



新加坡全國商聯總會

THE FEDERATION OF MERCHANTS' ASSOCIATIONS, SINGAPORE

MCI (P) 001/09/2022 2022年9月 · 第17期

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新加坡小販座談會

SG Hawker Seminar 2022

第三屆新加坡小販座談會於2022年4月11日下午在淡濱尼新天地舉行，主題是“小販行業：克服逆境，堅持傳承”。大會主賓是永續發展與環境部兼交通部高級政務部長許連瑄博士。論壇成員是Timbre Group總經理Pauline Low、2021年第一屆新加坡小販獎得主張俊明和Filzah Miranti，主持人是總會助理秘書長李慶文。

座談會上也舉行第二屆新加坡小販獎的頒獎禮。本屆新加坡小販獎共收到126份提名表格，經過初選和決審

之後，產生最後15個得獎者。每個得獎攤位獲得500元現金獎。環境發展局也在頒獎禮上頒發與時俱進小販中心獎給下列十個小販中心(前五個是總會會員商聯會)：

亞歷山大村商聯會、文禮小販協會、錦茂巴剎商店聯誼會、兀蘭商聯小販聯誼會、丹戎巴葛坊小販熟食公會、茨園小販中心、巴西立中小販中心、義順公園小販中心、錫安路湖畔熟食中心、宏茂橋724巴剎。

(文轉第2頁)

第二屆新加坡小販獎得獎攤位

Winners of 2nd Singapore Hawkers Awards

小販文化傳承獎 Hawker Heritage Award

海南小吃Hainan Cuisine & Snacks (Blk 22 Toa Payoh Lorong 7)

西得利Xi De Li (Blk 448 Clementi Ave 3)

友記家傳鴨飯Yu Kee Duck Rice (Blk 84 Marine Parade Central)

Inspirasi (Blk 208B New Upper Changi Road)

Western Barbeque (Blk 51 Old Airport Road)



小販文化傳承獎的五位得獎者

The five winners of the Hawker Heritage Award

(文接封面)

The 3rd SG Hawker Seminar themed “Sustaining the Hawker Trade through Uncertain Times” was held at Our Tampines Hub on 11 April 2022. The Guest of Honour was Dr Amy Khor, Senior Minister of State for Sustainability and the Environment and Senior Minister of State for Transport. The panelists for the panel discussion were: Ms Pauline Low, General Manager of Timbre Group; Ms Jimmy Teo and Mdm Filzah Miranti, winners of 1st Singapore Hawkers Awards. The moderator was Mr Jon Lee, Asst. Executive Director of FMAS.

The prize presentation ceremony of the 2nd Singapore Hawkers Awards was held during the above seminar.

There was a total of 126 nominees and 15 stalls

emerged as the final winners after the preliminary and final rounds of judging. The National Environment Agency also presented ten Progressive Hawker Centre Awards to the following hawker centres where the first five are member associations of FMAS:

Alexandra Village Business Association, Boon Lay Hawkers' Association, Ghim Moh Market & Shops Merchants Association, Woodlands Town Centre Merchants' Association, Tanjong Pagar Plaza Market and Cooked Food Centre Association, Ci Yuan Hawker Centre, Pasir Ris Central Hawker Centre, Yishun Park Hawker Centre, Zion Riverside Food Centre and Ang Mo Kio Blk 724 Hawker Centre.

(文转第4页)

征收广告 Advertisement Space For Sale

新加坡全国商联会总会的《会讯》第18期预计在2023年9月间出版，目前正在征收广告，全版全彩色广告，非会员商家或官方机构收费1000元，会员商联会及属下的会员商贩则收优惠价800元。

有意刊登广告者，请在2023年6月15日之前，联系总会高级项目经理张森林(电话：6741 4670或9833 7113，电邮：sumlimteo@fmas.org.sg)。广告版本的内容由商家负责制作，在2023年7月15日之前呈交广告美术稿。广告内容必须符合新加坡广告标准局的规定。如果需要总会的《会讯》印刷商协助制作广告美术稿，则每个全版全彩色的广告制作收费是500元，并请在2023年6月15日之前，呈交广告材料(文字、照片和商标等)给张先生。

