



Singapore Indian Chamber of Commerce & Industry

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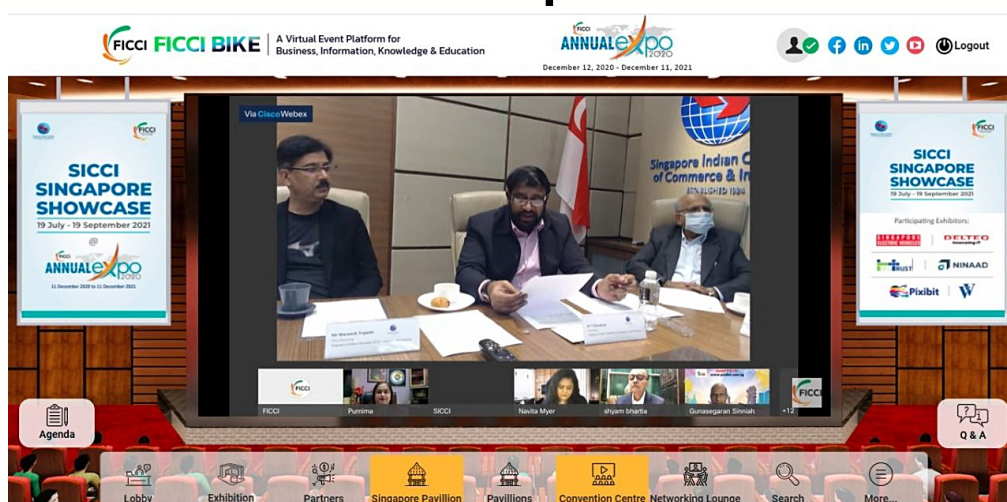
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FICCI Annual Expo 2020-21

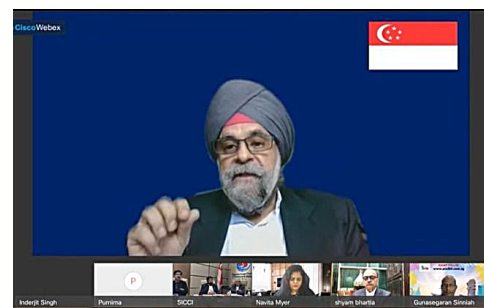


Mr Inderjit Singh, Advisor, Singapore Indian Chamber of Commerce and Industry and CEO of Solstar International Pte Ltd launched the Virtual Pavilion & Showcase of Singapore Companies in the FICCI Annual Expo 2020-21 on July 19.

Dr T Chandroo, Chairman, SICCI gave the opening remarks. He mentioned his excitement to be part of this E-Pavilion, and how SICCI serves to spur the entrepreneurial spirit not just locally, but also in the international arena. He talked about the internationalisation arm, International Business Development, which allows local businesses to enter the international trade market, one of which being India.

The event was moderated by Ms Purnima Kamath, Board of Director, SICCI. Mr Maneesh Tripathi, Vice-Chairman, SICCI, provided the welcome remarks. He expressed his gratitude to everyone who had helped to shape and present FICCI Expo over the past 90 days.

The theme for FICCI's Annual Expo was 'Inspired India'. The Exhibition Centre of the FICCI's platform enabled exhibitors from India and across the world to display their products and capabilities and engage in business-



related discussions with the buyers from their stalls. The B2B meeting room facilitated business-to-business discussions of all types. This event was graced by top government, industry, academia, bureaucrats and other leading luminaries across fields who came together alongside policymakers, corporates, media etc.

continued on pg 2

FICCI Annual Expo Day 1 - Business & Investment Opportunities in the state of Rajasthan (cont')

Dr T Chandroo added "The recent MoU signing with Proxtera would allow for seamless cross border trading, and the Launchpad event organised along with IIT-Kanpur was a good platform for start-ups to pitch and gain experience from venture capitalists and the likes. With the robust growth rate of India's GDP, this Expo will attract overseas developers and FDIs and strengthen business ties between Singapore and India."

The first day of the Virtual Pavilion & Showcase explored business opportunities in the state of Rajasthan and emerging opportunities post-Covid in the health care and virtual education sectors.

Dr Sangita Reddy, President FICCI, enumerated, "Building digital infrastructure for the healthcare sector through the National Digital Health Mission (NDHM) initiated by the PM's Digital India movement, will catalyse robust reforms for improving health care delivery to the last mile in next few years."

Six companies from Singapore participated, namely, SEV Pte Ltd, Delteq, InfoTrust, Ninaad Global Private Ltd, Pixibit Pte Ltd and Velli Ventures.

There was also a special address by Mr Shyam S. Bhartia, Chairman, FICCI Singapore Council. Mr Bhavya Kapoor, Managing Director, Southeast Asia, Wipro Limited, talked about post-Covid opportunities for businesses in India through digital disruption and technology acceleration.



FICCI Annual Expo Day 2 - Business & Investment Opportunities in the state of Karnataka

The second day of the Virtual Pavilion & Showcase explored emerging business opportunities in the state of Karnataka post-Covid.

The event was moderated by Ms Navita M. Myer, Director, FICCI (Singapore). Mr Maneesh Tripathi, Vice-Chairman, SICCI provided the opening remarks. He expressed his gratitude to everyone who was present even during COVID19. He cited Singapore's investment in Karnataka in the IT sector especially, where Karnataka became to be known as the Silicon Valley of India. He also mentioned Karnataka's FDI inflows with a US\$41 billion influx in 2018 and the first in the world to establish an exclusive start-up cell. He hoped this showcase would allow a two-way investment channel between Singapore and Karnataka and nurture closer working relationships between business communities.

Mr Ulhas Kamat, Chairman, FICCI Karnataka State Council, provided opening remarks. There was also a special address by Ms Gunjan Krishna, IAS Commissioner for Industrial Development & Director of Industries and Commerce, Govt. of Karnataka. Ms Uma Reddy, Managing Director, Hitech Magnetics & Electronics Pvt Ltd, Mr Mohammad Athar, Partner and Leader - Invest India, Pricewaterhouse Coopers (PwC). Mr Anand Sudarshan, Founder & Director, Sylvant Advisors Pvt Ltd anchored the panel discussion on post-Covid opportunities for businesses in Karnataka.

