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Budget 2022- Citizen and Business Friendly



Singapore's Finance Minister Lawrence Wong announced major tax changes and targeted help for workers, households, and businesses in the Budget 2022 speech in Singapore's Parliament on 18 February 2022.

Let us take a quick look at some of the key announcements which affect businesses overall.

Taxes

The goods and service tax (GST) rate will increase from 7 per cent to 9 per cent in two stages - one percentage point each time on Jan 1, 2023 and Jan 1, 2024.

The carbon tax will be raised to \$25 per tonne in 2024 and 2025 and \$45 per tonne in 2026 and 2027, with a view to reaching \$50 to \$80 per tonne by 2030.

The current tax of \$5 per tonne of emissions will remain unchanged until 2023. Large emitters in Singapore will from 2024 be able to buy international carbon credits to reduce the carbon tax they have to pay here.

Salaries

On the hiring front, the Employment Pass (EP) minimum qualifying salary will be raised from \$4,500 to \$5,000. For the financial service sector, this will be raised from \$5,000 to \$5,500. These changes will apply to new EP applications from Sept 1, and to renewal applications from Sept 1 in 2023.

Also, the minimum qualifying salary for foreign workers on S Passes will be raised to \$3,000 and to \$3,500 in financial sectors.

SMEs

There is also something for businesses- the New Small Business Recovery Grant.

SMEs badly hit by Covid-19 will get \$1,000 per local employee, up to \$10,000 per company. Meanwhile, the Jobs Growth Incentive (JGI) will be extended to September, with stepped-down support rates.

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Also, the minimum qualifying salary for foreign workers on S Passes will be raised to \$3,000 and to \$3,500 in financial sectors.

SICCI Welcomes Announcements In Budget 2022

The Singapore Indian Chamber of Commerce and Industry (SICCI) is heartened with the announcement of the 500-million-dollar jobs and business support package with a special focus on the needs of small and medium enterprises or SMEs.

In a statement supporting the slew of Budget announcements, SICCI Chairman Dr T Chandroo emphasized that SMEs formed a large part of the members of SICCI and several of them have been taking advantage of the slew of grants which the Finance Minister has been giving in the last two years as part of recovery from the pandemic.



"At our end at SICCI, our SME Centre has been in the thick of things in advising small businesses about these grants and urging them to change their business models to go digital and online and upskill their workers. This is particularly so in the food and beverage sector and retail sectors the very two areas the govt continues to focus on. We at SICCI will continue to encourage our SMEs to take full advantage of the support scheme and make all efforts to restructure and get onto the road to recovery", said Dr Chandroo.

On the delay in implementing the GST raise, SICCI says with the announcement of the GST increase pushed to 2023, something SICCI has been asking for and proposed in its Wishlist to the Finance Minister, SMEs can now concentrate on their road to

recovery and play their part in the nation's economic development.

Furthermore, the calibrated GST hikes in 2023-24 and well thought out strategy to mitigate inflationary pressures will facilitate sustainable growth.

Turning to the extension of loans, SICCI adds it is heartening to know that the government continues to listen to the concerns and feedback of the industry in crafting the Budget announcements.

"While the economy is improving slowly, some sectors are still not out of the woods yet. Therefore, the extension of such loans is important to help businesses in these sectors like construction see through their projects which have been delayed by months due to the pandemic and the severe shortage of workers to complete the projects", concluded Dr Chandroo.

SME Centres- A focal point

Meanwhile industry watchers say SME Centres will play a big role in disseminating the range of information about grants and assistance schemes to companies which need advice to emerge stronger from the pandemic.

For this, SMEC@SICCI is a one stop shop for business advisory services to the SME community in Singapore.

As the budget caters to different needs for different SMEs, SICCI says Budget 2022 has something for everyone.

SMEs seeking to find out more about the details can approach SICCI's SME Centre business Advisors for a one-to-one consultation. They can contact the SME Centre hotline, email or web enquiry and we will pair them with the Business Advisors.

The SME Centre also plans to hold webinars to brief SMEs about the Budget once more details are known from the committee of supply debates which goes into greater detail about the announcements concerning the respective Ministries.

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Mr Ven Sreenivasan
Associate Editor,
Singapore Press Holdings

Crafted to shepherd corporate Singapore into the post-Covid-19 era.

That was how Finance Minister Lawrence Wong's first Budget since assuming the portfolio last May was described by Mr Harvey Koenig, partner, R&D and grants consulting at KPMG Singapore.

Indeed the menu of incentives and offerings seem to be exactly what the doctor ordered for a pandemic-scarred local corporate scene:

- \$500 million in business and job support for industries that struggled during the pandemic;
- \$200 million to build digital capabilities;
- \$600 million to scale up the productivity ladder;
- Overseas venture risk-sharing funding;
- Bridging, trade and project loans for companies;
- Merger and acquisition funding to build bigger, leaner and meaner Singapore companies; and
- Global executive training programme to build up management capabilities, among others.

Details on many of these schemes will be revealed when Parliament reconvenes on Feb 28 to debate the spending plans.

There was also, finally, certainty on when the widely anticipated increase in goods and services tax will be implemented: a one percentage point hike on Jan 1 next year and another one percentage point increase on Jan 1, 2024.

This advance notice will certainly help businesses plan and prepare for the eventuality.

Corporate taxes remain unchanged, for now.

The support to build digital capabilities is timely, given the reality that businesses face in having to increasingly operate in a new normal where digitalisation, big data and artificial intelligence will dominate; and competition will come not from the firm operating across town but from the company operating across the globe.

Many of the incentives announced - especially productivity and technological improvement grants - have been in place for a while and are available through various agencies which companies can approach.

The difference now is that they have been super-sized in the latest Budget. For example, the Government is setting aside \$25 billion under its Research, Innovation and Enterprise or RIE2025 strategy. Unfortunately, less than a quarter of local enterprises engage in any form of R&D or innovation, and the hope is that the allocation will spur more companies to now do so.

Still, as Mr Wong noted, Singapore does have a vibrant start-up and innovation ecosystem, producing eleven "unicorns" last year alone.

But there were also some pain points in the Budget.

The biggest would be the sharp impending increase in carbon tax on emissions, which will go up from \$5 per tonne now to a hefty \$80 per tonne by 2030 - just eight years from now.

What this could mean, in the simplest terms, is higher utility bills.

Given that the transition to sizeable renewable energy sources looks likely to take a decade at least, power producers hit by the higher tax bill will invariably pass the costs down to their customers. With corporate utility bills already up significantly over the past year, this "front-loading" of carbon tax could significantly impact the bottom line of many struggling companies. Of course, as Mr Wong noted, power suppliers and producers will be able to defray some costs through high-quality international carbon credits.

The real long-term solution, however, is enhanced energy efficiency and effective solutions that will result in reduced carbon dioxide emissions. The question is, as OCBC Bank's chief economist Selena Ling put it, how might companies gain access to such decarbonisation opportunities?

Another likely pain point will be on the labour front.

Many companies were already struggling with labour shortage in the pre-Covid-19 period and had been asking the government for assistance. So it might have come as a shock that instead of rolling out some relief, Budget 2022 actually put in place measures that could lead to a spike in labour costs and tighten the labour crunch here even more.

Qualifying salaries for foreign employees and foreign talent is being increased by \$500, while the dependency ratio ceiling will be reduced. The Progressive Wage Model is also being extended to more sectors. Businesses worry that all these will add to their costs.

The tightness of the labour market is underscored by the fact that Singapore's unemployment is at 3.2 per cent. There is a real dearth of headcount on several fronts, ranging from construction to services, and technical skills.

But that said, the measures announced on Friday are in keeping with the Government's long-term policy of weaning companies off their dependency on too many foreign workers and encouraging them to move up the technology and automation ladder.

However, given how the pandemic has also tightened the tech cycle and prompted new ways of working, some businesses could choose to "offshore" their work to Budapest, Bangkok or Bangalore - in fact anywhere else where there are qualified but cheaper workers.