Issue 18 of the FMAS Newsletter is scheduled to be published in September 2023 and its advertisement space is for sale

now. A full-page full-colour advertisement for non-member merchants and Government agencies is charged at \$1000, and for member associations or their member shops and hawkers, it is at a discounted rate of \$800. If you are interested in advertising, please contact our Senior Project Manager, Mr Teo Sum Lim (Tel: 6741 4670 or 9833 7113, Email: sumlimteo@fmas.org.sg) by 15 June 2023. The advertisers have to provide the actual size, high-resolution PDF (minimum 300 dpi) file to Mr Teo by 15 July 2023. The standards of the Advertising Standards Authority of Singapore (ASAS) must be adhered to. If you require services from the FMAS appointed printer for producing the advertisement artwork, the production fee for each page is \$500, and the advertisers have to submit advertisement materials (texts, photos and logos etc) to Mr Teo by 15 June 2023.

全版全彩色广告收费

Full-page Full-colour Advertisement Cost

| | | | |
|--------------------------------------------------------------------------------------------------|-------|-------------------------------------------------------------------------------------|--------|
| 新加坡全国商联总会会员商联会 及属下的会员店、小贩会员 FMAS member associations and their member shops and hawkers | \$800 | 非新加坡全国商联总会会员商联会 及官方机构 Non-FMAS member associations and Government agencies | \$1000 |
|--------------------------------------------------------------------------------------------------|-------|-------------------------------------------------------------------------------------|--------|

*广告制作费每页500元 Advertisement production fee at \$500 per page

Contents

目录

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 新加坡小贩座谈会 SG Hawker Seminar 2022</p> <p>5 渐进式薪金模式分享会 Sharing on PWM</p> <p>财政预算案对话会 Post-Budget Dialogue</p> <p>邻里研究调查 Heartland Study</p> <p>社理会邻里购物券推介会 CDC Vouchers Scheme</p> <p>6 总会第17届理事会选出 FMAS 17th EXCO Members Elected</p> <p>7 我们的会员 FMAS Member Associations</p> <p>8 新加坡邻里企业峰会圆满举行 Singapore Heartland Enterprise Summit 2022</p> <p>10 新加坡邻里企业之星奖圆满举行 Singapore Heartland Enterprise Star Award 2021</p> <p>穿街走巷访邻里 Heartland Explorer Series</p> <p>到韩国取经 Business Mission Trip</p> | <p>12 邻里节活动 Heartland Festival</p> <p>13 吃喝购物在邻里 Heartland Tourism</p> <p>14 迎接外宾访邻里 Overseas Visitors</p> <p>企业提升讲座 Workshops</p> <p>15 参与亚洲餐馆行业展 Participated in Restaurant Asia</p> <p>小贩歌《我们的饭厅》面世 Hawker Song "Our Dining Hall"</p> <p>分发雅培样本奶粉给小贩 Abbott Ensure Kits for hawkers</p> <p>16 数码转型的小型巴刹 Digital transformation for a mini-mart</p> <p>17 勇于创新的小贩 Innovative Hawker</p> <p>18 属会活动一览 Members' Activities</p> |
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(文接第2页)

创业精神小贩奖 Enterprising Hawker Award

小鸽子甜品屋 Dove Desserts (Blk 22 Toa Payoh Lorong 7)

蕉财海鲜 Jiao Cai Hotplate BBQ/Seafood (Yishun Park Hawker Centre)

粿好吃 Kueh Ho Jiak (Blk 6 Tanjong Pagar Plaza)

Lagoon In A Bowl (Amoy Street Food Centre)



创业精神小贩奖的四位得奖者
The four winners of the Enterprising Hawker Award

潜力小贩奖 Promising New Hawker Award

马来风光椰浆饭 97 Nasi Lemak (Blk 51 Old Airport Road)

无头师 The Headless Baker (Blk 20 Ghim Moh Road)

一联串 Volk (Taman Jurong Food Centre)

Brostern (Ci Yuan Hawker Centre)

Mad Roaster (Amoy Street Food Centre)

O'Brain Express (Hawker Centre @ Our Tampines Hub)