FICCI Annual Expo Day 2 - India Market Entry Masterclass for Singapore companies

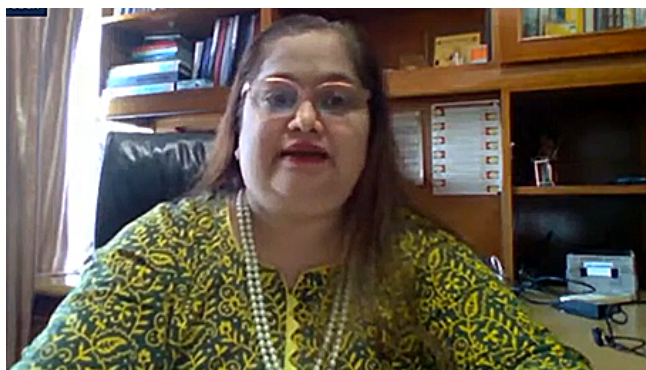
Ms Purnima Kamath, Board of Director, SICCI moderated the Masterclass event. Mr Kishore Daryanani, Vice Chairman, SICCI, gave the opening remarks where he elaborated on India-Market Entry Strategies. He highlighted the need to establish strong relationships with local suppliers.

Mr Himanshu Godara, Director, Inbound Advisory Services, KNAV and Mr Amitabh Khemka, Partner, Indirect Tax, KNAV provided the economic overview and high-value business opportunities. He raised five important questions that companies should ask when considering investing in India. "Is it the right time to invest in India? What are the potential business opportunities? Will your business model work? What is the best way to enter India? How will India complement our global strategy?"

India is the only major economy expected to grow by double digits in the financial year of 2021 with an exponential increase in terms of nominal GDP.



Mr Kishore Daryanani, Vice Chairman SICCI



Ms Purnima Kamath, Board of Director, SICCI

India has the 3rd highest number of start-up unicorns (49) in the world and is poised to become the 3rd largest consumer market behind only the US and China with the growing middle class. Private investment in infrastructure, industrial development, global innovation centres and start-ups is a key driver of growth, jobs, export, and demand in India.

KNAV, a strategic partner with IBD, SICCI provided insights on India's entry options and the tax and regulatory frameworks that would impact decisions. There are several entry options, either through indirect presence (partnership) which considers the business indicators, value chain analysis, financial analysis and regulatory compliances, or direct presence (investment) which looks at company incorporation. Mr Amitabh talked about taxation issues which include income tax, customs duty and Goods and Services Tax (GST). He also elaborated on the indirect taxes and trade policies and how it would impact market entrants.



L-R Mr. Himanshu Godara, Director, Inbound Advisory Services, KNAV, Mr. Amitabh Khemka, Partner, Indirect Tax, KNAV

FICCI Annual Expo Day 3 - Business & Investment Opportunities in the state of Telangana

The third day of the Virtual Pavilion & Showcase of Singapore Companies in the FICCI Annual Expo 2020-21 on July 23 explored business opportunities in the state of Telangana and emerging opportunities post Covid.

The event was moderated by Ms Navita M. Myer, Director, FICCI (Singapore). Mr Maneesh Tripathi, Vice-Chairman, SICCI, provided the opening remarks on Electric Vehicles (EVs) and Batteries.

Indians are as concerned about urban pollution and impacts of the climate crisis as their global peers. The national government remains committed to implementing an ongoing EV incentives program (USD \$1.4 billion) focused on 2- and 3-wheelers, commercial vehicles and public transport buses, and sub-national governments in Delhi and Telangana have recently announced their new and ambitious state EV policies. The Telangana government exempts EVs from road tax and registration fees under the newly launched policy. EV companies will also get preferential market access to establish their manufacturing plants in the state of Telangana.

Mr Bhaskar Reddy, Chairman, FICCI Telangana State Council, provided opening remarks from his side.

Ms T Sujatha, Deputy CEO, FTCCI, provided insight on business investment opportunities in Telengana.

Mr Rakshan Rai, Senior Operations Manager, SEV Ltd, Ms Kelly, Company Head and General Manager, Delteq, and Ms Sharmila, Chairman, Velli Ventures, were the exhibitors for the day.

Ms Navita provided the closing remarks and expressed her gratitude to SICCI and everyone else who made FICCI Annual Expo 2020-21 a success.



FICCI Annual Expo Exhibitors Profiles



DELTEQ (Technology)

Representative: Ms Kelly

DELTEQ is one of Singapore's first local Systems Integrators, with a subsidiary in Petaling Jaya, Malaysia. They are focused on our customers' success in the creation, management, and distribution of knowledge within their enterprise value chain.



InfoTrust (IT Consulting & Service)

Representative: Mr Gyanendra

InfoTrust started its operation in Year 2006 as IT CONSULTING & SERVICES COMPANY. Headquartered in Singapore and a development centre in India, InfoTrust delivers quality work to worldwide customers. As a diverse end-to-end IT solutions provider, InfoTrust offers a range of expertise aimed at helping customers re-engineer and re-invent their businesses to compete successfully in an ever-changing marketplace.



SEV (Commercial Electric Vehicle)

Representative: Mr Rakshan Rai

(SEV) Singapore Electric Vehicles Pte Ltd is the first commercial electric fleet company based in Singapore. Their aim is to revolutionize public mobility by introducing zero-emission and environment-friendly vehicles with a popular ride-hailing service - GRAB in Singapore.



Ninaad Global (Strategy Tech Consultants)

Representative: Ms Namrata & Mr Nilesh Desai

Ninaad facilitates Commodity Trade through cross-border business partnering and structured trade finance solutions. Ninaad also drives digital transformation with the customer 360 platforms, our speciality is in business analysis, transaction flow integration and implementing tailored solutions



Pixibit (Augmented Virtual Reality)

Representative: Mr Gunasegaran Sinniah

Since 2015, Pixibit has invested in designing, developing e-learning content and creative concepts to complement lifelong learning. We specialize in audio, video, animation and gamification of learning activities in partnership with technology partners. They specialize in Mentoring and Startup guidance, Workplace related Courses and a Global ready Approach.