Could Budget 2022 have offered more? One area that could have been given more focus is the large local enterprises.

According to Mr Kurt Wee, president of the Association of Small and Medium Enterprises, these companies are stuck in the middle - between small and multinational enterprises. As such, many may not readily qualify for the grants and assistance programmes that have been rolled out. Yet they employ large numbers of workers and make significant contributions to the economy.

Also, given that this is a year of gradual reflation, many struggling SMEs, especially in the travel, retail and hospitality sectors, might have expected a somewhat more generous business recovery package, rather than a cap of just \$10,000 based on local employee numbers.

There is no escaping the fact that business costs will continue to rise in the coming years. Singapore is not regarded as a cheap place to operate in any way. But it does offer obvious advantages - good infrastructure, connectivity, stability, among others - that are not available in many other countries.

Overall, however, most businesses would see that this was a generous Budget, one that was targeted at helping companies reflate and recharge for a new post-pandemic era.

Businesses, on their part, need to evaluate their individual operating landscapes, come up with long-term strategies, tap the appropriate schemes, and move up the technology ladder.

Ambitious and nimble companies can capitalise on new opportunities that emerge as a pandemic-weary world gradually returns to normality.

(Adapted from The Straits Times. 19 February 2022)

OUR ROLE MODELS

Spices, nuts and dried fruits- can you imagine any household kitchen without these items for their daily cooking. All the more Indian and Malay homes where spices play a big part in the recipes.

And one business family group which has been providing and sourcing for these items for almost a century is



Mr Hanif Nomanbhoy
Director, Nomanbhoy & Sons

Nomanbhoy & Sons whose business people are now into the fourth generation of individuals flying the family flag high.

And things have not been easy says the fourth generation scion and former Honorary Treasurer of the Singapore Indian Chamber of Commerce and Industry, Hanif Nomanbhoy.

The family business has seen world wars, business cycles and now the on going pandemic.

But as Mr Hanif explains in an extensive interview with The Business Times published last year, it all revolves around one word, TRUST!

We bring you excerpts of the interview with The Business Times.

Pandemic and the challenges thrown up

The Covid-19 pandemic has been a learning journey for the Nomanbhoys who have gone through global recessions and business cycles.

Mr Hanif recounts that one of his clients upon finding himself in lockdown as Italy battled oxygen shortages amid a spike in Covid-19 cases, immediately called to reassure them that all business would be taken care of despite bank closures.

"Such relationships are pure gold", says Mr Hanif

The pandemic has shed light on potential risks though.

Mr Nomanbhoy sees his business as an essential part of the food supply chain, a bricks-and-mortar business whose importance to Singapore was highlighted in the panic of the pandemic.

In his father's and grandfather's time, Singapore had always been a market for shortages. If another market were facing a shortage, they would source from Singapore first because of the huge flows of trade passing through.

This happened again in the pandemic, Mr Hanif Nomanbhoy says.

With shifting trade routes though, Nomanbhoy had, pre-pandemic, held marginal stock in expensive Singapore, while keeping the bulk of its stock closer to the source. This has changed in the past year - the company now holds two-fold the stock it used to keep here, for greater safety and security and as insurance against potential lockdowns in source markets.

Lockdown measures also showed up the limits of digitalisation in the sector they operate in.

The original bills of lading that needed to be sent to buyers were not always accepted in electronic form.

He expects digitalisation to accelerate further - particularly as younger generations of farmers and suppliers take over their parents' businesses.

The Nomanbhoy Story



It was in 1892 that Mr Nomanbhoy's great-grandfather first came to Singapore from India to manage a branch of a trading company.

When that closed down suddenly in 1914, he decided to become an entrepreneur.

His firm at Malacca Street started trading in pepper from Sarawak, assorted spices from Indonesia and cloves from Madagascar and Zanzibar.

When Mr Hanif's grandfather took over the reigns - and had to rebuild much of the business post-war - the company evolved into more of an import-export trader.

But it was Mr Hanif's father who truly internationalised the business from the 1950s on.

The company became a household name in the supply of cloves, and started selling other spices, nuts, dried fruit and more to the US, Europe, the Middle East, and then to China, Korea and Japan too.

Today, the company has 180 employees globally and a presence in over 50 countries.

Listening and Leadership Succession

In the spices business, keeping the ears close to

the ground is of utmost importance and so did the Nomanbhoys in their business dealings with the famer community.

It is with the farmers who grow and process these spices, nuts and fruit that Mr Hanif and his team worked more closely with.

By approaching the traditional suppliers and investing in them, the Nomanbhoys gained more control over the farming, harvesting and processing of agricultural commodities, thus securing a more sustainable supply chain for itself.

Meanwhile leadership planning and succession are already on the cards.

Mr Hanif's elder son Aqeel is a director heavily involved in several projects in Indonesia and is the family's fifth-generation in line.

He tells the story of how Aqeel, when he first joined the business, brimmed with ideas to cut costs and raise profitability, such as setting up representative offices in key locations.

Mr Hanif sent him to visit suppliers in Madagascar, Zanzibar, Sulawesi with whom the company has had decades of close ties. When he returned a month and a half later, the son had changed his mind: "Dad, no point establishing new offices. They are Nomanbhoy."

Like his father before him, Mr Nomanbhoy grew up steeped in the ways of spice trading.

"After school, I would sit with the labourers in the warehouse. I learnt how to play mahjong, learnt how to weigh the cargo."

On his part, he has taken his children along on trips to Africa and Indonesia to see and appreciate the conditions Nomanbhoy's suppliers work and live in.

"You may have a PhD, you may be the best educated person in the world, but are you able to sit with this farmer around the fireplace and with him, and his four wives?"

Apart from Aqeel, Mr Nomanbhoy has another son who is now working towards a degree in agricultural science and agricultural business.

They have full freedom of choice when it comes to the matter of joining the family business - there is no compulsion. But there is no automatic entitlement either.

"When it comes to succession planning, these are the things we value. One, you have to be extremely competent. Two, you have to be aligned to the values that have created this business," he says.

(Adapted from The Business Times 2 September 2021)

The Important Role of Trade Associations and Chambers

Trade Associations and Chambers of Commerce have been very much in the news these days especially with the role they can play in shaping the future business models of small and medium enterprises.

On the first day of the Chinese New Year celebrations on 1 February 2022 hosted by the Singapore Chinese Chamber of Commerce and Industry, Deputy Prime Minister Heng Swee Keat, who was the guest of honour noted, "Transforming our economy needs every one of us to do our part – businesses, workers, and the government. SCCC and other Trade Associations and Chambers need to forge partnerships amongst your members, build industry-wide capabilities, and to uplift your respective industries".



Photo from Dr T Chandroo

SICCI Chairman, Dr T Chandroo, who attended the Chinese New Year gathering added on his Facebook page, "DPM Heng Swee Kiat who made mention in his speech of the enormous contribution made by the Chinese business community to Singapore's economy. He also mentioned how multiracial we are by the presence of the different ethnic Chamber leaders for this event".

ESG Year-In-Review

The role of trade associations and chambers in the future economy was also the topic during the recent year-in-review session organised by Enterprise Singapore.

"Our TAC partners have done great work, and I thank them for their strong support and close partnership". declared Enterprise Singapore's Chief Executive Officer, Png Cheong Boon.

Dr Chandroo, who attended the session on 11 February 2022 noted the efforts made by the ESG in helping SMEs in the last two years to remain strong and resilient in the event of economic adversities.

The various government financial assistance schemes couple with the government guaranteed bank loans assisted 12,600 enterprises.

"A total of 18,600 loan applications were approved with a sum of 8.6 billion dollars been disbursed. Now that the economy is on the road to recovery, more efforts will be placed by ESG to push local companies go abroad", noted Dr Chandroo who himself oversees the efforts of the SME Centre at the Singapore Indian Chamber of Commerce and Industry.

Growing Partnerships

In its wide-ranging media statement, ESG says to accelerate enterprise transformation and growth, ESG worked with both local and global partners in various ways.

