also highlighted the importance of determining early whether local representation or a full operational presence is required, as this has direct implications on compliance, costs, and business structure.

During the fireside chat, speakers shared practical comparisons between the two markets. Expansion into Malaysia was described as relatively more seamless due to greater system familiarity and support mechanisms such as Maybank's fast-track account setup and the availability of local grants. In contrast, Indonesia was noted to offer significant growth potential, but one that requires stronger local partnerships and more careful due diligence. Businesses were also encouraged to tap on relevant government support schemes such as the Market Readiness Assistance (MRA) Grant, Enterprise Development Grant (EDG), Productivity Solutions Grant (PSG), and Enterprise Financing Scheme – Merger & Acquisition (EFS-M&A). In addition, SME Centre @ SMCCI continues to support SMEs through a structured 3-year roadmap for sustainable overseas expansion. Overall, the session reinforced that success in new markets depends not only on ambition, but also on patience, preparation, and the ability to localise strategies with the right support.

## **SMCCI JOINS SBF ON US TARIFFS**



Represented by our Deputy President Mr Azhar Othman, SMCCI attended an important session organised by the Singapore Business Federation (SBF) focusing on strategies for businesses to mitigate the impact of newly announced United States (US) Tariffs. With the global trade landscape becoming increasingly complex, this session was timely in helping businesses especially SMEs to stay prepared, resilient, and adaptable.



## **“TARIFFS IN TURMOIL” SEMINAR FOR OUR CERTIFICATE OF ORIGIN (CO) CUSTOMERS**

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.



# HALAL CREATIVE FORUM



**Halal Creative Forum 2025**, organised by SMCCI in collaboration with **Scarf Media Indonesia**, marked a significant milestone in advancing the regional halal creative economy and strengthening Singapore-Indonesia trade ties. Held on **7 October 2025** at Suntec Singapore Convention & Exhibition Centre as part of **Muslimah Creative Day 2025**, the Forum brought together entrepreneurs, creatives, policymakers, and investors from both countries to explore cross-border opportunities in business, lifestyle, fashion, and wellness. The event reflected SMCCI's continued efforts to position Singapore as a strategic connector for businesses seeking to grow within the regional halal ecosystem.

A key highlight of the Forum was SMCCI's partnership with Scarf Media Indonesia, which enabled influential Indonesian brands to be showcased in Singapore and opened new pathways for collaboration between Singapore and Indonesian businesses. Through this platform, SMCCI created opportunities for local SMEs to connect with Indonesian buyers, distributors, and partners, while also spotlighting the growing role of women entrepreneurs in shaping the halal creative economy. Discussions during the Forum also focused on innovation, leadership, digital transformation, export growth, and business competitiveness in ASEAN's expanding halal sector.

The Forum also featured the **SELOKAL Marketplace 2025** by SMCCI, a curated showcase of Singapore-based and regional brands across retail, lifestyle, consultancy, services, and pre-packed F&B. Designed to help businesses showcase, sell, and scale, the marketplace gave SMEs greater visibility and access to potential customers and collaborators beyond Singapore. Overall, the Halal Creative Forum 2025 demonstrated SMCCI's commitment to supporting business internationalisation, fostering meaningful regional partnerships, and creating practical platforms for SMEs to participate in the growing global halal economy.



## GO CASHLESS

Our Certificate of Origin (CO) service transitioned to a cashless system.

Note: This means all payments for CO services will be conducted via digital platforms to enhance efficiency and convenience for our users.



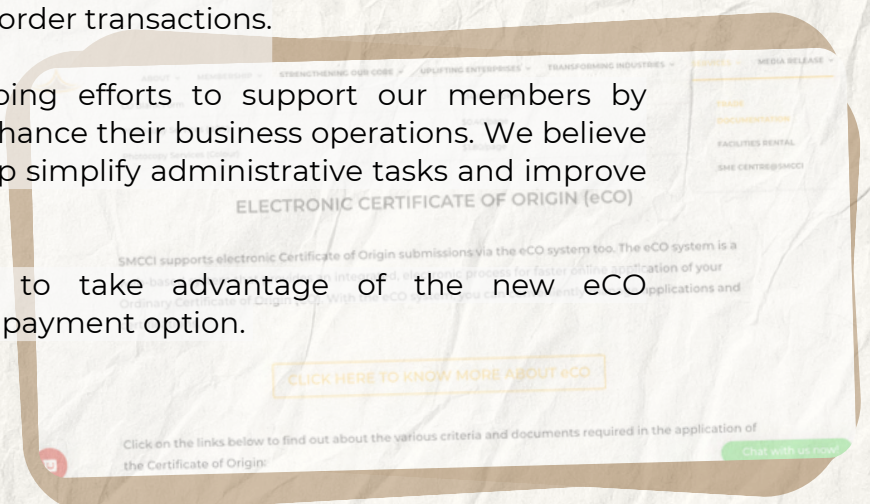
## Electronic-Certificates of Origin (eCO)

In line with SMCCI's commitment to advancing digitalisation within our operations, we are pleased to highlight our offering of Electronic Certificates of Origin (eCO), designed to streamline your international trade processes. While our Manual COO provides a traditional, paper-based solution with physical signatures and stamps, the Electronic eCO presents a faster, more efficient, and secure alternative, featuring digital signatures and expedited processing times.