Velli Ventures (Investors - Health Care)

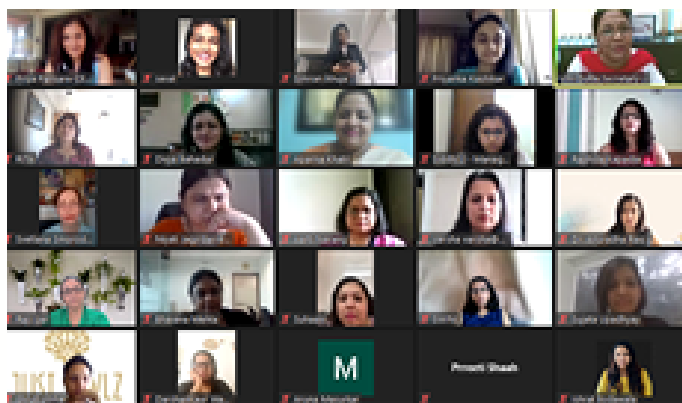
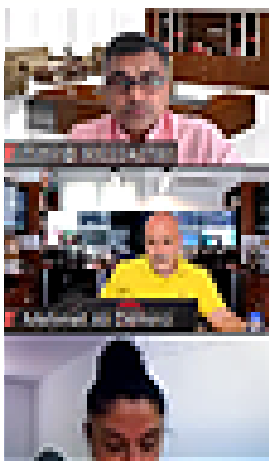
Representative: Ms Sharmila Nagarajan

Velli Ventures infrastructure investment group (USA, Singapore) is focused on discovering, funding, and supporting the world's most promising startups. Gain access to, review, and invest in the best infra-structure investing platform. After investing, keep up to date with news, updates and portfolio analysis features. And we invest in entrepreneurial teams seeking to transform big ideas into game-changing kick-start companies.

IBG 6th Presidents Roundtable Meeting

The IBG 6th Presidents Roundtable Meeting had a discussion with other international commerce chambers on the verticals in the Information Technology sector.

Mr Maneesh Tripathi, Vice Chairman of SICCI mentioned that the Chamber has close to 500 members and the extension of approximately 8,000 members through SICCI Subsidiaries such as SMEC@SICCI. SICCI could extend partnerships and alliances via this platform for other Chambers through the Startup and Innovation Sub-Committee. Moreover, he talked about Singapore's primary focus on big data, facial recognition software, blockchain and collaboration platforms (SaS Services).



IBG Meeting with Women Members

This virtual meeting was held on July 2 via Zoom, to explore various business opportunities available and was moderated by Ms. Simran Ahuja. SICCI Members Ms. Rajalakshmi Iyer and Dr Anuradha Rao joined the meeting. They shared about their business priorities with the other women leaders in the meeting.

Ms. Rajalakshmi is a landscape architect, and she is the Managing Director of Living products Pte Ltd, which caters to international landscape architecture projects. Her passion to connect people to nature to create biophilic memories led to her deep-rooted approach to landscape design and strong emphasis on sustainability. This has given her a competitive advantage in the market.

Dr Anuradha Rao is a Singapore-based educator, trainer, researcher, speaker and consultant on cybercrime, cyber safety, and cybersecurity awareness. She works on how new technologies interact and intersect with society, security, politics, ethics, and public policy. Her company CyberCognizanz focuses on cyber safety and cybersecurity awareness on a wide range of issues.



Ms. Rajalakshmi Iyer
Managing Director
Living Products Pte Ltd



Dr Anuradha Rao
Founder
CyberCognizanz

Russian Online Business Mission Programme

The Russian Online Business Mission was held online on July 12, and was attended by - Minister Dr Tan See Leng, Minister for Manpower and Second Minister for Trade and Industry of Singapore, Mr Sergey Levin, Deputy Minister for the Ministry of Agriculture of the Russian Federation, Dr T Chandroo, Chairman of SICCI, Mr Maneesh Tripathi, Vice Chairman of SICCI, Mr Dmitry Krasnov, Director of Federal Center Agroexport, Mr Arten Daushev, Assistant Head for Rosselkhoznadzor, Mr Maxim Markovich, Director of the Department of International Cooperation and Agricultural Export Development at the Ministry of Agriculture of the Russian Federation. There were representatives present from the Singapore Food Agency and Enterprise Singapore as well.

Dr T Chandroo and Mr Maneesh shared their views on trade and business opportunities between Russia and Singapore. Singapore's open and trade-driven economy allows for the free flow of goods and capital. SICCI has a large pool of members who are in the Agro-Food Sector and hoped that Russia could leverage this opportunity with SICCI through the online mission.



Turkish Ambassador's Visit

The new Ambassador for Turkey His Excellency Mr Mehmet Gonenli, paid a visit to SICCI on 5 July 2021. He was accompanied by Ms Dagli Durukan, the Commercial Counsellor at the embassy.

SICCI was represented by SICCI Chairman Dr T Chandroo, our two Vice-Chairmen Mr Kishore Daryanani and Mr Maneesh Tripathi and CEO Mr Johnson Paul.

The 45-minute discussion focussed on key issues of trade and investment and the possibility of SICCI coordinating missions and promoting Turkey as an investment destination. Turkey's economy is fast-growing, and the Ambassador wanted Singapore SMEs to take advantage of this unique opportunity.



Proxtera Roadshow

The Singapore Indian Chamber of Commerce and Industry organized a webinar on July 2, Friday, to introduce Proxtera and how it will help SICCI members to accelerate B2B electronic transactions. SICCI had previously signed a MoU with Proxtera on 30th April 2021.



Mr Shirish Jain
Programme Director,
Proxtera



Mr Jian Min Sim
CEO, Sourceage

The webinar saw Mr. Shirish Jain, Programme Director, Proxtera, Mr. Jian Min Sim, CEO, Sourceage, Ms. Purnima Kamath, Director, SICCI who moderated the webinar and Mr. Kishore Daryanani Vice Chairman, SICCI, who provided the opening and closing remarks.

Mr. Kishore explained that the MoU with Proxtera entailed a collaboration with SICCI to accelerate trade across borders with financing and E-commerce enablement.

The global trading landscape is very dynamic and fragmented in recent times, and SMEs require a competitive edge in global markets relative to larger firms in order to capture new markets.

The rise of Global Value Chains (GVCs) and digital transformation would create opportunities for SMEs to respond efficiently to volatile market conditions and increasingly shorter product life cycles. The webinar helped participants gain a better understanding of the partner platforms and how they could take advantage of these to enhance their trade networks and expand internationally.

Here are some of the FAQs which may be useful to gain a better understanding of these platforms:

1. Why Proxtera? How will it help SICCI members?

By joining Proxtera's network of platforms, SICCI members can source and sell more efficiently via a white-labelled SICCI marketplace by accessing to multiple marketplaces at once. More information can be found [here](#).

2. Why Sourceage?

Sourceage is one of Proxtera's platform partner that is already pre integrated with APIs for e-financing and e-trade. As a white-label solutions provider it will help suppliers to plug into Proxtera's network.

3. If SICCI Members are part of Shopify, Lazada and Shop4Pro, do they need to upload their profiles on Proxtera member platforms?

Shopify and the likes are B2C channels, while Proxtera covers B2B connections. Platforms like Sourceage and Global Linkers are B2B platforms, and suppliers will have to be onboarded to a white-labelled platform to participate.