潜力小贩奖的六位得奖者
The six winners of the Promising New Hawker Award

渐进式薪金模式分享会 Sharing on PWM

2022年9月19日，新加坡邻里企业中心、新加坡人力部、全国职工总会U关怀中心、新加坡零售管理学院和新加坡劳动力发展局，联办一场线上分享会《零售业的渐进式薪金模式》。大会主宾是白沙一榜鹅集选区国会议员、零售业劳资政工作组主席、全国职工总会中小企业协作平台署长杨浣凌。演讲嘉宾是：人力部工作场所政策及策略助理司长蔡智忠和副司长唐嫚伶、全国职工总会U关怀中心副署长林碧玲、新加坡零售业管理学院业务发展顾问陈惠敏、劳动力发展局经理张安琪。

On 19 September 2022, HECS, Ministry of Manpower (MOM), NTUC U Care Centre, Singapore Institute

For Retail Studies (SIRS) and Workforce Singapore jointly organised an online sharing session on "Progressive Wage Model for Retail Industry". The Guest of Honour was Ms Yeo Wan Ling, Member of Parliament for Pasir Ris-Punggol GRC, Chair of Tripartite Cluster for Retail Industry and Director of U SME, NTUC. The speakers were Mr Timothy Chua and Ms Tong Mun Ling, Assistant Director and Deputy Director of Workplace Policy & Strategy Division of MOM respectively; Ms Phyllis Lim, Deputy Director of NTUC U Care Centre; Ms Celeste Tan, Business Development of SIRS and Ms Shirley Cheong, Manager of Workforce Singapore.

财政预算案对话会 Post-Budget Dialogue

2022年3月14日，总会在终身学习学院主办2022年财政预算案对话会，主宾是刘燕玲政务部长，主讲人是新加坡RSM合伙人戴恩德。论坛主持人是总会会长杨向明BBM，成员包括：刘燕玲政务部长、戴恩德、新加坡邻里企业中心主席郭庭水PBM。

Organised by FMAS, a post-budget dialogue session was held at Lifelong Learning Institute on 14 March

2022. The Guest of Honour was Minister of State Ms Low Yen Ling, and the speaker was Mr Tay Woon Teck, Partner of RSM Singapore. Moderator of the panel discussion was FMAS President Mr Yeo Hiang Meng BBM, and the panelists were Ms Low Yen Ling, Mr Tay Woon Teck and Mr Kwek Theng Swee PBM, Chairman of Heartland Enterprise Centre Singapore.

邻里研究调查 Heartland Study

2022年4月12日，以杨向明会长为首的总会代表团，出席与国家发展部长李智陞、国家发展部兼外交部高级政务部长沈颖、建屋发展局职员等人进行的一场闭门对话会，以反映邻里商家所面对的问题。这场对话会是在国家发展部大厦举行。

2022年5月9日，以杨会长为首的总会代表团，出席在建屋发展局礼堂举行的一场讲解与分享会，讲解员是建屋发展局委任的调查公司BlackBox职员。总共有20多位总会会员代表出席，交流意见。

On 12 April 2022, a FMAS delegation led by President Mr Yeo Hiang Meng BBM, attended a closed-door

dialogue session with Mr Desmond Lee, Minister of National Development, Ms Sim Ann, Senior Minister of State for National Development and Foreign Affairs and officers from Housing and Development Board to reflect and discuss the problems faced by heartland businesses. This session was held at the National Development Building.

On 9 May 2022, a FMAS delegation headed by Mr Yeo, attended a sharing session at HDB auditorium on heartland issues with BlackBox, a survey company appointed by HDB. More than 20 member representatives of FMAS attended this session and exchanged opinions.