The electronic version not only reduces administrative costs and paper consumption but also ensures quicker verification, enhanced security, and more convenient document storage and retrieval. Whether you prefer the traditional manual format or the modern digital option, we are fully equipped to meet your needs and support seamless cross-border transactions.

This step is part of SMCCI's ongoing efforts to support our members by providing practical solutions that enhance their business operations. We believe that embracing digital tools can help simplify administrative tasks and improve overall productivity.

We highly encourage members to take advantage of the new eCO endorsement platform and PayNow payment option.





**Berita Harian**

**Townhall 2025**

**BH-AMP Charity Golf & Dinner**

# *SMCCI COMMUNICATIONS*

# 2025 HIGHLIGHTS



**Podcast Feature**

**Refreshed Brand Guide**

**SMCCI Insider**

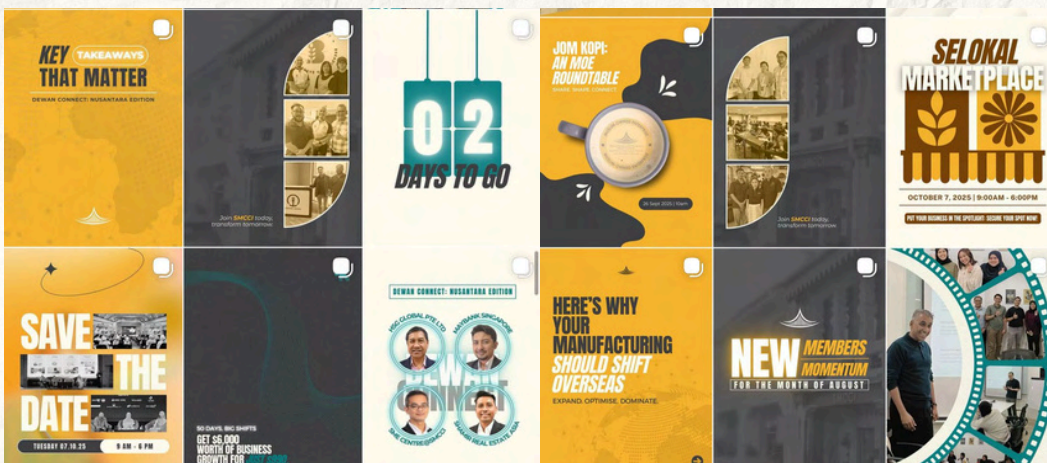
**DETIK Semasa Features**

# REFRESHED SMCCI BRAND GUIDE



SMCCI has introduced a new brand guide and stylescape aligned with its logo, colour palette, and typeface. This serves as an important step in strengthening SMCCI's visual identity and ensuring that all marketing and communication materials reflect a unified and recognisable brand presence.

By establishing clearer visual guidelines, SMCCI can maintain a more consistent look and feel across its outreach efforts, whether in digital campaigns, print materials, public communications, or media-facing content. This consistency helps reinforce professionalism, improve brand recall, and present SMCCI more cohesively to members, partners, stakeholders, and the wider public.





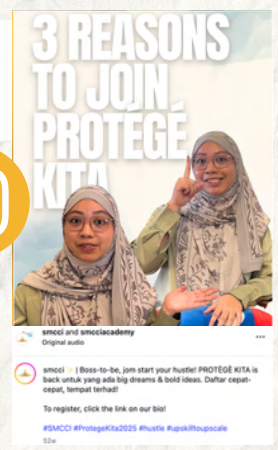
# SOCIAL MEDIA PERFORMANCE

1 JAN - 31 DEC 2025

## BEST PERFORMING POST

VIDEO PROMOTION FOR PROTÉGE KITA PROGRAMME

2.7K VIEWS  
1.7K REACH  
98 INTERACTIONS



# INSTAGRAM

**304** **56.9K** **201.5K** **1.3K**

New Followers    +1.6% Reach    +100% Views    Content Interactions

## BEST PERFORMING POST

HALAL CREATIVE FORUM EVENT HIGHLIGHTS

Singapore Malay Chamber of Commerce...  
Published by *Hasliah Panto*  
October 7, 2025

4.8K VIEWS  
2.4K REACH  
44 INTERACTIONS



# FACEBOOK

**234** **197.1K** **3.1K**

New Followers    Views    Content Interactions

## BEST PERFORMING POST

SARAWAK BUSINESS MISSION

Singapore Malay Chamber of Commerce & Industry (SMCCI)  
3,200 Members  
100+ Companies

1.3K IMPRESSIONS  
461 ENGAGEMENTS



# LINKEDIN

**308** **2K** **38K** **1164**

New Followers    Page Views    Impressions    Interactions

SMCCI's Communications team has made significant strides in enhancing the Chamber's social media presence, transforming it into a more dynamic and engaging platform for members and the broader business community. Recognising the importance of digital engagement, SMCCI has strategically expanded its online footprint to strengthen community connections and better serve its stakeholders.

Through platforms such as Facebook, Instagram, and LinkedIn, SMCCI has effectively shared valuable content, including industry insights, business opportunities, and timely updates on community events. The team's approach focuses on creating visually appealing, interactive, and relevant content, including short-form videos, member success stories, and highlights of key initiatives.

In 2025, SMCCI's digital reach continued to grow, with its social media platforms reaching over **7,000** followers on Facebook, and over **3,000** followers each on Instagram and LinkedIn. This growth reflects the Chamber's continued efforts to strengthen its online presence and engage a wider community of members, partners, stakeholders, and businesses.