4. Can we assure that the buyers and sellers in the Proxtera/Sourceage platform are reliable and authentic?.

Proxtera's platform partners have their own due diligence and know your customer (KYC) verification processes. Users can conduct their KYC process prior to transacting with individual suppliers

5. How does the cross border payment work?

Users can use Proxtera Protect. View more [here](#).

6. Are we able to sell/buy services also in this platform apart from products?

Currently, the platform is product driven and will be moving onto the services' pillar in due time. Proxtera seeks to integrate the platforms and does not own any of the platforms.

SICCI initiative in Wellness, Community Reach, and Integration



Mr Luo ZuJun, The Octogenarian Marathoner

Mr Luo ZuJun, age 86, had accomplished a total of 179.14 km in the recent SICCI-Delteq virtual marathon held by SICCI. He had come to know of this event through his son Rex Luo who is a business partner of Delteq, the main sponsor of the event.

Mr Luo exercises twice daily and clocks about 1.5 km each time. He derives joy from monitoring his steps on his fitness tracker, motivated by the sense of achievement upon reaching goals set for himself. SICCI-Delteq's Virtual Marathon had been the first of such an event he had participated in so far. He hoped to encourage himself and others to keep exercising, stay healthy to fight with Covid-19 together.

Even though Mr Luo has been retired for more than 25 years, he has never given up on his work. He is still a consultant to many companies, providing advisory and design work for them.

Mr Luo's outlook and passion towards life encourages many to follow in his footsteps. He believes that one has to continue learning and contributing regardless of one's age. He found the SICCI Virtual marathon very motivating and rewarding. Likewise, he said he loved the SICCI-Delteq Virtual Marathon Finisher T-shirt and the SICCI medal and would always cherish it.

Mr Luo was very thankful to Chairman, Dr T Chandroo and the SICCI team for reaching out to him personally to thank him. Dr Chandroo congratulated him on his outstanding performance at the Virtual Marathon on 28 July and exchanged good wishes with the hope of meeting him in person after the PH2HA season.

Hindu Sabai Presentation of Cheque

On July 6, SICCI received a cheque from Singapore Hindu Sabai for \$12,000, for the India Covid Relief Fund. Chairman, Dr T Chandroo conveyed that SICCI is grateful for their generosity and looked forward to working with them on other SICCI CARES initiatives. The photo below was taken with Mr. T Jothenathan, President of Singapore Hindu Sabai.



Donation from iBay Systems Pte. Ltd.



Inauguration ceremony of batch of 56 Oxygen Cylinders for distribution to emergency ambulances

Mr Pradheep Kodi, Director, iBay Systems Pte Ltd along with his father Mr Kodi and Ms Jay, Director (Operations), iBay systems, donated 56 Type D Oxygen cylinders to the 108 Ambulance service in Chennai, Tamil Nadu, India. SICCI helped facilitate the customs clearance for them. The Honourable Health Minister Shri Thiru Thayanithi Maran graced the handing over of the Oxygen cylinders.

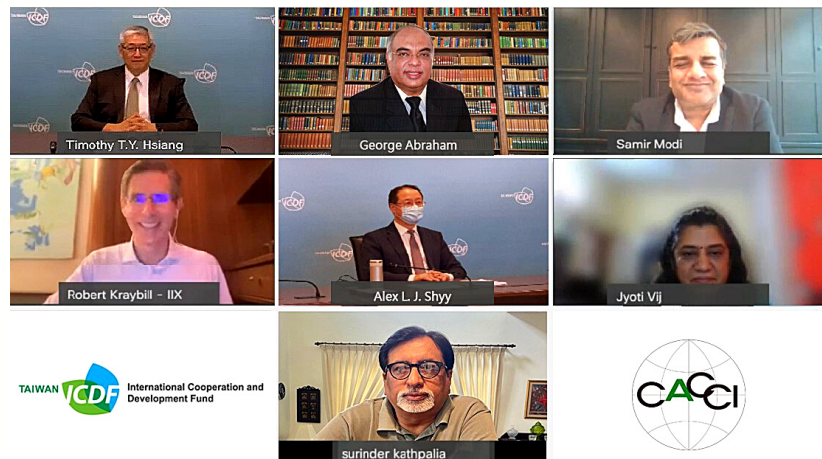
Mr Pradheep and Ms Jay said, "It was the peak pandemic period in Chennai, where they were facing severe shortages of Oxygen cylinders. We had to do something about it, we could not sit by and watch it unfolding. We decided to mobilise my team to supply 56 Oxygen cylinders, but we faced a lot of hurdles when it came to customs clearance. Furthermore, we could not get the GST waiver and tax exemption." Mr Kodi (Pradheep's father) approached Mr Johnson, CEO, SICCI, who provided timely assistance by connecting to relevant authorities. He said, "With their help, we were able to get the cylinders there in time for the inaugural function with the Central and State Minister. We would like to give our heartfelt thanks to SICCI for the immediate action and follow up. Our company is proud to be a member of SICCI, who stand first for the members and support every good initiative."

Adaptation of SMEs with Innovative and Pragmatic Strategies in the New Normal

On Friday, 9 July, Mr George Abraham, Treasurer, SICCI and Chairman of SME Development Council, Confederation of Asia-Pacific Chambers of Commerce and Industry (CACCI) moderated the webinar on Adaptation of SMEs with Innovative and Pragmatic Strategies in the New Normal.

This webinar served to create a platform to invite all stakeholders from regional, national, and local aspects to share their insights and innovative solutions for the sustainable development and resilience of SMEs. Questions such as "How would they build an enabling environment for SMEs development in the post COVID-19 era?" The panel discussion also shed light on cross-sector collaboration and share good practices for the Asia-Pacific region.

The speakers were, Mr Donald Lambert, Principal Private Sector Development Specialist, Southeast Asia Department, Asian Development Bank (ADB), Mr Alex Shyy, Deputy Secretary General, International Cooperation and Development Fund (Taiwan ICDF), Mr Robert Kraybill, Managing Director and Chief Investment Officer, Impact Investment Exchange (IIX) and Ms Jyoti Vij, Deputy Secretary General, The Federation of Indian Chambers of Commerce & Industry (FICCI).



Cyber Security Webinar

Why cyber-wellness is a critical aspect of workplace wellbeing



CYBERSECURITY

Why cyber-wellness is a critical aspect of workplace wellbeing

Get real-world insights from the Cyber Threat Report 2021
How to protect your organisation from ransomware?
What is cyber wellness and why it's critical in the workplace?