Said ESG's CEO Png, "Trade Associations and Chambers (TACs) are important partners in our enterprise development efforts as they understand the needs and challenges of their respective sectors and members, and have the expertise and networks to assist them".



Photo from Dr T Chandroo

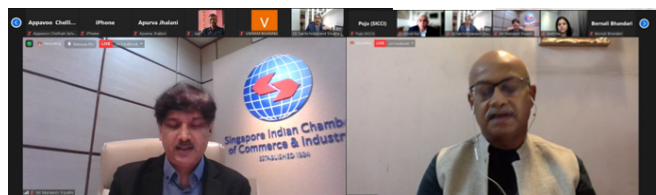
To reach out to more enterprises, ESG worked with key partners such as SMEs Centre and Trade Associations and Chambers (TACs), to help more enterprises build capabilities.

The network of 11 SME Centres and their 70 Business Advisors engaged over 28,000 SMEs, providing business advisory services and assisting with capability development.

It also supported over 10,000 F&B establishments and retailers during the Phase 2 Heightened Alert to go digital and sell online via the E-commerce and Food Delivery booster packages.

With the slew of important announcements made by Finance Minister Lawrence Wong, the work is definitely cut out for the chambers of commerce to play their part in seeking the opportunities as businesses get used to the new normal of "living with the virus".

Positive Ringtones from the Indian Budget 2022



India's Finance Minister Nirmala Sitharaman delivered the country's post-pandemic budget in the Indian Parliament on 1 February 2022. Since then, there has been much buzz about some of the announcements made especially amongst Indian business communities in many nations.

Back home the Singapore Indian Chamber of Commerce and Industry (SICCI), held two webinars with experts and analysts to take stock of what the Indian budget holds in store for business venturing abroad into the country.

It's a Budget for all quarters of Indian society and the economy

That was the unanimous view of a panel of experts gathered to discuss the implications of India's Budget announcements during a webinar jointly held by the Institute of South Asian Studies and the Singapore Indian Chamber of Commerce and Industry (SICCI) on 8 February 2022.

Among those joining the session titled Budget 2022 and the Indian Economy- Prospects for Growth and Macroeconomic Stability, was His Excellency P Kumaran, India's High Commissioner to Singapore.

Long Term Growth

Session Chair and ISAS Distinguished Visiting Research Fellow, Vinod Rai noted that the 8 percent growth being forecast for the coming year was a credible one which can be achieved with the growth being seen in various sectors of the economy, among them the Indian agricultural sector which plays a big role in spurring the economy out of the pandemic.

But Mr. Rai cautioned that the recovery of the Indian economy will not wipe out the effects of the pandemic. Analysts and experts believe it will take at least another ten years before full recovery is restored. But the recovery is expected to lessen the fiscal deficit and public debt.

SICCI's Vice-Chairman, Maneesh Tripathi who was a panelist for the webinar emphasized that the Indian Budget is important for businesses in Singapore especially for those in the Indian community. SICCI's job is to marry the recommendations and proposals made in the Budget with the opportunities available for the Singapore business community to harness and take advantage of.

Mr. Maneesh noted that Singapore has close to 220 thousand small and medium enterprises creating almost 90 thousand jobs and hence here comes the challenge of linking up interested businesses with their counterparts back in India to help grow the economic pie in both countries.

SEZs and Digital Payment

One particularly welcome announcement in the Indian budget was the replacement of the special economic zones act with a new legislation which will cover more existing areas to create business opportunities. The special economic zones is one topic which has been discussed as far back Emeritus Senior Minister Goh Chok Tong's frequent visits to India during his time in the government, during his discussions with Prime Minister Narendra Modi at the height of the signing of the Comprehensive Economic Cooperation Agreement or CECA between the two countries.

On the announcements to boost digital payment made by the Indian Finance Minister, Mr. Maneesh a technologist by profession said this is one area Singapore and India can work closely to bring about the best technologies for digital payment in India.

Singapore being a leading global financial hub is well placed to share its expertise in Pay Now and the Indian equivalent Rupee Pay, just to name a few schemes in the pipeline. And all this will help spur the Indian economy at the ground level.



Positive Ringtones

The second webinar- Analysis of the Indian Union Budget 2022 was held on 11 February together with KNAV a leading tax and accounting firm.

Addressing the participants, SICCI Vice Chairman, Kishore Daryanani emphasized that the Indian budget was not just important to those living in India. It was just as critical for those staying outside India.

"For us in the Indian business community and with links and business dealings with the different states in India, we would look out for two things. Nationally what is being vied out and secondly what each state in India is allocated for its infrastructural development. We also watch out for key developments in the FDI sector", explained Mr Kishore. And he said, "In this aspect India's post pandemic Budget 2022 has definitely rung positive ringtones for private and foreign investor participation".

Mr Kishore is of the view that the policy initiatives announced by the Indian government coupled with factors like the attractive Indian markets, the presence of a skilled workforce, stable political environment will be viewed positively by investors this making India a favorable destination for investments.

Marathon Budget Session Begins

Following Finance Minister Lawrence Wong's Budget speech on 18 February 2022, Singapore's Parliament begins its annual marathon budget session from 28 February 2022 till 10 March 2022. Two things happen during this marathon session.

First, Members of Parliament will scrutinise the announcements made in the Budget speech, offer suggestions and provide feedback from residents and grassroots bodies to the Finance Minister of the general reaction to the Budget from the ground. While there has been much cheer about the delay in implementing the hike on the goods and services tax, something which SICCI has been requesting all along, business chambers hope to see more efforts on the part of government agencies to help mitigate price increases.

One area recently of much concern is electricity prices and businesses can look forward to some announcements on how they will be helped to tide over the fluctuations in business cycles. Residents are concerned with the cost of living and inflation.

During a recent dialogue session amongst the Federation of Singapore Indian Organisations (FSIO), a participant from the Peranakan Indian (Chitty Melaka) Association of Singapore, spoke passionately about the rise in small things like a cup of coffee or a packet of bean sprouts (towgay), things that matter to the common household.

SICCI will be channeling all this feedback to the Finance Minister and his team in due course for the Budget debate.

Once the main Budget has been passed by parliament, MPs will then begin scrutinising the budget allocations for each government Ministry.

This is where more details can be expected on some of the broad policy announcements made by Minister Lawrence Wong in his speech.

Like the carbon tax and its implementation details, or the salary enhancements made to applications for employment passes, S Passes and work permits for certain sectors of the economy. At the end of the its a Budget to bring our people, our businesses and our nation forward to greater heights after being rocked by Covid-19 for the past two years. SICCI looks forward to an enriching budget debate in Parliament.

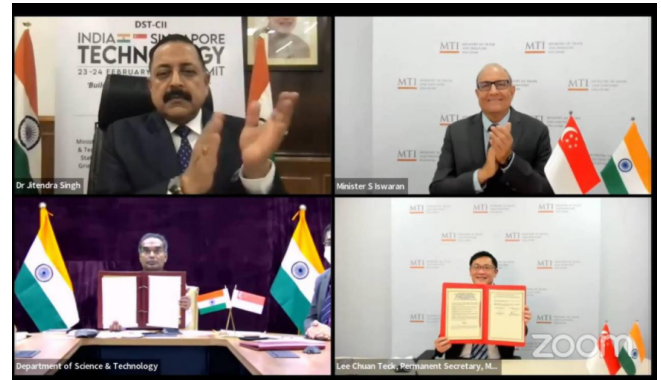


Photo by Ministry of Trade & Industry

Technology Summit with India

Singapore's Transport Minister and Minister-in-charge of trade relations, S Iswaran joined the 28th Department of Science and Technology (DST) – Confederation of Indian Industry Technology Summit on 23 February 2022.

Writing on his Facebook page, he said Singapore was proud to be the partner country for this year's event, which marks a milestone in economic relations with India.