# ***MEDIA FEATURES***



## **DETIK SEMASA - JSSEZ**

SMCCI Vice President Fazli shed light on the emerging opportunities within the Johor-Singapore Special Economic Zone (JS-SEZ). The JS-SEZ presents significant prospects for SMEs looking to expand regionally. Singapore's strength as a financial and business hub, paired with Johor's access to land, manpower, and natural resources, creates a complementary ecosystem for enterprise growth.



## **DETIK SEMASA - RISING COSTS**

Singapore's F&B sector continues to feel the strain of rising operational costs, a topic recently highlighted in a Detik Semasa episode featuring SMCCI Board Member Mr Hasan. The segment underscored the mounting challenges entrepreneurs face as they navigate an increasingly demanding business landscape.



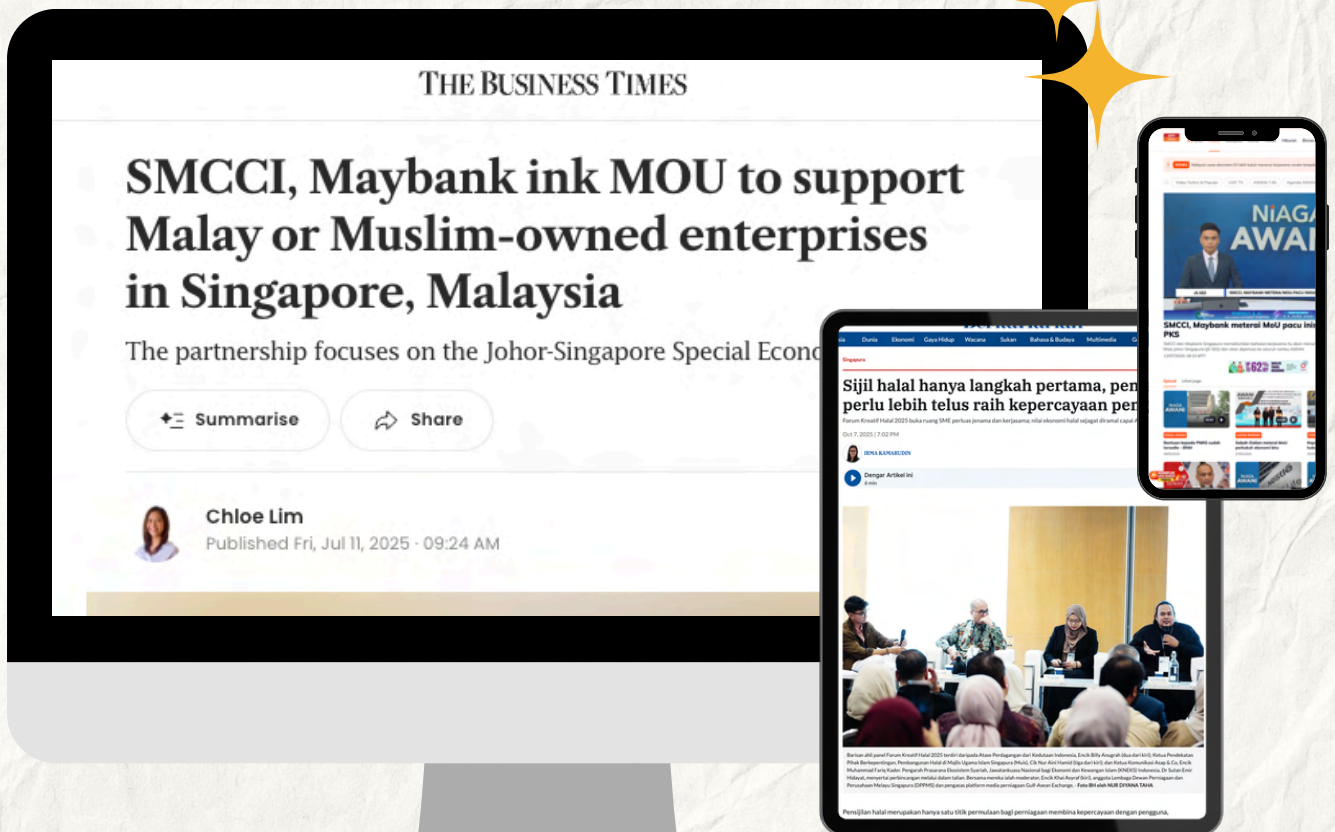
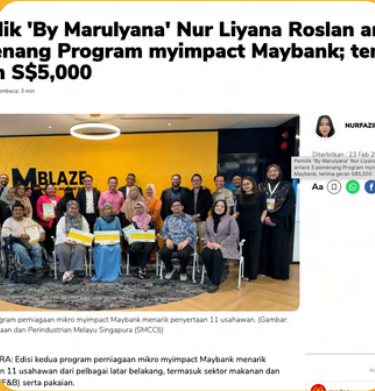
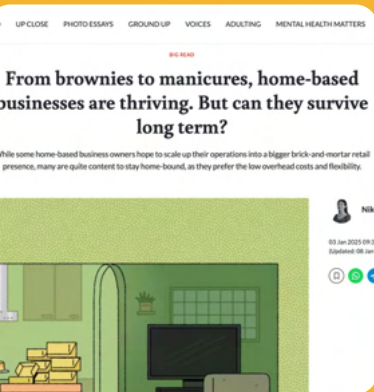
## **DETIK SEMASA - INNOVATION & RISE OF VENDING MACHINE RETAIL**

SMCCI Executive Director Nadiah Hassan was recently featured on Detik Semasa 2025/2026, where she shared her views on the growing popularity of vending machines in Singapore.