Panel of Speakers



Mr James Tham
Programme Chair,
Dip. in Infocomm
Security Management,
Republic Polytechnic



Mr Debasish Mukherjee
Vice President
Regional Sales, APAC
SonicWall



Dr Anuradha Rao
Founder,
CyberCognizanz

Moderator



Mr Muralikrishnan Rangan
CEO, Printlab Pte Ltd
Board Director, SICCI

Come join us and hear from our speakers!

Thursday, 15 July 2021
2.00pm - 3.30pm
REGISTER NOW!

<https://bit.ly/2UnAASQ>



The Chamber organised a webinar on Cybersecurity on 15 July 2021. The session focused on why cybersecurity is Important for workplace well-being and how to protect your organization from ransomware.

The speakers were Dr Anuradha Rao, Founder, CyberCognizanz, Mr Debasish Mukherjee, VP, Regional Sales, APAC at SonicWall and Mr James Tham, Programme Chair, Diploma in Infocomm Security Management, School of Infocomm, Republic Polytechnic.

Mr Muralikrishnan Rangan, Board Director of SICCI and CEO, Print Lab Pte Ltd moderated the session. During a survey conducted last year by tech giant Cisco, more than 52% out of 3200 participants said that they were only "somewhat prepared" for a cyber-attack. With more companies now having their employees working from home remotely, having your online data protected has become much more important than before.

This session helped participants prepare to face the new wave of cyber-threats.

Understanding Commercial Contracts and Dispute Management



The Singapore Indian Chamber of Commerce and Industry (SICCI) held a webinar on Understanding Commercial Contracts and Dispute Management on Monday, 12 July 2021.

The session was beneficial for those who wanted to understand how to negotiate commercial contracts, common pitfalls in contracting and managing the disputes in case.

Our speakers for the event were Ms. Archana Balasubramanian Partner, Agama Law Associates, Mr Nitin Jain, Partner, Agama Law Associates, Mr Sumit Rai, Counsel & International Arbitration Expert and Mr Punit Oza, Executive Director, Singapore Chamber of Maritime Arbitration.

The session was chaired by Mr Muralli R Rajaram, Director, SICCI and Partner, K&L Gates Straits Law. The session was steered and coordinated by Mr Kishore Daryanani, Vice Chairman, SICCI and MD, Ganga Jamuna Electronics Pte Ltd.

Mr Nitin said, "It was enriching to interact with high calibre professional speakers as well as an enthusiastic global audience."

His session in the webinar revolved around common pitfalls in cross-border commercial contracts and how to address them. Battle of forms is one of the common challenges which people do face in their day-to-day trade. However, it is not difficult to mitigate the risk by way of proper checks and balances. He discussed "do's and don'ts" when executing multiple forms of agreements & documents for a single transaction. Besides, parties should be vigilant with local laws of the State, where they are entering into the trade, to avoid financial and non-financial risks and exposure. The approach of being proactive rather than reactive is always better while executing contracts, keeping in mind constant legal and trade changes globally.

Mr Sumit said, "Don't we often wonder how amazing it would be if we could apply tomorrow's wisdom yesterday? We may not, yet, have discovered a time machine, but we do have the ability - more than ever before - to learn from other's experiences."

The session on Commercial Dispute Management focused on sharing some experiences from the standpoint of having seen many disputes from start to finish. Businesses could apply them today to prevent or redress disputes efficiently in the future. Early legal advice from a dispute's lawyer is key - in long term EPC (Engineering Procurement Construction) or BOT (Build-Operate-Transfer) contracts, to have a project based engagement and in simpler trade contracts, an advisor based engagement.

Speakers called for advice before adopting a factual stance is taken in adversarial communication with the other party can be critical. In Indian mythology, even the Gods in both Ramayana and Mahabharata needed 14 years effort to avoid and/or prepare for war - how can we be any different? If despite efforts, a dispute persists and needs resolution, it must be tackled carefully. In international trade and business, the user is spoilt for choices available in dispute resolution.



Arbitration is not the only game. Arbitration itself needs careful customization to be most efficient for a given transaction. Institutional mediation is cost-effective and relationship saving. Singapore International Commercial Court is a new option on the block. "No international dispute needs to be compromised owing to costs, as it is possible to engage a cost-efficient legal team comprising largely of your home jurisdiction lawyers. Consult before compromise should be the mantra!"

Ms Archana said, "It was wonderful speaking with distinguished speakers before a global business and legal audience in the Workshop on Understanding Commercial Contracts and Dispute Management for Cross Border Trade conducted by SICCI. The topic covered by me was Drafting Commercial Contracts - in the International Scenario. A stitch in time saves nine." She provided a few tips for businesses on how to simply and effectively draft complete contracts, focusing on the substance while not ignoring the form. She also touched on the issues surrounding electronic contracts and its acceptability.

Celebrating SAF Day 2021

The Singapore Indian Chamber of Commerce and Industry (SICCI) participated in the SAF Day dedication ceremony on 1 July 2021. Dr T Chandroo, Chairman, SICCI, Mr George Abraham, Treasurer SICCI, Mr Parthiban M, Chairman AEN, SICCI, Mr Yahiya Khan, Chairman, Business Development SICCI and Mr JK Saravana, Chairman, Digital Marketing participated in the event.

Minister of Defence Dr Ng Eng Hen, who was at SAFTI, was on zoom to greet and speak with the six organisations that participated in this ceremony. Officers from the Singapore Armed Forces assisted to facilitate this event at the Chamber. NEXUS Director Colonel Jerica Goh and her team were at SICCI to lead the ceremony.

At the end of the ceremony, Colonel Goh presented SICCI Chairman Dr T Chandroo with a token of appreciation for SICCI's involvement in the event.



Webinar on SEO and SEM by SMEC@SICCI

While paid advertising, social media, and other online platforms can generate traffic to websites, the majority of online traffic is driven by search engines.

The Digital Marketing webinar saw over 100 SMEs tune in to learn how SEM and SEO can drive traffic, increase their Call-to-Action and impact their bottom line.

The webinar had expert speakers Ms Giulia Cian Seren and Ms Kameshwari. Ms Giulia Cian Seren is a Digital Marketing Consultant and Founder of Juicy Pickles, a CMO-level digital marketing consultant. She specialises in helping small "cottage" businesses grow through the internet, with her online courses, mentoring, and consulting services. In 2020 alone, she's helped 73 different companies from 7 countries.

Ms. Kameshwari is the Project Head at SME Centre@Little India. With 10-years of experience as a Business Advisor, she has engaged over 2000 SMEs in their start-up, growth, and maturity stages of their business. She advises enterprises to pursue business growth and drives capability development in areas of business excellence, marketing, and digitalisation to optimise opportunities in local and international markets.