"The theme of this year's Summit, "Building Economies for the Future", is a timely reminder of the need to be forward-looking in the face of some of humanity's most pressing challenges. I am heartened that we are deepening our economic relationship in the domains of science, technology, and innovation", said the Minister.

Speaking during the online session, Minister Iswaran shared three sectors in which Singapore and India could push the needle further on by combining resources on R&D – deeptech, cleantech and genome and bioinformatics research.

Also at the Summit, the Ministry of Trade & Industry and India's DST signed a Memorandum of Understanding on Science, Technology and Innovation to facilitate collaborative projects in fields of mutual interest.

These projects could advance progress in research, innovation and technological development in a range of sectors. Enterprise Singapore and DST also signed an Implementation Agreement, which will open new avenues for Singapore and Indian corporates and startups to explore R&D and innovation cooperation, and capture new business opportunities.

"There are many areas in which Singapore and India can continue to work on together. I look forward to expanding our economic cooperation in the years to come", concluded Mr Iswaran..

Case study of SME Centre client

**1. Tell us about your business**

GreenBee Technology works on IT Services at three verticals.

- Finding right fit of resources in IT Cloud Solutions space
- Promoting IT licences – such as Cocktail Cloud, Kubernetes, Devops etc
- Supporting Migration Projects – platforms such as VMWare, AWS, GCP and Azure

2. What were some of the challenges you were facing?

Since with the pandemic, the resources were very scarce to source from Singapore due to travel restrictions. Our core business was heavily affected by not able to facilitate our services with the demands that we came across. So we were bound to facilitate or re-discover company value propositions to support clients from India and Australia. Additionally projects were not able to deliver on time due to shortage of resources and the available bandwidth.

3. What were the impact of these challenges if left unsolved

We will have no projects, not getting right resources due to border closure and certainly not promoting IT licences. These factors would have led in closure of the business.

4. What motivated you to solve the challenges?

We had taken lot of efforts to survive by changing the business model on how we operate and what we facilitate to our clients. We discovered different values on the table to offer by facilitating remotely managing our resources. It was successful in 4th quarter of 2021.

On the help rendered by SME Centre**5. How did you know about SME Centre?**

Sareen Kaur has volunteered and constantly been in touch with us in monitoring progression. At the same time motivating us on various supports that are available by SME grants.

6. How did the Business Advisors help you

Various schemes made us to realise and re-invent our business model to new dimensions all together.

7. What were the benefits/impact as a result of the advises rendered by our BAs?

We have successfully started our branch offices in India and Australia to facilitate services to our clients in vertically and horizontally.

8. What advises would you give to other business owners facing (similar) challenges?

Couple of strong recommendations based on our experience for last 6 months. SME Centre BAs are very helpful in identifying needed support and assistance that may require. Additionally there are recommendations for loan assistance to re-initiate our value proposition to offer in tailor made to operate customers. These support systems are great for any SME to survive and sustain their business in respective areas. It is important to establish connect with SME centres that will enhance our reach in wide spread across the regions beyond our reach.

SICCI welcomes Mr Paul Chong, our new SME Centre@SICCI Director

Mr Paul Chong joined SME Centre@ SICCI in January 2022 to spearhead the centre's growth and operations in Singapore, and the well-being of the small and medium enterprises (SMEs) in Singapore.

Paul is currently the Centre Director at SME Centre@ SICCI

leads a team of Business Advisors and Business Development Executives in providing advisory and consulting services to SMEs in Singapore.

A highly experienced executive with close to 30 years of experience in various professional roles in global MNCs. Paul has helped to setup various departments in his professional career, he has successfully setup the Manufacturing Alliance Transformation Office(MATO) @ SMF, a national initiative with Enterprise Singapore.

Tasked to outreach to Singapore's local SMEs in helping to engage and deploy i4.0 solutions. He managed a team of Business Development Managers, solutions advisors and marketing to spread the i4.0 message and related activities. Paul led the Alliance and is the spokesperson to engage other related agencies and institute of higher learnings to collaborate in engaging the industry thru speaking engagements and joint programs.

Paul has developed his capabilities technically in the Computer Industry helming responsibilities in Sony, Ericsson, Hewlett Packard, Fujitsu and Seagate. Paul was in the pioneer team at Hewlett Packard back in 2001 who developed HP's first PDA Phone, the Jornada 928. He helped Sony setup the OEM data storage support centre in Singapore back in 1994 in providing customer and technical support to the PC OEM customers like Compaq, Hewlett Packard, Apple Computers, Olivetti and Dell Computers. Paul was also an IT article contributor for the Today Newspaper back in 2003 speaking on PC related topics. Paul has supported customers from the Africa Continent to the Asia Pacific region.

Growing Links With Puducherry



(L-R - Mr Maneesh Tripathi, Mr Kishore Daryanani, Dr T.Chandroo, Dr. Rafiq Ahmed & Mr. Narayan Yadav)

In its on-going efforts to grow ties with the different states in India, the Singapore Indian Chamber of Commerce and Industry's key leaders met with Mr. Narayan Yadav, Advisor to Chief Minister, Puducherry Government and Dr. Rafiq Ahmed, Vice chairman & Managing Director of Kothari Industrial Corporation Limited.

According to SICCI Chairman, Dr T Chandroo, they are here to speak with the different agencies and businesses on the Puducherry government's plans to develop the state and transform it into one of a thriving economy in India.

Pondicherry (or Puducherry), a French colonial settlement in India until 1954, is now a Union Territory town bounded by the south-eastern Tamil Nadu state.

Its French legacy is preserved in its French Quarter, with tree-lined streets, mustard-coloured colonial villas and chic boutiques.

A seaside promenade runs along the Bay of Bengal and passes several statues, including a 4m-high Gandhi Memorial.

Singapore investors have shown keen interest in the economic development of Puducherry especially in the areas of tourism, education, and health care facilities.

This was evident during the visit of the former Chief Minister of the territory, Mr V Narayanasamy to Singapore in 2019.

One such example is Velli Ventures, a Singapore-based company with offices in the United States, which is building a medicity in Puducherry.

The US\$1 billion (\$1.32 billion) project, to be completed by 2025, will come up over 80 hectares in the union territory's Karaikal district.

The Karaikal Healthcare City has been designed as a unique integrated and sustainable facility that will not only provide modern medical treatments to patients but also help in their recovery, rejuvenation and relaxation. It will also have treatment facilities for Ayurveda and other forms of alternative medical practices.

Expanding ties with the Maldives



(L-R - Mr Maneesh Tripathi, Mr Kishore Daryanani, Dr T.Chandroo, H.E. Ibrahim Shaheeb & Ms Eman Hussain)

Mention the Maldives and what comes to everyone's mind?

Well, definitely the sun, the sea and the beaches- holidays and tourism tops everyone's minds when asked what do you have to say about the Maldives.

SICCI's Chairman Dr T Chandroo together with the two Vice-Chairpersons met His Excellency, H.E. Ibrahim Shaheeb the High Commissioner of the Republic of Maldives to Singapore and Ms.Eman Hussain the Deputy High Commissioner of the Republic of Maldives to Singapore at the Chamber's office.

Dr Chandroo noted that since the establishment of diplomatic relations over 31 years ago, ties between the two countries have grown steadily.

Singapore is one of the most important development partners for the Maldives, and Singapore's contribution to the Maldives has taken many forms.

Co-operation between the two countries spans many areas.

They include aviation and seafaring, defence and police, higher education, employment, housing, health, justice, economic development and trade.

Describing the meeting, DrChandroo said," It was a very warm and friendly meeting with so much positive energy with both my Vice Chairmen Maneesh and Kishore asking multiple questions. Patiently the High Commissioner listened and answered with enthusiasm".

Maldives that has a population of 500,000 is inviting investments and look forward to doing a webinar with SICCI members soon.

Dr Chandroo adds that their immediate interest is in the area of tourism and hospitality and aquaculture. They are also looking for for importers for their products and the most popular one is their canned tuna fish.