## **BH PODCAST**

SMCCI President Dr Abdul Malik Hassan and Executive Director Nadiah Hassan shared their perspectives on current business challenges, community engagement, and the road ahead.



# TOWNHALL REFLECTION



## TOP MEMBER PRIORITIES: Collaboration, Expansion, Advisory

31%

### 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.

19%

### 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**.

16%

### TAILORED BUSINESS ADVISORY

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: Talent, 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

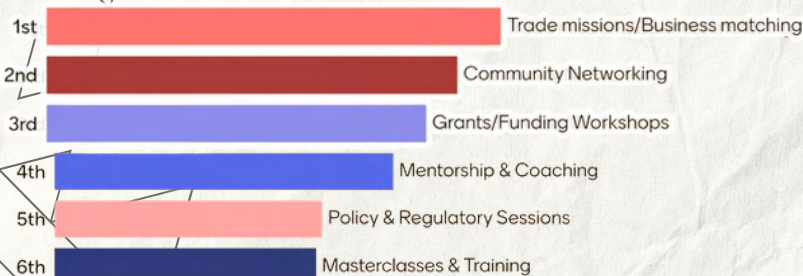
SMCCI is considering developing a **funding guidebook**, and recommends engaging proactively with banks, accelerators, and investor networks.

6%

### INCREASE OPERATIONAL COST

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



\*Survey conducted by SMCCI in June 2025.

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 **hands-on support**, the **SME Centre @ SMCCI** remains available. Members were also encouraged to explore emerging halal markets, such as those in Southern Thailand.



# ***SMCCI ENTERPRISE PTE LTD***

SMCCI Enterprise Pte Ltd oversees the management and development of the Geylang and Kampong Glam precincts, ensuring these culturally rich areas remain vibrant and well-supported. As the operational arm of SMCCI, this pillar drives active engagement with stakeholders to enhance the chamber's impact. Additionally, it focuses on forging strategic partnerships to expand SMCCI's services, creating more opportunities and value for our members.

# MEET THE TEAM

CHAIRMAN



**AZHAR OTHMAN**



**RAJA MOHAMAD**



**SUHAIMI LAZIM**



**Nadiah Hassan**  
Executive  
Director



**Sufyan Md Ali**  
Manager



**Muhammad**  
Sales Executive

**SMCCI ENTERPRISE PTE LTD**



**JOM Kopi Roundtable**



**Sarawak Business Mission**



**JS-SEZ**

# **SMCCI ENTERPRISE HUB**

# **2025 HIGHLIGHTS**



**MOE Marketing Masterclass**

**Tanjong Katong Complex**



**MOE Visits**



**MOE LOGO TRADEMARKED**

## HALAL OPPORTUNITIES ON THE HORIZON JOHOR SINGAPORE SPECIAL ECONOMIC ZONE (JSSEZ)



As part of SMCCI's participation in the Johor-Singapore Special Economic Zone (JS-SEZ) Global Alliance Summit, SMCCI Vice President Mr Fazli Mansor, Board Member Mr Raja Mohamad, and Executive Director Ms Nadiah Hassan represented the Chamber in engaging discussions with regional partners.

One key takeaway from the summit was a conversation with the Vice President of the Kota Tinggi Chinese Chamber of Commerce, which highlighted promising business opportunities for SMCCI members.

Kota Tinggi, where more than 80% of the population is Malay, has room to grow in halal-related sectors like tourism, food and beverage, childcare, and enrichment services. While many Singaporean Chinese visitors come for the famous Bak Kut Teh, there is still a lack of options that meet the needs of the local Muslim community.

The Kota Tinggi Chamber shared strong interest in working with SMCCI and is open to helping us start new projects or ventures in the area. This presents a great chance for members who want to expand into new regional markets.



# BRIDGING

## PARTNERSHIPS

**IFTAR WITH  
ENTERPRISE SG**



**EXPLORATORY TO  
JAMBI**

Berita Harian



**KAKI MAKAN LAUNCH  
WITH BH**



**SARAWAK MISSION  
WITH STATOS**



# GO SARAWAK BUSINESS MISSION

# UNLOCKING OPPORTUNITIES IN EAST MALAYSIA



From 21–23 September 2025, SMCCI, in partnership with the Sarawak Trade and Tourism Office Singapore (STATOS), led a Business Mission to Sarawak with 16 delegates 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, which included 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.

BUSINESS MISSION  
21-23 SEPT 2025



statos



**STRENGTHENING RECOGNITION, TRUST AND CREDIBILITY**



## **MUSLIM-OWNED ENTERPRISE LOGO TRADEMARKED WITH IPOS**

SMCCI marked an important milestone with the official confirmation that the Muslim-Owned Enterprise (MOE) logo has been registered as a trade mark with the Intellectual Property Office of Singapore (IPOS).

Registered under Trade Mark No. 40202423112W, the MOE logo is protected under Class 35, covering services such as business consultancy, advertising, accounting and marketing. The trade mark is valid until 7 October 2034.