This expert panel shared their best practices and tips on how to optimise search engines and create ideal landing pages that turn leads into customers.

With the live Q&A segment, it was a very engaging and insightful webinar for the participating SMEs.


Uncomplicated Website Strategies

SEO and SEM

SPEAKERS




Ms Giulia Cian Seren
Digital Marketing Consultant
& Founder, Juicy Pickles



Ms Kameshwari
Project Head
SME Centre@Little India

AGENDA

- 2.30pm** Search Engine Marketing for online campaigns
Ms Kameshwari, Project Head, SME Centre@Little India
- 3.15pm** Uncomplicated website strategy & SEO
Ms Giulia Cian Seren, Digital Marketing Consultant & Founder, Juicy Pickles
- 4.00pm** Questions & Answers



MIND opens Southeast Asian HQ in Singapore

Mothersonsumi Infotech and Designs Ltd (MIND), a technology and Industrial solutions division of Motherson Group, has opened Southeast Asian headquarters in Singapore, which will be an essential pillar in its geographic expansion strategy.

MIND's Singapore business unit will offer a holistic gamut of IT service offerings, including digital transformation, Cloud Hosting and Migration, Next Gen IT Infrastructure, Smart Factory Automation and digital engineering services.

With its Singapore base, MIND is looking to expand its best-in-class services to customers across Thailand, Vietnam, Indonesia and Malaysia and to other countries in the Far East.

"The launching of the MIND Singapore office is aligned with our commitment to drive clients' success in the region and worldwide. Given Singapore's position as the hub for economic activities in Southeast Asia, it's a market we constantly evaluated and wanted to open an office to expand our presence in the market," Rajesh Thakur, Chief Executive Officer, MIND, said on 1 July 2021.

MIND is a joint venture between Motherson Group of India and Sumitomo Wiring Systems Ltd, Japan (SWS). It has over 200+ clients globally across 41+ global locations and have more than 20 years of experience in the areas of cloud, IoT, analytics, data science, smart ERP, infra managed services, and application development & maintenance services.



Singapore's Nium acquires RBI-licensed Wirecard Forex

Nium, a leading global payments platform from Singapore, has signed a definitive agreement to acquire Wirecard Forex India Pte Ltd, a foreign currency exchange, pre-paid card and remittance service provider licensed by the Reserve Bank of India as an Authorized Category II Money Exchange Dealer (AD II).

The acquisition includes Wirecard's AD II licence, Nium said in a release on 7 July 2021. With this license, Nium can directly engage in a variety of payment services activities across the subcontinent, including currency conversion, money transfer and pre-paid card issuance.

Nium holds the broadest licensing portfolio of any independent payments fintech. It issues approximately 30 million physical and virtual cards today and is licensed in 11 jurisdictions, including direct card issuing capabilities in 24 countries and in 40 currencies.

"We're seeing an accelerated move to digital payments as companies modernize their infrastructure to capitalize on the post-COVID economic recovery," said Prajit Nanu, Nium's co-founder and CEO.



Prajit Nanu

"More companies are turning to our global payments stack to embed financial services quickly. This acquisition broadens our licensing portfolio, extends the suite of digital payments services we can offer in India and provides us with a physical footprint to provide more support in metro areas."

Nium acquires Wirecard Forex at a time when India's prepaid card market is expected to boom at CAGR of 40.5% between 2021-2026. Driving this growth is an expected increase in adoption by businesses looking for fast and easy payment processing, payment flexibility, and elimination of delays related to reimbursements.

Singapore's XSEED invests in Hippocampus

Singapore-based XSEED Education Pte Ltd has taken a minority stake of an undisclosed size in Hippocampus Learning Centres (HLC), an impact focused education organization that aims to address the growing demand for quality education in India.

Bangalore-based Hippocampus has built over 200 early learning pre-schools, operates 16 K-10 schools and provided more than 150,000 student-years of learning.

"XSEED's mission of transforming the quality of education globally resonates well with Hippocampus' vision to provide high-quality education to small towns and rural



Umesh Malhotra

communities in India," HLC Co-founder and Chief Executive Umesh Malhotra said in a release on 5 July 2021.

"We are really happy that we have a partner that aligns with our values and together with XSEED we can provide a better solution to our customers."

Singapore Diaspora for Indian Economic Recovery - pioTV Interview with Dr T Chandroo

The Indian Diaspora has not only expanded its financial and knowledge investment in motherland India, but also contributes towards positive bilateral relations between India and their country of residence. Singapore is home to not only one of the largest, but also the oldest diaspora population. Migrants from mostly South India migrated to Singapore from ancient times, but in large numbers, particularly in the 19th and 20th centuries.

SICCI has supported growing ties and investments in India. Most recently, SICCI led the effort to collect and send aid to fight the COVID-19 pandemic during the second wave. SICCI is 97 years old.

In an exclusive interview with PioTV on 30 June, 2021, SICCI Chairman Dr T Chandroo mentioned and appreciated SICCI's contribution to the COVID-19 pandemic in India. He talked about the importance of India to SICCI.

SICCI has contributed significantly in coordinating medical aid and supplies to India. The first tranche of aid worth 3.8 million Singaporean Dollars also included medical equipment such as oxygen concentrators, oxygen cylinders and ventilators to directly support patients and healthcare workers.

The full interview is available [here](#).

Useful Links

Innovation story: COVID-19 breath test gets provisional authorisation in Singapore, to undergo trial at land checkpoint

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New road maps to help marine and offshore engineering SMEs and staff go digital

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Enhanced support for affected businesses under the Jobs Support Scheme (JSS)

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Food manufacturers rise to the digital challenge

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Singapore Diaspora for India economic recovery

In an exclusive interview with pioTV on 30 June, 2021, SICCI Chairman Dr T Chandroo discussed SICCI's contribution to the COVID-19 pandemic in India.

Industry groups say ministers' statements confirm Singapore is open to trade, talent

The Straits Times published a news article on June 7, 2021. The article mentions SICCI Chairman, Dr T Chandroo, who confirmed that members of the Chamber have benefitted from CECA enabled trade and carried a quote saying "because India is a difficult market to navigate and requires a lot more hand-holding." Moreover, he added that more can still be done to build up Singapore firms' footprint in India, such as by making it easier for them to do business in individual Indian states.