社理会邻里购物券推介会 CDC Vouchers Scheme

2021年12月13日，总会会长杨向明BBM受邀出席新加坡李显龙总理担任主宾的“社理会邻里购物券计划”推介仪式；2022年5月11日，杨会长受邀出席财政部长黄循财担任主宾的新一轮社理会邻里购物券计划推介仪式。出席这两个推介仪式上的嘉宾同样是五位市长：中区市长潘丽萍、西南区市长刘燕玲、西北区市长任梓铭、东南区市长阙贺米、东北区市长朱倍庆，以及人民协会总执行理事长林福有。

On 13 December 2021, FMAS President Mr Yeo Hiang Meng BBM was invited to attend the launch of CDC Vouchers Scheme where Prime Minister Lee Hsien Loong

was the Guest of Honour. On 11 May 2022, Mr Yeo was invited to attend the launch of another tranche of CDC Vouchers Scheme where Finance Minister Lawrence Wong was the Guest of Honour. The guests of these two launches were inclusive of five mayors of Singapore, Ms Denise Phua Lay Peng, Mayor of Central Singapore District; Ms Low Yen Ling, Mayor of South West District; Mr Alex Yam, Mayor of North West District; Mr Mohd Fahmi Aliman, Mayor of South East District and Mr Desmond Choo, Mayor of North East District, and Mr Lim Hock Yu, Chief Executive Director of People's Association.

新加坡全国商联总会第17届理事会

FMAS 17th Executive Committee (2022 ~ 2024)

| 职位 Title | 姓名 Name |
|------------------------------|---------------------------------------|
| 会长 President | 杨向明BBM Mr Yeo Hiang Meng BBM |
| 副会长 Vice Presidents | 郭秋平BBM(L) Mr Kuek Chiew Peng BBM(L) |
| | 魏静君BBM Mdm Karney Ngai Ching Kwan BBM |
| | 刘福记PBM Mr Anthony Low Hock Kee PBM |
| | 洪启强 Mr Andy Hoon Kee Kiong |
| | 林咏福 Mr Lim Eng Hock |
| 总务 Hon Secretary | 林海德 Mr Lim Hai Teck |
| 副总务 Asst Hon Secretary | 王雅凉 Mdm Joyce Ong |
| | 吴启榕 Mr Bobby Ng Qi Rong |
| 财政 Treasurer | 杨德才 Mr Yong Teck Chai |
| 副财政 Asst Treasurer | 蔡为明 Mr Chua Wui Meng |
| 英文书 Correspondence (English) | 许财源PBM Mr Steven Koh Chye Ghuan PBM |
| 中文书 Correspondence (Chinese) | 邓福祥 Mr Tang Fook Cheong |
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| 副交际 Asst Liaison Officer | 林玉铭PBM Mr Lim Gek Meng PBM |
| 福利 Welfare Officer | 孙嘉和PBM Mr Francis Swee Kay Hoe PBM |
| 副福利 Asst Welfare Officer | 刘子福 Mr Low Cher Hock |
| 委员 Committee Members | 谢赛英 Mdm Chia Sai Im |
| | 吴添水 Mr Goh Thiam Chwee |
| | 张文俊 Mr Eric Teo Boon Chuen |
| | 蔡逢惠 Ms Faye Sai Feng Hui |
| 查账 Auditors | 郑春义医生PBM Dr Tay Choon Nghee PBM |
| | 张清心 Mdm Teo Cheng Sim |

四个委员会的主席职位

Chairmen of the 4 Sub-committees

| 委员会 Committee | 主席 Chairman |
|--------------------------------------------------------------|------------------------------------|
| 小贩部 Hawker Division | 刘福记PBM Mr Anthony Low Hock Kee PBM |
| 会员及招募委员会 Membership & Recruitment Committee | 林海德 Mr Lim Hai Teck |
| 邻里企业宣导及奖项委员会 Heartland Enterprise Outreach & Award Committee | 洪启强 Mr Andy Hoon Kee Kiong |
| 邻里商务数码化委员会 Heartland Merchant Digitalisation Committee | 王雅凉 Mdm Joyce Ong |