This development marks a significant step in strengthening the identity, credibility and long-term protection of the MOE Certification. As the certification continues to serve as a trusted marker for Muslim-owned businesses, the formal registration of its logo reinforces SMCCI's commitment to safeguarding its integrity and ensuring consistent recognition among consumers, partners and certified enterprises.

With the MOE logo now legally protected, SMCCI will continue to ensure that its use is properly governed and aligned with the relevant guidelines. This includes reminding certification holders, business partners and internal stakeholders that any use of the logo must be authorised and compliant with SMCCI's requirements. The registration reflects SMCCI's ongoing efforts to uphold the value, trust and credibility of the MOE Certification as part of its broader mission to support and strengthen the Malay/Muslim business community.



**LIVE MOE HOLDERS AS AT 31 DECEMBER 2025**

**77**

## 5 Areas of Focus

### Enhance Consumer Trust

**Assurance of Ownership:** The certification provides assurance to consumers that the enterprise is owned and operated by Muslims.

**Cultural Alignment:** It helps consumers identify businesses that align with their cultural and religious values, creating a sense of trust and confidence in the products or services offered.

### Promote Ethical Compliance

**Community Support:** The certification encourages businesses to uphold values that are important within the Muslim community, fostering a sense of community support and solidarity.

### Strengthen the Muslim Business Ecosystem

**Economic Empowerment:** The certification is part of a broader effort to economically empower the Muslim community by promoting and supporting Muslim-owned businesses.

**Community Building:** It helps build a stronger, more connected Muslim business community, where businesses support one another and collectively contribute to the community's economic well-being.



### Support Muslim-Owned Businesses

**Visibility and Recognition:** The certification increases the visibility and Muslim-owned businesses, helping them stand out in a competitive market and attracting customers who are specifically looking to support such businesses.

**Market Differentiation:** It serves as a differentiator for businesses, allowing them to leverage their unique identity and appeal to a niche market segment.

### Encourage Business Growth

**Business Assistance:** Certified enterprises will be given access to resources, platforms and trainings to help their businesses expand locally and internationally.

**Networking opportunities:** Certified enterprises may gain access to networking opportunities within the Muslim business community, fostering collaboration and growth.

# MOE/MARKETING MASTERCLASS



On 10 September 2025, SMCCI's partners at Studio Five Corp hosted an exclusive Marketing Masterclass for Muslim-Owned Enterprise (MOE) 2.0 certificate holders. The half-day session brought together passionate entrepreneurs from businesses including Loong Dim Sum, Haig Road Putu Piring, Ooiishii, and Breaditation, among others.

Participants worked through four practical modules — Social Media 101, Lead Generation Made Simple, Make Business Findable Online, and Creating Professional Product Videos — with hands-on exercises covering content planning, AI prompt tools, search visibility, and video production frameworks. By the end, participants left with clearer strategies and actionable skills to grow their digital presence.

This masterclass is one of many value-added benefits available to MOE 2.0 certificate holders, reflecting SMCCI's commitment to equipping Muslim-owned businesses with the tools to compete and thrive in today's digital landscape.



# SMCCI/BOOTH @ BAZAAR GEYLANG SERAI



SMCCI brought a heartfelt Ramadan touch to the community at Bazaar Raya Geylang Serai, distributing porridge and spotlighting local home-based businesses in the spirit of Ramadan giving.

Among those featured were participants from the Maybank myimpact Microbusiness Programme — SDEmpireSG, ByMarulyana, and Reka Sisthur who generously gave out their products to the public, embodying the true spirit of the season. It was a meaningful reminder that supporting local businesses and giving back to the community can go hand in hand.

A special thank you to Wisma Geylang Serai for the opportunity to be part of this celebration and for providing the platform to make it happen.



# STRENGTHENING THE MOE ECOSYSTEM THROUGH OPEN DIALOGUE



## **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.



A group of people, mostly women in business attire, are gathered at a conference. The image is overlaid with a vibrant red color and features falling white confetti. In the background, a banner for 'RentalWise' is visible. The text 'SME CENTRE @ SMCCI' is prominently displayed in the center in a bold, white, italicized font. A vertical white line is positioned below the text.

# ***SME CENTRE @ SMCCI***

A subsidiary of SMCCI and a strategic partner of Enterprise Singapore, SME Centre @ SMCCI was established in 2006 as a one-stop centre for local small and medium enterprises (SMEs), offering a comprehensive range of advisory and business services including seminars, workshops, one-on-one complimentary business advisory, productivity assessments and more.



**OVERVIEW OF SME CENTRE @  
SMCCI PROGRAMMES**

PROGRAMME	ANNUAL KPIS JAN – DEC 2025	ACHIEVED
<b>Business Advisory</b>	2743	2862
<b>Workshop</b>	610	641

PROGRAMME	TARGETS / KPIS	UPDATES
<b>Group-Based Upgrading Projects (GBUs)</b>	3	<ol style="list-style-type: none"> <li>1. Unlocking Indonesia: Entering Southeast Asia's Biggest Market</li> <li>2. Sustainability in Hospitality: Accelerating Singapore's Green Tourism Vision</li> <li>3. Future-Proofing Singaporean for eCommerce Growth</li> </ol>

## UNLOCKING INDONESIA Entering Southeast Asia's Biggest Market

Are you a business owner in the following industries?