Meanwhile, although the pandemic has been a setback to our peoples visiting Maldives, the good news now is the Singapore has established a vaccinated travel lane between the two countries as part of reviving aviation and travel and to bring things back to normal.

The Singapore-Maldives VTL was launched on 16 December 2021.

Sustainable Living Lab (SL2)



We were founded in Singapore in 2011, as an innovation lab and sustainability consultancy. Our work addresses all three pillars of sustainability – economic, environmental, and social sustainability. Our clients include leading MNCs, SMEs and Governments for whom we deliver large scale innovation, sustainability and/or CSR projects.

Some of our recent work includes:

- Supporting the global roll-out and implementation of Intel® Digital Readiness programs as a CSR initiative for 30 million individuals in 30 countries.
- Launching a national e-waste initiative in Singapore for individuals and companies in conjunction with Meta (Facebook), SGTech and the National Environment Agency.
- Piloting a circular business model for packaging in Indonesia with Japan's largest packaging supplier.

Our team of consultants are based out of Singapore, India, Indonesia and the United States. Learn More: <https://www.sustainablelivinglab.org/>

About Veerappan Swaminathan, Founder and Director, SL2

Veera has a keen interest in addressing sustainability challenges using systems thinking, community development and technology. He is a pioneer of the Maker Movement in Singapore, and is a well-regarded futurist and sustainability thought leader. He is also the Director and CEO of edm8ker, a maker education



consultancy founded in 2016. He serves as an ExCo member of the Sustainability Committee at SGTech, as an executive member of the Climate Action Singapore Alliance, as a member of the Singapore Science Festival Steering Committee and is a part of the Lotus-NUS funding panel that awards grants to social enterprises.

Connect with Veera:

<https://www.linkedin.com/in/veerappan/>

Masti Media Network Pte Ltd.



Radio Masti, the first Hindi/ Bollywood Radio of Singapore was established to be a part of the Expat Radio Frequency 96.3XFM with MediaCorp in 2009. This continued till 30th Sept 2016 when the XFM Frequency discontinued.

Thereafter, we continued as the first, privately owned, 24x7 digital radio station across SEA. As the only SEA community media platform to reach out to Indians (Expats & Local), Bangladeshi, Sri Lankan, Nepalese and others, our objective has been to engage, entertain and educate the community and accept/ appreciate each other's beliefs and cultures.

Today, not only do we continue to be the proud presenters of Radio Masti 24x7, but we have also added our niche visual platform, MastiAVI to our portfolio and established the Masti RJ Academy to groom passionate/ professional presenters. Thus, the name Masti Media Network.

In 2020, we partnered the Ministry of Communications and Information and the Ministry of Manpower to reach out to migrant workers and the wider community with our special Bangladesh programs.

Based in Singapore, we are the only LIVE Indian advertising platform assisting companies across enterprise markets to reach the vast SEA community as their target audience. While our on-air shows are hosted with retro, contemporary, devotional and indie music, our niche visual shows are LIVE, featuring conversations with corporate leaders, CEOs, diplomats, entrepreneurs, writers and more. Music concerts, talent hunts, quiz shows are regular and most popular shows appreciated by the wider audience.



Our state-of-the-art digital new-age and traditional offerings along with a personalised approach keeps our clients and audience close to us no matter which part of the world they associate with us from. Advertising packages are created keeping ROI as focus.

Our Founder is Ms Renuka Arora Bhagat, a management consultant by profession and recipient of the Indian Women Entrepreneur Award 2012

Singapore IoT firm bags \$1.3m in seed money



Singapore-headquartered **SpaceAge Labs**, an IoT and AI firm, has raised US\$1.3 million in a seed round led by Silicon Solution Partners, with Seeds Capital and Planetspark participating.

SpaceAge Labs provides deep tech solutions for remote and distributed asset management. RemoteEye, its flagship product, is a sensor-agnostic IoT and AI platform consisting of nodes, wireless networks, and cloud data analysis. It has applications in water, landscaping, and facilities management spaces.

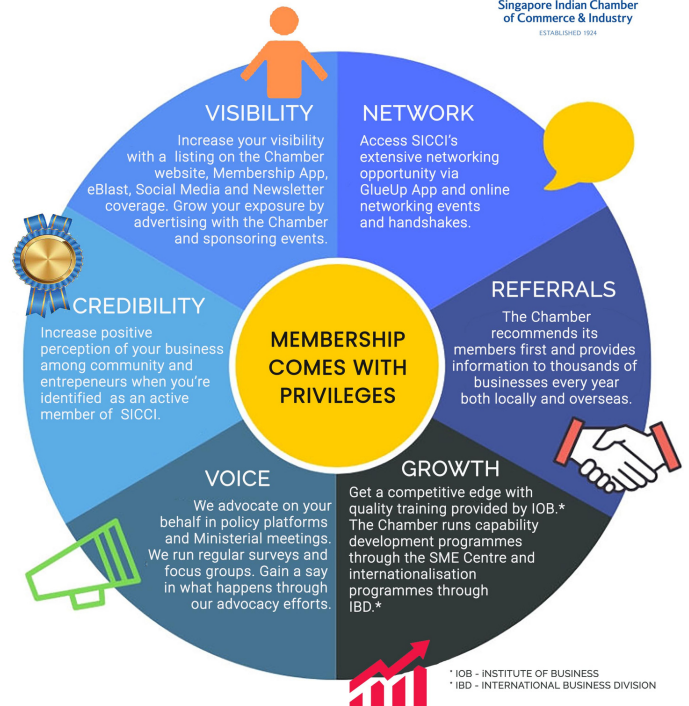
The firm will use the fresh funds for its pilot activities in Australia and Singapore. It will also double its headcount to 24 with hires in sales and marketing as well as product development, with the startup looking to enter the US market. SpaceAge Labs was founded in 2016 by Deepak Pitta, Ananth Subba, Leela Krishna, and Sashikumar Yednapudi.

(Adapted from TECHINASIA - <https://www.techinasia.com/singapore-iot-firm-bags-13m-seed-money>)

SICCI MEMBERSHIP 2022

WHY JOIN SICCI?

LET US HELP YOUR BUSINESS



* IOB - INSTITUTE OF BUSINESS
* IBD - INTERNATIONAL BUSINESS DIVISION

Apply for SICCI Membership now!
<https://sicci.glueup.com/register/account>

Contact us to find out more!

Email : gowri.pillai@sicci.com

membership@sicci.com

Call: 6222 2855 / 9654 1346

SICCI Welcomes its New Members for February 2022

Associate Corporate

Legend Logistics Limited

Ordinary Corporate

Fieldmens Design & Build

Destiny Energy Pte Ltd

Raffles Insolvency LLP

Cargosavvy Pte Ltd

Jainesis Resources (S) Pte Ltd

Ordinary Individual

Masilamani NandhaGopal

Divay Goel

Debapriya Dasgupta

Apply for Membership

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

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The ultimate mobile hub for your events and membership experience.

In Conversation with Sakthibalan Balathandautham - ST Singaporean of the Year 2021



Mr Sakthibalan Balathandautham (right) received the ST Singaporean of the Year 2021 award from President Halimah Yacob

He decided to donate part of his liver to a baby he had never met so she could get a new lease of life.

Today, Sakthibalan Balathandautham is now an advocate for organ donation.

The 28-year-old senior sales executive donated 23 per cent of his liver to baby Rheyra on 30 September 2021.

For his selfless act and being an inspiration to others, Mr Sakthibalan was named The Straits Times Singaporean of the Year 2021 on 9 February 2022 and he received the award from President Halimah Yacob.

The Singapore Indian Chamber of Commerce and Industry is proud of Mr Sakthibalan's generous act and its Chairman Dr T Chandroo and Board members express their deepest gratitude to him for his generosity.

We caught up with Mr Sakthibalan and he shares with us his story and his hope for Singaporeans out there.

Tell us briefly about your journey towards donating part of your liver to the child. Was it a difficult decision to make?