Click Here to [Read](#)

Singapore Red Cross (SRC) Update, 6 July 2021

SRC gave a media update on its humanitarian response to India in collaboration with Singapore Indian Chamber of Commerce and Industry and other Indian organisations. To date, SRC has purchased and delivered 205 ventilators, 2,975 oxygen concentrators, 2,510 oxygen cylinders, over 1.2M surgical masks, 2,000 flow meters, 50,000 nasal cannulas and 48,000 PBS vials. Valued at over S\$6M, the supplies were distributed, through the Indian Red Cross Society (IRCS), to 14 states across India: Andhra Pradesh, Assam, Bihar, Goa, Karnataka, Kerala, Madhya Pradesh, Maharashtra, New Delhi, Odisha, Tamil Nadu, Telangana, Puducherry and West Bengal. Since the launch of its public appeal on 28 April, SRC has received over S\$7.5M in donations from corporate organisations and members of the public. Future activities that SRC may undertake, aside from further procurement of medical items, include activities to provide livelihood support as numerous families in the rural communities might have lost their breadwinners to COVID-19 as well as, to help strengthen rural healthcare facilities to assist communities in coping with the pandemic.

Click Here to [Read](#)

Mr Karthik Alagappan

Mr Karthik is the Director of Taste of India Restaurant Pte Ltd. The restaurant specialises in North and South Indian Non-Vegetarian & Vegetarian Food and offers private dining facilities including a Function Hall. They also provide Catering Services, Home Delivery and Fine Dining. Taste of India is a Halal-Certified Restaurant.

Mr Karthik has been honoured with prestigious awards and accolades. He has bagged the following: Top 100 Singapore Excellence Award 2014, SICCI Top 100 Singapore Indian Business Leaders (SIBL) Award 2016, SICCI-DBS Singapore Indian Entrepreneur of the Year 2018 Finalist – Small Enterprise, and SICCI Most Prominent Young Indian Entrepreneur of the Year 2018.

1. Tell us more about yourself and your business.

My name is Karthik Alagappan, and I graduated with a double degree in Computer Engineering and Business from Nanyang Technological University (NTU) Singapore in 2008.

Taste of India was initially opened on 17th January 2010 at 36, Belilios Lane. We have since relocated to 77, Rangoon Road in October 2015.

We have a private and exclusive function hall located at 96, Owen Road to accommodate 100 guests, which can be the perfect venue for your birthday parties, ROMs, weddings, corporate events and others. With our strong customer support we have successfully completed more than 3000 functions at our Function Hall by the end of our 10th anniversary.

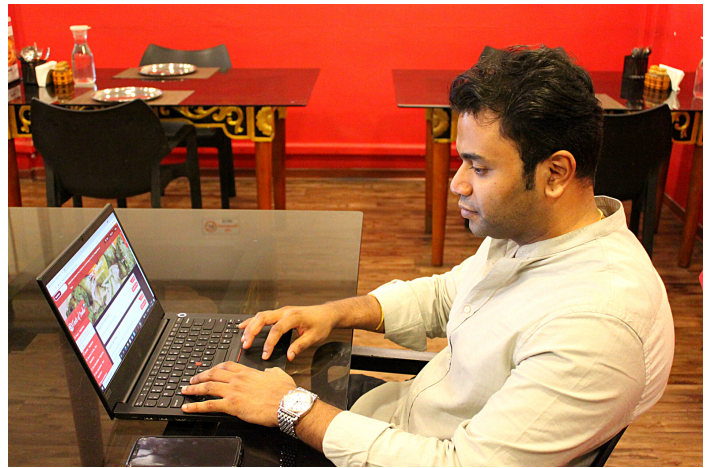
2. As a restaurateur in Singapore, what are the key issues you focus on?

I focus on competition, manpower, marketing, sales, low food wastage, brand value and recognition. Moreover, we intend to establish a quality fine dining restaurant with both North and South Indian Food. Currently, our focus is primarily more on events and catering. We have tied up with event management companies now for decorations, photography, DJ, Emceeing and other services. Customers not only trust us for the food we provide, but also trust us to take care of their whole event as a package.

I believe in doing the very best in every way possible. I believe in business integrity. Earning the trust of a customer is more important than earning money. A happy customer always makes me happy.

3. How has SME Centre@Little India assisted in your business growth?

They have always updated me on the new government



policies and schemes to tap on. They have also assisted me for B2B collaborations and advised me about government grants.

4. Covid-19 has caused a large economic downturn, especially in the Food and Beverage industry. How do you foresee this shaping the industry in years to come?

I believe there will be a shift from de-centralizing to centralizing the business, to save overheads. As more people order online and dine at home at their own comfort rather than dining out, I feel the Food and Beverage Industry must gear itself to support the change in demand accordingly.

Moreover, I believe that it is wise to venture into social media marketing to reach target audiences, as traditional media is either going to be out of the market soon or very expensive to pursue.

5. How do you propose SICCI should help you in your endeavour?

I believe they can promote local brands and business owners in the local business community for more networking opportunities and increase the exposure for cross-business ventures.

Featuring Profiles of New SICCI Members

Featuring some of our new members who have joined the SICCI family recently. Do join SICCI in welcoming them!



Associate Corporate

Mr. Rockefeller MK Director of LYL Trading Pte. Ltd.

Mr Rockefeller first encountered the fruit business in 2003. He chose fruit as the first product of his business because of his fond childhood memories. He felt that the career he chooses must have a relationship with the land in order for that career to last.

He established his second company, LYL TRADING PTE LTD, in Singapore in November 2020, which is mainly engaged in the import and export of pineapples. The Japanese and Indian markets are potentially the largest importers. Black and white pepper trading is his second business. He hopes to introduce the best of quality pepper from Cambodia to Europe, the United States and Britain. Moreover, he has introduced a food waste disposer from abroad, which can help the government achieve the goal of reducing waste.



Ordinary Corporate

Mr Vatsal Lilani, Director of Evertop Commodities Pte. Ltd.

Mr Vatsal hails from Mumbai, India, and is a Permanent Resident in Singapore. He is a Canadian Citizen as well. He has lived and worked in Oman, Thailand, Canada, Dubai, Myanmar, Tianjin, China, and Singapore whilst being employed by Multinational Companies such as Khimji Ramdas, G.Premjee Ltd, Andre and Cie and the Noble Group.

Since 2011, he had his own commodity trading company that specialises in the trade of pulses into the Indian Sub Continent.

Mr Vatsal is the president of OATA (Overseas Traders' Association of Myanmar), a powerful grouping of exporters that works actively with the Myanmar and Indian governments to shape policy for pulses trade and help entrepreneurs resolve day-to-day issues.