Professional Services

Business Consulting



Looking to:



Gain market specific knowledge including market insights & business policies



Identify potential business opportunities and learn how to analyse the market



Understand key success factors and the business risks associated with venturing into Indonesia



## Unlocking Indonesia: Entering Southeast Asia's Biggest Market

While Indonesia sits as one of the most wanted countries for investment destination, actualisation is far below the actual interests. Thus, this Group-Based Upgrading project was designed to assist participating SMEs to enter the Indonesian market by helping them understand the business climate, business culture, and the legal policies of setting up business in Indonesia, with the help of our supporting partners - Access Indonesia, BRI, Enterprise Singapore, Global Connect @ SBF, IIPC, Kinobi, Pathfindars, SBF and QD Academy.



## SUSTAINABILITY IN HOSPITALITY Accelerating Singapore's Green Tourism Vision

Are you a business owner in the following industries?

Accommodation

Food & Beverage

Travel & Tourism



Looking to:



Adhere to local and international sustainability standards and certifications



Meet your goal to achieve at least ONE of the UN SDGs



Gain access to sustainability tools to support your organisation in your sustainability measurement and management

## Sustainability in Hospitality: Accelerating Singapore's Green Tourism Vision

This GBU project was curated with the aim of enhancing the knowledge and capabilities about sustainable business practices within the hospitality and tourism sectors.

The SMEs that took part in this initiative were given an overview of how to adhere to local and international sustainability standards and certifications and gained access to sustainability tools to support their organisations in sustainability measurement and management.



## ***Future-Proofing Singaporean Retail: Scalable Solutions for eCommerce Growth***

Singaporean SMEs in the retail eCommerce sector are experiencing significant challenges maintaining competitiveness due to evolving consumer demands, escalating digital marketing expenses, and fulfilment inefficiencies.

Thus, this Group-Based Upgrading project was designed to address the pressing marketing and logistics challenges confronting the retail eCommerce industry in Singapore by providing actionable insights and practical knowledge to empower SMEs to thrive.

### **Programme Objectives**



Gain hands-on skills to adopt Generative AI tools for personalised content, customer segmentation, campaign performance tracking, and digital engagement optimisation.



Learn how to streamline logistics operations to reduce cost and improve customer experience.



Get personalised guidance for a Capstone Presentation to panel of judges.



## Partners for Business Growth Networking Event



### THRIVING THROUGH CHANGE: ASEAN GROWTH & DIGITAL SHIFTS FOR SMES

Facing change in the business world can be daunting, but it also presents opportunities for growth. Participants who joined this event designed to equip SME with the strategies needed to thrive amid digital shifts and geopolitical changes in the ASEAN region.

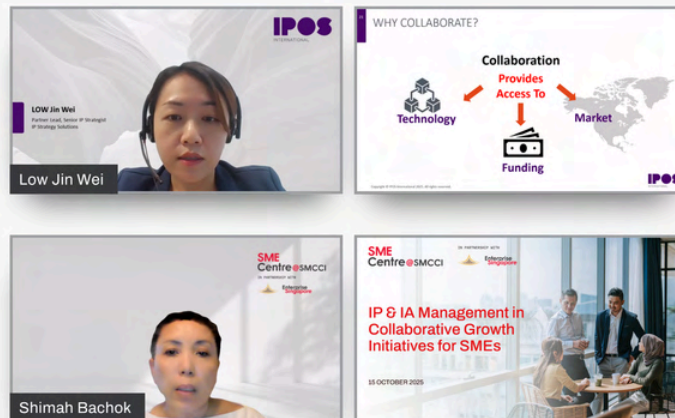
We discussed how the region continues to show resilient growth despite global shocks, with key economies like Vietnam, Singapore, and Indonesia leading the way. Attendees heard from industry experts and fellow SMEs on how to leverage digital tools and adapt globalisation strategies to thrive in a competitive environment.



## Webinar in collaboration with IPOS

### IP & IA MANAGEMENT IN COLLABORATIVE GROWTH INITIATIVES FOR SMES

15 OCTOBER 2025



SME Centre @ SMCCI

IN PARTNERSHIP WITH  
Enterprise Singapore

## IP & IA Management in Collaborative Growth Initiatives for SMEs

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.

Our guest speaker, Low Jin Wei, Senior IP Strategist at IPOS International shared with our participants how to unlock the strategic potential of IA / IP and equip their SME with practical approaches to forge partnerships that accelerate innovation.





## SME Centre Conference 2025



The conference was led by SME Centre@SMF, in partnership with Enterprise Singapore, and the respective SME Centres — SME Centre@ASME, SME Centre@SCCCI, SME Centre@SICCI and SME Centre@SMCCI, — and served as a partnership-driven and capability-enhancing platform for businesses to navigate the pro-enterprise regulatory landscape, strengthen financial resilience, and unlocking the power of strategic alliances in driving business growth. The programme also featured real-life case studies of local SMEs that have embraced partnerships as successful growth strategies.



We were deeply encouraged by the overwhelming participation and support from the SME community, and we hope that the SME Centre Conference will continue to serve as a transformative platform, offering crucial insights, tools, and connections needed to help local enterprises turn challenges into new opportunities for growth.



## Smart Seminar Series x Celebpreneur 2025

We had over 180 in attendance at our Smart Seminar Series 2025, including SME owners from diverse industries, all looking to maximise the learning and networking opportunities present at the event.