我们的会员 FMAS Member Associations

- 新加坡大巴窑中心商联会
The Singapore Toa Payoh Central Merchants Association
- 文礼小贩协会
Boon Lay Hawkers' Association
- 文礼商联会
Boon Lay Merchants Association
- 碧山商联会
Bishan Merchants Association
- 亚历山大村商联会
Alexandra Village Business Association
- 裕华区31街商店小贩联谊会
Yuhua Constituency Street 31 Shop-Proprietors & Hawkers Association
- 金文泰镇商联会
Clementi Town Shop-Owners' Association
- 百胜楼商联会
Bras Basah Complex Merchants' Association
- 新加坡勿洛中心商联会
Singapore Bedok Town Centre Merchants' Association
- 芽笼东中心商贩联谊会
Geylang East Centre Merchants' Association
- 维多利亚街批发中心商联会
Victoria Street Wholesale Centre Merchants' Assn
- 忠邦城商贩联谊会
Chong Pang City Merchant and Hawker's Association
- 文庆路上段小贩与商店联谊会
Upper Boon Keng Road Stallholders and Shopowners Association
- 宏茂桥区商联会
Ang Mo Kio Constituency Merchant's Association
- 牛车水大厦小贩商联会
Chinatown Complex Hawkers Association
- 后港村商联会
Hougang Village Merchants' Association
- 丹戎巴葛坊商联会
Tanjong Pagar Plaza Traders' Association
- 珍珠百货商场联合会
People's Park Traders Association
- 武吉甘柏商联会
Bukit Gombak Traders' Association
- 裕廊镇商店及小贩联谊会
Jurong Town Shop-Proprietors & Hawkers' Association
- 厦门街熟食中心小贩商联会
Amoy Hawkers' Association
- 丰加商店联谊会
Hong Kah Shop-Proprietors' Association
- 蔡厝港商联会
Chua Chu Kang Merchants' Association
- 宏茂桥第四道N1商贩联谊会
Ang Mo Kio Avenue 4 (Neighbourhood 1) Shopkeepers' and Hawkers' Association
- 宏茂桥628小贩联谊会
Ang Mo Kio Blk 628 Hawkers Association
- 阿逸拉惹商店及小贩商联会
Ayer Rajah Constituency Shopowners and Hawkers Association
- 勿洛北538小贩及吧刹商联会
Bedok 538 Hawkers' and Merchants' Association
- 勿洛北216熟食中心暨巴刹小贩联谊会
Bedok North 216 Food Centre and Market Hawkers' Association
- 武吉知马巴刹小贩联谊会
Bukit Timah Market Hawkers' Association
- 金文泰中心巴刹小贩联合会
Clementi Centre Market Hawkers' Association
- 联邦弯商联会
Commonwealth Crescent Stallholders and Shopkeepers Association (CCSSA)
- 18到21马西岭商店小贩联谊会
18 to 21 Marsiling Merchants' and Hawkers' Association
- 锦茂巴刹商店联谊会
Ghim Moh Market & Shops Merchants Association
- 海格路小贩与商店联谊会
Haig Road Hawkers and Merchants Association
- 如切坊商联会
Joo Chiat Complex Traders' Association
- 裕廊东24街商联会
Jurong East Street 24 Shopholders' Association
- 裕廊东商业城联谊会
Jurong East Town Centre Merchant Association
- 高文城商联会
Kovan City Merchants' Association
- 麦波申循环商店联谊会
Macpherson Circuit Merchants Association
- 马林百列商联会
Marine Parade Merchants' Association
- 美玲 / 史德林商联会
Mei Ling / Stirling Business Association
- 义顺岭N4商联会
Nee Soon Link N4 Merchants' Association
- 拉丁马士小贩商店联谊会
Radin Mas Hawkers' And Merchants' Association
- 实龙岗北商联会
Serangoon North Merchants' Association
- 沈氏坊 / 沈氏通道小贩与商店联谊会
Sims Place / Drive Stallholders & Shop Owners Association
- 淡滨尼N2商联会 (2018)
Tampines N2 Merchants Association (2018)
- 淡滨尼N4商店及小贩联合会
Tampines N4 Shop & Hawker Association
- 淡滨尼十一街小贩暨商店联谊会
Tampines Street 11 Hawkers & Merchants Association
- 淡滨尼西区商联会
Tampines West Merchants' Association
- 丹戎巴葛坊小贩熟食公会
Tanjong Pagar Plaza Market and Cooked Food Centre Association
- 大芭窑七巷商店市场联谊会
Toa Payoh Lorong 7 Shopkeepers & Market Association
- 维斯达坊548商联会
Vista Point 548 Merchant Association
- 白沙西厦商联会
West Plaza Merchants' Association
- 兀兰商联小贩联谊会
Woodlands Town Centre Merchants' Association
- 杨厝港商联会
Yio Chu Kang Merchants Association
- 义顺中商联会
Yishun Central Merchant Association