Ordinary Individual

Mr Mylavarapu Satyanarayana

Mr Mylavarapu's professional career in Financial Services spanning over 25 years, has allowed him to deal with varied aspects of Investment Advisory, Portfolio Management, Financial Strategy Designing, Client Relationship Management, Financial Analysis, Risk Management, Technical Analysis, Business Development etc.

For the past 5 years, he has been associated with TNT Surveillance as a Finance & Investments Manager.

Prior to that, he was employed with AIA Singapore Pte Ltd and had the privilege of contributing his services as a Financial Services Consultant, post resigning from Enrich Fin and Securities Ltd, India as a Vice President.



Ordinary Individual

Mr Ravin Krishnan

Mr Ravin started his career 8 years ago with Prudential.

As a Financial Consultant, he enjoys educating his clients on the basic financial schemes available through the many government schemes.

Almost a decade of experience has made him aware and ready to guide his clients on making the best, customised financial solutions that suit them.

When he is not crafting out A-grade financial plans, he is in the kitchen re-creating his mother's old recipes. He also has a penchant for vintage cars, and his daily drive is over 30 years old.

Featuring Profiles of New SICCI Members

Featuring some of our new members who have joined the SICCI family recently. Do join SICCI in welcoming them!



Ordinary Corporate

Mrs Jayanthi, Director of Indian Beauty Art

Mrs Jayanthi has always been passionate to run a business since young. Her passion lies in the beauty industry, and hence she incorporated a company. The aim is to provide quality and affordable services to everyone. She enjoys trying new ideas and exploring other possible ways to solve a problem.

Indian Beauty Art Pte Ltd was established in 2009 with a vision to offer an integrated system of herbal care and product excellence. Till today, Indian Beauty remains true to this vision, providing high-quality service at an affordable price.

Indian Beauty Art Salon is an all-in-one service where anyone can be pampered from head to toe. Through maintaining a high standard of consistent, professional services, Mrs Jayanthi had the opportunity to expand her business, with the addition of a second branch at Bugis, in 2017. To date, both branches have bagged numerous positive reviews and built up a loyal customer clientele. Indian Beauty Art looks forward to taking care of the beauty of all its customers, both old and new, for many more years to come.



Ordinary Individual

Mr Gagan Rastogi

Mr Gagan has been managing the trade and supply of mineral fibres to meet the construction needs of rural communities in India and Sri Lanka for over 20 years.

His in-depth understanding and application of international trade, logistics and supply chain management and analytics is the key value-add that he delivers to ensure that products are supplied to his clients within budget and on time. The strategic partnerships he has formed within the industry over the years has helped him secure long-term contracts for key materials that ultimately enables Norita Resources to meet the low-cost demands of its clients. As such, Mr Gagan has become an integral part of our client's growth strategy.

Mr Gagan began his career as a network analyst after graduating with a Bachelor of Science in Business Administration, majoring in Finance and Management Information Systems, from Boston University, USA.



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Contact us on your Internationalization Journey

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SICCI Welcomes its New Members for June 2021

Ordinary Corporate

Cinfluencers Tech Platforms Pte. Ltd.
Movel AI Pte Ltd
Redvista Singapore Pte Ltd
Arna International Pte Ltd
Bharat Green-Tech Global Pte Ltd
Indian Beauty Art Pte Ltd
Evertop Commodities Pte Ltd
Impressive Commodities Pte Ltd
PA Exports and Trading
Tata International Singapore Pte Ltd

Ordinary Individual

Mr Mylavarapu Satyanarayana
Mr Gagan Rastogi
Mr Vytilingam Aridas

Associate Corporate

LYL Trading Pte Ltd

Apply for SICCI Membership now!

<https://sicci.glueup.com/register/account>

For more information, please contact Ms Gowri at :

Phone : +65 6222 2855 (Ext 2003)

Email : gowri.pillai@sicci.com

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WSQ ESSENTIALS OF FRANCHISE MANAGEMENT (EFM) (SYNCHRONOUS E-LEARNING) (22.5 HOURS)

COURSE DATE

- | | | | | |
|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------------------------------------------------------------|
| 1 8 to 12-Mar-2021
Mon to Fri (closed)
(closing date: 15-Feb-2021) | 2 31-May to 4-Jun-2021
Mon to Fri (closed)
(closing date: 10-May-2021) | 3 16 to 20-Aug-2021
Mon to Fri
(closing date: 26-Jul-2021) | 4 18 to 22-Oct-2021
Mon to Fri
(closing date: 27-Sep-2021) | 5 6 to 10-Dec-2021
Mon to Fri
(closing date: 15-Nov-2021) |
|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------------------------------------------------------------|

*min. 75% course attendance and full completion of assessment is required.
Refer to class schedule in EFM factsheet



JOIN US at the interactive WSQ Essentials of Franchise Management Course to equip yourself or your staff with the fundamentals involved in the time-tested franchising trade which has survived through cycles of boom and recession in history.

COURSE OUTLINE

In the condensed 22.5 contact hours conducted over Zoom, you will learn and exchange practical examples, ideas and background information to embark on your franchising journey.

BE PREPARED to work on learning & assessment activities including Case Studies, Group Discussion, Individual Written Activity, Role-Play, Oral Questioning to facilitate and reinforce your learning of the following:

KEY TOPICS

Franchise Models & Structures:

Learn what's the difference between Single Unit Franchise, Area Franchise, Master Franchise, Management Franchise and Equity Franchise.

Financial, Legal & Commercial Framework:

Learn the fundamentals to price and package your franchise, what are the obligations of franchisor vs franchisee. Are there franchise laws that may hinder my expansion plans?

IP Protection & Franchise Audit:

What's Intellectual Property and what's the purpose of a franchise audit?

Franchise Manual:

What should be documented and how?

Franchise Management:

What can make or break a franchise relationship?

Franchise Marketing & Recruitment:

How can I recruit my first franchisee? What criteria should I look for in a potential franchisee?

COURSE FEE

Full Course Fee without funding: **S\$1,080**
(before GST)

Up to 90% course fee funding for Singaporeans (SG) & Singapore Permanent Residents (SPR).

Singaporeans and SPR working in SME may attend the course at net training investment cost:

- As high as **\$14.85 per pax** after Training Grant and Enhanced Absentee Payroll funding; OR
- As low as **\$-114.75 per pax** after Training Grant, Enhanced Absentee Payroll funding and GST output tax for *selected learner profile

*Refer to EFM factsheet (updated 1 Dec 2020) as attached for details.



Refer to email for course registration details.

For any further enquiries or questions, please contact us at thomas@flasingapore.org

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