Through the sharing by our keynote speaker, the panel discussion, and the workshop, our attendees took away valuable insights on how to navigate the challenges and seize the opportunities of building a business as an entrepreneur.



We would like to express our deepest gratitude to all partners, guest speakers and supporters who made the SME Centre @ SMCCI's signature event a success - Maybank, Luma Insight, 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!).



## Hari Raya Celebration 2025

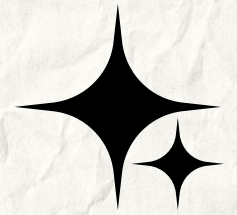


A massive thank you to everyone who joined us for our Hari Raya Celebrations 2025! It was wonderful to celebrate the spirit of togetherness with our incredible Enterprise Singapore colleagues, the dedicated BODs of Singapore Malay Chamber of Commerce & Industry (SMCCI) and SME Centre @ SMCCI, and our amazing SMCCI Secretariat.

The team at SME Centre @ SMCCI was delighted to create this opportunity to foster even stronger connections over delicious food and fun games! We truly hope to forge meaningful relationships that will boost the synergy between our organisations, ultimately benefiting the local enterprises and SMEs we serve.

Here's to collaboration and a brighter future for our business community!





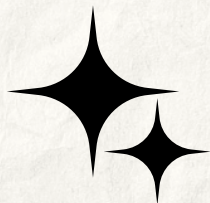
## CLEAR VISION, GLOBAL AMBITION AN SME'S JOURNEY WITH STRATEGIC PARTNERSHIPS



*Photo of Reynald Zhang (Left), Founder of foptics and Daniel (Right), Business Development Advisor at SME Centre @ SMCCI*

The challenge of finding attractive, affordable eyewear during his final year of university sparked an idea for **Raynald Zhang (Ray)**. Recognising a significant gap in the Singapore market, he launched **foptics** in 2018, driven by a desire to make stylish, budget-friendly glasses accessible to everyone.

A pivotal moment arrived in 2020 when Ray was introduced to the Partners for Business Growth programme. It was here he connected with Daniel Ang, SME Centre @ SMCCI's Business Development Advisor. Daniel quickly became an indispensable sounding board for foptics, offering fresh perspectives and deeper insights through their regular interactions.





## CLEAR VISION, GLOBAL AMBITION - AN SME'S JOURNEY WITH STRATEGIC PARTNERSHIPS

### Expanding Beyond Singapore's Shores

Foptics benefitted from introductions to various programmes and grants. Most significantly, in the process of planning their overseas expansion in the Philippines, they leveraged on the connections offered by the Enterprise Singapore team in the Philippines, the initial support from the Market Readiness Assistance (MRA) grant to conduct market research, and Daniel's seasoned advice drawn from his extensive work with numerous SMEs.

**"Overseas expansion can be daunting, especially the first time," shares Ray. "We're incredibly grateful for the support from the EnterpriseSG team in the Philippines, the MRA grant, and Daniel's practical experience (from) helping other SMEs go global. All these elements gave us the confidence to make it work."**

*-Ray-*

Further bolstering their venture, foptics successfully raised a seed round with Gentree Fund, providing additional support for their move into the Philippines. Ray views the Philippines as a natural next step given foptics' unique business model, which he describes as "half retail, half healthcare." The country's highly consumer-driven economy, he believes, provides fertile ground for the brand's growth. As their initial international foray, expanding into an English-speaking country like the Philippines also felt inherently natural. "The bilateral ties are strong, and the Philippines is very Singaporean-friendly. We also have many business friends there, which instills confidence, seeing other Singaporean companies thrive."



*-Ray-*



## CLEAR VISION, GLOBAL AMBITION - AN SME'S JOURNEY WITH STRATEGIC PARTNERSHIPS

### The Power of Collaboration for Growth

Foptics has consistently embraced the value of collaboration throughout its journey, exploring diverse partnerships over the years. In their early stages, they teamed up with local institutes of higher learning, strategically marketing their affordable offerings to the untapped young adult demographic.

As they gained traction as a key local player in the eyewear industry, they caught the attention of JBL. This led to an collaborative partnership to co-market the JBL Soundgear Frame, where Foptics became the official lens partner. JBL recognised that the younger generation, being most receptive to such innovative audio-visual products, aligned perfectly with Foptics' customer base, making the collaboration a strong business fit. This partnership garnered significant interest from overseas markets, inspiring the Foptics team to actively pursue international expansion.

### Future Business Aspirations

Looking ahead, Ray envisions collaborative ventures with local heartland "mom-and-pop" optical shops in Singapore. His aim is to revitalise these traditional businesses by integrating Foptics' accessible eyewear solutions.

"Our strategy for Singapore is to initiate more SME-to-SME partnerships, reinforcing the idea that we are stronger together," Ray concludes. "Ultimately, as the market consolidates, our hope is to see fellow SMEs not just survive, but truly prosper."

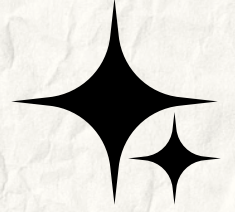
### About foptics

foptics began when Ray was still a final year student in university. His perfect eyesight started to deteriorate as a result of excessive studying (more like gaming and late night YouTube) and thought it was finally time to get a pair of prescription spectacles.

Upon shopping around, he realized there is no optical shops offering stylish but truly affordable glasses! He questioned himself on the price of the product, and after doing some research, founded foptics to fill that gap in Singapore and beyond.