Sakthi: I used to donate blood when in Junior College - there was a blood donation drive in school, and I wanted to skip classes for a little. But after donating and learning about blood donations, I became a regular donor at least 2-3 times a year. And proceeded to join the Red Cross in Japan as well (during my university degree term from 2015 - 2019). After seeing the Instagram Plea by the girl's parents, making the decision was easy. Not because of my long term commitment to donations - but because I'm just happy to be able to help.

What did your family members and friends have to say about your decision?

Sakthi: My family was very supportive of my decision and my girlfriend is my greatest supporter even today. My workplace was understanding enough to allow me to proceed without mitigating my intentions as well. Words - go make us proud will be a good way to summarize it.

What responsibilities come with this award for you now?

Sakthi: For me, nothing has changed. I'm still the same person from then and now. I will continue to donate and hope more of my friends and family would too do the same. To me, I appreciate the award and feel this is just one milestone for donations and charity in Singapore. I did my duty as a Singaporean. Not as an Indian. But as a Singaporean.

In the course of your education, have you been a beneficiary of any scholarships or awards from any Indian organisations?

Sakthi: SINDA and the Singapore Indian Education Trust, SIET provided me scholarship to study in Ritsumeikan Asia Pacific University in Japan to study from 2015 to 2019. With a student loan as well to support my education over the period. I did my degree in Business Administration focusing on strategic management and above that mastered the Japanese language - which has allowed me to leverage upon to ensure my employability and rapid progress in career over the past 3 years since graduation.



How do you hope to be an ambassador to spread the word about organ donation?

Sakthi: I hope more donors come forward. Starting small with blood or white blood cell donations, and of course, organ donations if one can. Bone marrow donation and donation of organs post-death are also highly appreciated, and I believe this will be a pivotal step for us to be a more giving society. These are acts of true generosity that cannot be explained in words and applause cannot match.

Welcome to 2 new members



SICCI's family of the Federation of Singapore Indian Organisations, FSIO welcomed on board two new members in February 2022.

Signing the Memorandum of Understanding with SICCI were President of Sree Narayana Mission, Singapore Mr Jayadev Unnithan and the Peranakan Indian (Chitty Melaka) Association Singapore's President, Mr Ponno Kalastree.

Joining them at the ceremony were Chairman of SICCI, Dr T Chandroo, Vice Chairman, Mr Kishire Daryanani, board members and officials from both organisations.

This brings together 26 organisations as part of the FSIO which was launched in the presence of Emeritus Senior Minister Goh Chok Tong in October 2021.



Common Areas of Interest

During the event, both Mr Jayadev Unnithan and Mr Kalastree spoke of some of the common areas of interest that they can help to propagate in FSIO through the work that they do.

For Sree Narayana Mission, Singapore, its focus is the eldercare space and providing for those who need home care in their aged days. And one area which will be useful for the FSIO is the challenges faced by the eldercare sector in meeting growing demands of an ageing population and the role FSIO members can play in educating their community about caring for the elderly.

For the Peranakan Association, a greater understanding of their practices and culture and way of life is something it would like to spread and educate FSIO members. And its president and team are happy to share more about their programmes and activities with SICCI so they can be publicised on the social media widely.

Thanking both organisations for coming on board, SICCI Chairman, Dr T Chandroo emphasised that the collective synergy amongst the FSIO members will help to serve as one voice in bringing issues to the attention of government agencies.

And as the Budget 2022 debate was on-going in Parliament, SICCI will collate the views of its FSIO members on the budget and send them to the Finance Minister for consideration.

SEWA Healthcare



The Singapore Khalsa Association has been turning its attention and focus on promoting a healthy lifestyle.

On 20 February 2022, SEWA Healthcare, in collaboration with Diabetes Singapore, held its second volunteer event for 2022, offering free health screening.

The Pasir Ris East Health Day was held at Pasir Ris East Community Club from 10am to 4.00pm.

Mr Sharael Taha, Member of Parliament for Pasir Ris-Punggol GRC, and Advisor to Pasir Ris East Grassroots Organisations, was the Guest-of-Honour for the event.

The participants were appreciative of the free health screening offered to them.

Awards Galore



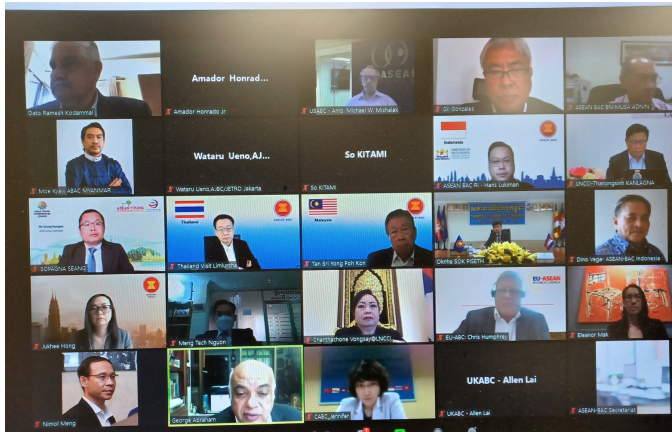
Sree Narayana Mission (Singapore) has received 32 Silver and 69 Gold awards in the Singapore Health Quality Service Awards (2022) that was held on the 8th of February 2022.

This prestigious award is being organised by the SingHealth Duke-NUS Academic Medical Centre since 2011, and is Singapore's first dedicated platform to honour outstanding healthcare professionals who have delivered quality care and excellent service to patients.

SNM says it is honoured that Singapore's healthcare professionals are recognised as valued partners in the healthcare landscape of Singapore who are willing to go the extra mile for the patients and beneficiaries

SICCI Congratulates SNM (Singapore)!

19th ASEAN-BAC JBCs Meeting



The ASEAN Joint Business Councils held its 19th Joint Business Councils meeting on 14 February 2022 and SICCI's Treasurer, George Abraham represented the Confederation of Asia-Pacific Chamber of Commerce and Industry (CACCI) at the meeting.

He is Chairman of the CACCI SME Development Council.

The theme of the meeting was "Addressing Challenges Together" and meeting chair the Cambodia Chamber of Commerce gave an update on the range of activities taking place to support the ASEAN Business Advisory Council (ASEAN-BAC).

Mr. Abraham informed the meeting of the following activities being undertaken by CACCI:

- Promotion of the CACCI study on "Achieving a Successful World Trading System";
- Review of the future growth strategy of SMEs
- Survey on Members supply resources;
- Restructuring and revitalizing of the CACCI Young Entrepreneurs Group which can be linked to the Chambers in the region
- Participation in Digitalization programs for SME development

Writing in the framework book, Minister of State for Manpower and Education, Ms Gan Siow Huang says trade associations and chambers (TACs) have always played a key role in supporting the business needs of Singapore companies.

"Given the continued headwinds from the COVID-19 pandemic, and the opportunities presented by technology, TACs will be called upon to do even more, to help member firms digitalise, internationalise and raise enterprise and workforce capabilities. To do this well, TACs themselves will need to continue to innovate and upskill".

The framework book features selected individuals as industry Success Stories to showcase their career journeys, hoping to inspire future potential entrants to the TAC sector.

In these Success Story features, they interviewed the selected individuals on their experience working in the TAC sector, their career highlights, and any advice they would wish to share with someone looking to enter the industry for their own careers.

SICCI's experience



One of those featured in the competency framework programme is Ms Puja Verma, Manager, Internationalisation with SICCI.

"I love to interact, to hear people out, to be a facilitator in someone's growth and expansion. I want to help people grow in many ways," she adds.

Starting out as a Customer Service Executive, she began picking up and refining the skills she would need to better serve the fundamental cornerstone of community: people.

This same skill would be carried by her to stints in both the education and foreign affairs during her stint with an embassy in Singapore, before she made the transition into the TAC sector.

Today, Puja represents the Singapore Indian Chamber of Commerce & Industry (SICCI) as a Project Manager, managing its international division.

Her motivation to move to the TAC sector was simple: from her past experience, she recognised that SMEs required a lot of sector-specific support relating to government policies and business matching, and Puja desired to provide this support.