-Ray-



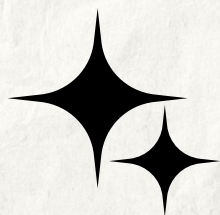
## EDUCATIONAL INSTITUTION REVAMPS THEIR BUSINESS BY GROWING GLOBALLY

AceTek College began its journey under a different name in 2008, initially as a corporate industrial training provider specialising in baking supplies manufacturers across the region.

“At that time, we were mainly targeting the local market, running programmes primarily focusing on baking. Later on, we also developed some digital marketing programmes. We incorporated WSQ and registered some diploma programmes as well,” shared Sudeep Sreedharan, Managing Director of AceTek College.



*Photo of Sudeep Sreedharan (Left), Managing Director of AceTek College and Dale (Right), Senior Business Advisor at SME Centre @ SMCCI, with the core team at AceTek College.*





## EDUCATIONAL INSTITUTION REVAMPS THEIR BUSINESS BY GROWING GLOBALLY



*Photo of Sudeep Sreedharan (Left), Managing Director of AceTek College and Dale (Right), Senior Business Advisor at SME Centre @ SMCCI.*

The College was bought over in 2020, and the new management, including Sudeep, decided to rename it AceTek College and make it more accessible by locating it closer to the city centre. They also focused on expanding their suite of training courses.

While initially successful, the College soon began experiencing financial losses. “In 2022/3, we started incurring losses. That was the main reason why we decided to explore the overseas market. We also applied for the EduTrust license,” Sudeep explained.

It was during this critical time that Sudeep re-connected with Dale Aroozoo, a Senior Business Advisor at the SME Centre @ SMCCI.

### **The Turnaround: Expanding to India**

The College conducted market research across India, Sri Lanka, and Myanmar to narrow down their expansion options. “Of the three, India has the largest population size, with a high interest from students to study abroad. Thus, it became an automatic choice for us to focus our efforts [within] that market,” Sudeep noted.

In January 2024, AceTek College achieved EduTrust Provisional Certification. Leveraging this milestone, they availed the Market Readiness Assistance (MRA) grant for Overseas Market Presence to hire a Business Development manager in India.

Sudeep stressed that the MRA grant was vital in enabling international growth. “Initially our finances were not so healthy. The grant was able to provide support to my company in covering some of the expenses”.

This strategic support paved the way for AceTek’s first cohort of international students in April 2024. The College has since grown rapidly, expanding by relocating its main administrative office and classrooms to Fortune Centre to accommodate the growing student population. They also made a strategic move to set up an overseas centre.

“Now we are offering our baking programme in India, with a partner institution. They already have more than 100 students registered there,” Sudeep shared.

*Raj*



## EDUCATIONAL INSTITUTION REVAMPS THEIR BUSINESS BY GROWING GLOBALLY

### Achieving Sustained Success

AceTek College continued its impressive trajectory, being awarded the prestigious 4-year EduTrust certification in Singapore in January 2025 and seeing a marked increase in annual revenue.

Sudeep credits Dale Aroozoo's support – from sound advice on overall strategy and assistance in building the MRA grant proposal, to linking them with reliable vendors – as crucial to making a swift recovery. "I think [his help] has made it easier for us to, in such a short time, achieve [this level of] growth," he concluded.

Looking ahead, Sudeep plans to further develop in other countries and build e-learning programs to facilitate out-of-campus learning through a learning management system.

Sudeep's key takeaway is clear: for a business to be sustainable, it must have multiple revenue streams and actively explore overseas markets.

### About AceTek College

AceTek College has been providing professional training to Singapore's food services and baking industry since 2009. Since then, AceTek College has developed various programs to equip our students with the necessary professional skills to succeed.

The College is currently a Registered Training Provider (RTP) with SkillsFuture Singapore (SSG) and is also a registered private education institution with the SSG.

As an RTP, the College provides Singaporeans and residents with access to Government supported upskilling and training via the nationwide Workforce Skills Qualifications (WSQ) framework. The College also delivers a suite of Diploma qualifications registered with SSG and short courses for aspiring professional.

Currently, the College has 23 programs listed with the Singapore SkillsFuture (SSG) under the WSQ framework. AceTek College also partners with the National Trades Union Congress (NTUC) to provide UTAP training support for NTUC members. The Union Training Assistance Programme (UTAP) is a training benefit for NTUC members to defray their cost of training.



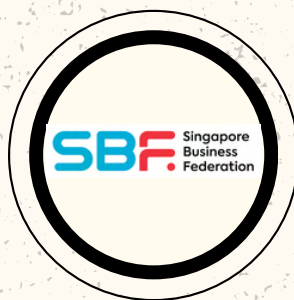
*Ray*

## HONOURABLE MENTIONS

# FRIENDS OF CHAMBER

SMCCI would like to express its deepest gratitude to our partners for their invaluable support and contributions to our organisation. Your partnership has been instrumental in helping us achieve our goals and fulfill our mission. Whether through financial support, expertise, resources, or other forms of assistance, your contributions have made a significant impact on our success.

We look forward to continuing our journey together.



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Hanniel International Pte Ltd  
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My kids craving



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Vastramode

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#07-13, SINGAPORE 368242  
TEL: 62979296 | EMAIL: [INFO@SMCCI.ORG.SG](mailto:INFO@SMCCI.ORG.SG)**