She hence sought a better avenue to engage in closer interactions with the business community, tradesmen and industry practitioners, which is where SICCI came into the picture.

All the best Puja!

Competency Framework for Trade Associations and Chambers

A new initiative has been launched to help trade associations and chambers strengthen their core capabilities, build new and emerging competencies and upskill their employees.

The competency framework is spearheaded by the Singapore Chinese Chamber of Commerce & Industry (SCCCI), with the support of Enterprise Singapore, Singapore Business Federation and SkillsFuture Singapore.

It is developed by Ernst & Young in consultation with over 30 trade associations and chambers (TACs) over a period of more than six months.



CHINA INTERNATIONAL IMPORT EXPO (CIIE)

5 - 10 November 2022
Shanghai, China

Scan to register!



UP TO 50% OR 70%
GOVERNMENT FUNDING ON
ELIGIBLE BOOTH REGISTRATION.

Registration closes on 29 April 2022.

Join the World's Largest Import Expo – Your Gateway to China Market and Beyond

The 5th China International Import Expo (CIIE)

Calling all Singapore businesses! Grab this opportunity to showcase and strengthen your brand internationally to professional buyers at CIIE, held from 5 – 10 November 2022 at National Exhibition and Convention Center, Shanghai, China.

SBF has led over 240 companies to participate in CIIE for the past 4 editions, with a total of **more than S\$78 million in sales value** generated for CIIE 2021. Participating companies will enjoy **business matching services** and extensive **publicity** through various channels (digital, social media, live streaming and more).

Find out more about Singapore's participation in CIIE - [CIIE 2019](#), [CIIE 2020](#) and [CIIE 2021](#).

We welcome companies from the following sectors to register for this exhibition:

- **Trade in Services** (ICT, banking & finance, logistics, engineering, education, infrastructure development related products or services, etc.)
- **Food & Agriculture Products** (food & beverages, snacks, confectionery, ready-to-eat, condiments, restaurants, etc.)
- **Consumer Goods** (beauty & cosmetics, gifts, household goods, maternal & child products, sports & outdoor leisure, fashion, etc.)

Click [HERE](#) to secure your CIIE 2022 booth now!



For more information:

<https://www.ciie.org/zbh/en/>

To register:

Scan the QR code above or
click [here](#)



For more enquiries:

market.cna@sbf.org.sg



Cost of participation:

**9sqm Standard Booth (incl.
space rental and construction):
USD3,000**

**Raw Space Rental (min. 36sqm):
USD330 per sqm**

Singapore Pavilion Organiser:



Supported by:

Supporting TAC:



Singapore Indian Chamber
of Commerce & Industry
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This Programme Will Help You:



Discover

Learn foundational concepts on Industry 4.0 and how successful transformation can take place across Businesses and Technologies



Improve

Resolve manufacturing issues and reduce reliance on foreign labour by maximising equipment utilisation and labour productivity



Redesign

Find out how new technology will impact your people, learn how to redesign jobs, and build training roadmaps to upskill employees

How do you Benefit?

- 6 week analysis with minimal disruption to your ongoing operations through free sensor and dashboard installation.
- Onsite assistance of pain points that help you make better decisions before implementing major changes.
- Receive a customised Roadmap based on insights for your Business, Technology and Organisation.
- Leverage on IHCI in sourcing for solution providers for sustainable implementation.

How much is it?

	SME	Non-SME
Usual price after Subsidy	\$6,325	\$18,975
Further savings after SFEC (Limited Time Only)	\$632.50	\$8,975

Upcoming Cohorts

7th cohort (May 2022)
8th cohort (Aug 2022)

Read Success Stories online

Business Times feature:
Avimac, Asia Enterprises,
Phoon Huat score
digitalisation success

Straits Times feature:
How Safety Innovators' second-gen boss is taking her old-school family business into the digital age



Want to find out more?

To sign up, email: ihci@sbf.org.sg

To learn more about the IHCI Enabler Programme, please scan the QR code on the right



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2022 YOU ARE INVITED!

Showcasing South Africa's Most Innovative Talent: Series A

DATE: 7 March 2022

TIME: 11h00 - 13h00 (GMT+4)

Investing in Africa's Early Stage Start-ups: Why the time is NOW!

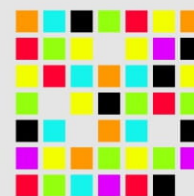
DATE: 10 March 2022

TIME: 11h00 - 13h00 (GMT+4)



REGISTER HERE!

You will access the sessions under the "Auditorium Booth" from the Event10X Platform on the day of the event.



SA INNOVATION SUMMIT.

Despite the COVID 19 pandemic, African startups are raising money at a record pace. The number of equity rounds went from 55 in 2015 to 359 in 2020, with a constant growth of the deals every year, celebrating more than 10 African unicorns and surpassing the \$3 billion invested in Africa ventures.

The SA Innovation Summit in Dubai will be an opportunity for investors worldwide to be better acquainted with the start-ups we supported, to learn about new markets and most importantly to learn more about the South African start-up landscape. So to get a crucial head start in the region, we encourage you to join us for a day of showcasing African talent as well as an online roundtable discussion "Investing in South Africa's Early-Stage Start-ups: Why the time is Now"

Top VC's from South Africa will discuss African opportunities to be unlocked and why this is one not to miss.

You are personally invited to join the conversation, participate in a deep dive question and answer session, find out how to get involved and connect with other professionals on the same journey.

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Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA



**SA INNOVATION
SUMMIT.**



Inspiring new ways

FRANCHISE COMPETENCY FRAMEWORK



The Franchise Competency Framework (FCF) was developed to assess the “Franchise Readiness” of a brand. Commence your first step towards international franchise recognition via a complimentary Franchise Diagnostic Assessment (FDA).

FRANCHISE DIAGNOSTIC ASSESSMENT

The FRANCHISE DIAGNOSTIC ASSESSMENT (FDA) was created to evaluate franchise readiness and capabilities of a company. The toolkit enables a company to identify competency gaps in their franchise system and areas of improvement.

It is a tiered framework with criteria and phases that allows a progressive elevation when competency areas have been worked on.



The FRANCHISE DIAGNOSTIC ASSESSMENT (FDA) 5 areas of competence

- 1 Track Record**
Tangible outcomes that the company derives from its franchising / licensing activities
- 2 Strategy**
Importance for companies to have clear strategies for essential components relevant to franchise / license initiatives
- 3 System**
How the company develops and put in place essential know-how transfer and business control systems relevant to the franchise / license
- 4 Branding & Marketing**
How the company builds and protects the brand and how it assists the franchisees / licensees to do so as well in its territory
- 5 Relationship & Communications**
How the company supports, communicates, resolves conflict and builds a win-win relationship with the franchisee / licensee

Supported By: **Enterprise
Singapore**

To register your interest in Franchise Diagnostic Assessment (FDA), please contact Thomas at +65 97680834. You can also email to thomas@flasingapore.org for more enquiries.

Course Code: TGS-2018503170

WSQ ESSENTIALS OF FRANCHISE MANAGEMENT (EFM)

(SYNCHRONOUS E-LEARNING) (22.5 HOURS)

Refer to email for course registration details.

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

COURSE DATE

- | | |
|---|--|
| <p>1</p> <p> VIRTUAL CLASS</p> <p>21-25 March 2022,
Mon-Fri
[Closing Date: 28 February 2022]</p> | <p>2</p> <p> VIRTUAL CLASS</p> <p>30 May-3 June 2022,
Mon-Fri
[Closing Date: 9 May 2022]</p> |
| <p>3</p> <p> VIRTUAL CLASS</p> <p>19-23 September 2022
Mon-Fri
[Closing Date: 29 August 2022]</p> | <p>4</p> <p> VIRTUAL CLASS</p> <p>5-9 December 2022
Mon-Fri
[Closing Date: 14 November 2022]</p> |

*min. 75% course attendance and full completion of assessment is required.

FRANCHISE MODELS & STRUCTURES:

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



▶ KEY TOPICS

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?

SCHEME A	SCHEME B	SCHEME C
SME, Non-SME, Individual ≥ 40 years old	Non-SME, Individual [Singaporean 21-39 years old]	Non-Singaporean, Non-Singapore PR
SME [Singaporean 21-39 years old]	Non-SME [Singapore PR ≥ 21 years old]	
SME [Singapore PR ≥ 21 years old]		

Amount Payable **\$399.60** Amount Payable **\$615.60** Amount Payable **\$1,155.60**

Note:

- All fees are before GST and applicable absentee payroll support.
- Individuals may utilise SkillsFuture Credit to offset part of the course fee.
- Full course fee (S\$1,080 before GST) is payable to training provider if the training grant application is unsuccessful or not approved by SSG.
- 75% minimum course attendance and full completion of assessment is required.
- Current Funding Validity Period: 25 Jan 2018 – 20 Oct 2022.

► OUR PAST PARTICIPANTS INCLUDE

- Business Owner & Entrepreneur
- Senior Management & Business Development Personnel
- Franchise Managers & Executives
- Support Personnel involved in Franchise Operations
e.g. Finance, Marketing, Purchasing
- Current & Aspiring Franchisee

“

This is a very useful course for those wanting to do franchising as the contents covered are relevant and practical. The trainer was very helpful to make sure the trainees understood the topic and repeated the contents if needed.

- Francis Low,
Director of SH F&K

”

“

The course was extremely insightful and in depth.

- Gim Thiam,
Director of Herald Learning Centre

”

“

The trainer was patient and had a good load of knowledge that was paced out quite well and I have definitely learnt something from this course.

- Emile,
Director of The Posture Lab

”

“

This is a very comprehensive "starter-kit" for anyone who is keen to embark on licensing and franchising for their business. It is also a great platform to network with similar industry partners.

- Wei Peng,
Director of Learning Sprouts

”



CALENDAR 2022

Courses

18 - 20 Jan

WSQ Franchise & Business Ownership

Career Conversion Programme (CCP)

Course training starts 9 Feb

Deadline for new hire application: 7 Jan (official job commencement)

Deadline for redeployment application: 17 Dec 2021

21 - 25 Mar

WSQ Essential Franchise Management

10 - 12 May

WSQ Franchise & Business Ownership

30 May - 3 Jun

WSQ Essential Franchise Management

Career Conversion Programme (CCP)

Course training starts 27 Jul

Deadline for new hire application: 1 Jul (official job commencement)

Deadline for redeployment application: 3 Jun

19 - 23 Sept

WSQ Essential Franchise Management

11 - 13 Oct

WSQ Franchise & Business Ownership

8 - 10 Nov

[New] Branding and Franchising

5 - 9 Dec

WSQ Essential Franchise Management

Career Conversion Programme (CCP)

Course training starts 8 Feb 2023

Deadline for new hire application: 2 Jan 2023 (official job commencement)

Deadline for redeployment application: 16 Dec

NOTES

* More events to be announced.

* Details subjected to changes.

Webinars/Workshops/Networking Sessions

10 Mar

Grow the Franchise Value of Your Business

24 Mar

AGM

THE BIG DAY

13 Apr

Is Franchising the Right Strategy for Your Business & Career

28 Apr

China (Market Insights & Franchise Potentials)

30 Jun

Grow the Franchise Value of Your Business

27 Jul

Vietnam (Market Insights & Franchise Potentials)

25 Aug

Is Franchising the Right Strategy for Your Business & Career

28 Oct

Japan (Market Insights & Franchise Potentials)

Business Matching/Tradeshows/Events

DON'T FORGET

April

FLA Awards Nomination



5 - 7 Aug

China Franchise Expo Shanghai

27 - 29 Oct

FLAsia & FLA Gala Dinner



3 - 5 Nov

Vietnam International Retail and Franchise (VIETRF) Show



CAREER CONVERSION PROGRAMME (CCP) FOR PROFESSIONAL EXECUTIVES – FRANCHISING & LICENSING TRACK

Reskilling & Redeploying PME Talent to support business recovery and growth post COVID-19

A timely and direct manpower support by Workforce Singapore to reskill, redeploy and create jobs as companies recover from COVID-19 crisis.

Businesses have transformed significantly; new business formats and operation procedures will need to be transferred to both local & overseas partners to ensure brand consistency.

This programme is administered by the Singapore National Employers Federation with training provided by the Franchising and Licensing Association (Singapore).

Target participants

- Existing PMET staff (current jobs made redundant)
- New hire (PMETs)

Job roles

- Franchise-brand/operation manager (placed within local or overseas market; in SG owned or overseas franchisees' operations)

Participants will go through 12 days or 96 hours of synchronous e-learning for 6 compulsory modules (conducted by FLA) & 3 months structured On-the-job training provided by employers.

Target Industries



Enrolment:

Singapore registered companies intending to reskill, redeploy and/or hire new staff for franchise related roles, do email tricia@flasingapore.org to indicate interest / check availability as there are limited placements available.

Our next intake in June is open!

**New hires joining companies from March 2022 to end May 2022 should fit within the quarter intake batch*

**Redeployment applications to be provided to FLA from March 2022 to mid May 2022*

**Subject to changes*

Training Grant and Salary Support

S/N	WSG's Funding to Employers	Standard Rate	Enhanced Rate
1.	Course Fee Grant	Up to 70% course fee funding	Up to 90% course fee funding (20% course fee top-up is funded by SkillsFuture Singapore for SME-sponsored SCs/PRs trainees under the Enhanced Training Support for SME or mature SC trainees aged 40 years and above under the Mid-Career Enhanced Subsidy).
2.	Salary Support	Up to 70% of monthly salary for CCP training duration (capped at \$4,000 per month)	Up to 90% of monthly salary for CCP training duration (capped at \$6,000 per month). For SC trainees who are unemployed and actively seeking employment for six months or more, and/or SC trainees aged 40 years and above in the year of commencement of CCP.

The Programme is open to all company-sponsored applicants who meet the following General Eligibility Criteria:

For Employers

- Registered or incorporated in Singapore with a valid Unique Entity Number (UEN) with Accounting and Corporate Regulatory Authority (ACRA);
- Offer a full-time PMET position related to a job role which the CCP is for, with a minimum fixed monthly salary of \$2,500 or more, and at least a 12-month employment contract;
- Must have the knowledge and capacity to provide structured on-the-job training for the candidate;
- Ensure that new hires cannot be:
 - A shareholder of the CCP company, or its related companies;
 - Related to the owner(s) of the company; and
 - Immediate ex-staff of the company or its related companies.
- Commit to CCP training arrangements for the trainees.

For New Hires

- Be a Singapore Citizen (SC) or Permanent Resident (PR) aged 21 years and above;
- New hires must have graduated or completed NS, whichever is later, at least two years at the point of application;
- Must be a newly hired PMET (i.e. not more than one (1) month from date of employment), and nominated by an eligible company for the CCP;
- Must not have prior working experience or in a similar job role in previous employment;
- Must not be a shareholder of the participating company, or its related companies;
- Must not be related to the owner(s) of the participating company; and
- Must not be immediate ex-staff of participating company and its related companies.

For Redeployment of Existing Staff

- The full-time job role must be at-risk of redundancy;
- Redeployed job role must be in franchising-related job roles;
- Be a Singapore Citizen or Permanent Resident aged 21 years and above;
- Must have graduated or completed NS, whichever is later, for at least two years prior at the point of application;
- Must not have prior working experience or be in a similar job role in previous employment;
- Must not be a shareholder of the CCP company, or its related companies;
- Must not be related to the owner(s) of the CCP company;
- Must be hired for at least one year at the company.

Please contact tricia@flasingapore.org or whatsapp 84484341 for enquiries on programme fee and curriculum/course details.

Programme Administrator

SNEF

Email: ccp@snef.org.sg Contact: 68276977

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