新加坡邻里企业峰会圆满举行

Singapore Heartland Enterprise Summit 2022



在过去主办七届新加坡邻里企业座谈会的基础上，2022年6月28日，总会主办的新加坡邻里企业峰会在建屋发展局礼堂成功举行。今年的峰会主题是“跨越邻里，求变求新”，大会主宾是国家发展部长李智陞，总会杨向明会长致欢迎词。主讲嘉宾兼论坛成员是老曾记主席韩权元、SK Jewellery非执行主席拿督斯里林雍杰博士BBM，论坛成员包括韩权元、林雍杰、老曾记总裁林照壹、杏和堂参茸药行副总裁李振祥，论坛主持人是总会会务顾问周沫丽。峰会出席者近500人。

2022年邻里创新挑战的成绩也在峰会上揭晓。今年的邻里创新挑战分为商联会和邻里企业两组，每组各有三名优胜的大专学府队伍。第一名可获1000元现金奖，第二名可获500元现金奖，第三名可获300元现金奖。

获得商联会组的前三名大专学府及参与商联会：

- 第一名：** 工艺教育学院中区学院 (新加坡大巴窑中心商联会)
- 第二名：** 工艺教育学院中区学院 (武吉甘柏商联会)
- 第三名：** 南洋理工学院 (淡滨尼西区商联会)

获得邻里企业组的前三名大专学府及参与商家：

- 第一名：** 南洋理工学院 (新水小型巴刹)
- 第二名：** 淡马锡理工学院 (The Denzy Collective)
- 第三名：** 义安理工学院 (彩虹渔业私人有限公司)

新加坡邻里企业峰会举办前，总会与策略性伙伴联办一系列的活动，以增强邻里商家的营销能力。





General Advisor of FMAS. Close to 500 attendees attended the summit.

Prize presentation ceremony for Heartland Innovation Challenge (HIC) 2022 was held in conjunction with the summit. This year's HIC was inclusive of Merchants' Associations Group and Heartland Enterprises Group. There were three winning student teams for each group, \$1000 cash prize for the 1st-prize winning team and \$500 and \$300 cash prizes for the 2nd- and 3rd-prize winning teams respectively.

The three winning student teams and participants for Merchants' Associations Group:

- 1st Prize:** ITE College Central (The Singapore Toa Payoh Central Merchants Association)
- 2nd Prize:** ITE College Central (Bukit Gombak Traders' Association)
- 3rd Prize:** Nanyang Polytechnic (Tampines West Merchants' Association)

The three winning student teams and participants for Heartland Enterprises Group:

- 1st Prize:** Nanyang Polytechnic (Sin Chwee Mini Mart)
- 2nd Prize:** Temasek Polytechnic (The Denzy Collective)
- 3rd Prize:** Ngee Ann Polytechnic (Rainbow Fish Industries Pte Ltd)

Before the summit, FMAS jointly organised a series of activities aimed to enhance the capabilities of the heartland enterprises.

On 8 March and 11 May 2022, FMAS and Perun Consultants Limited jointly organised a business advisory workshop, namely "Uplift the performance of your company", held at FMAS office.

On 18 May 2022, FMAS and Select Group Pte Ltd jointly organised a learning journey at Select Group's building. Mr Vincent Tan BBM, Managing Director of Select Group, led the visitors to tour their central kitchen and shared perspectives and learnings on their kitchen operations automation, staff training on digitalisation as well as business regionalization and expansion. In addition, Mr Vincent Tan also shared how Select Group strategically reacted to the impact of Covid-19 in the past two years to continue to sustain and grow their business despite trying times.

On 10 June 2022, FMAS and Singapore Institute of Retail Studies (SIRS) jointly organised a workshop on "Tap into the Power of Instagram for Selling" at Lifelong Learning Institute.



2022年3月8日和5月11日，总会与培信管理咨询有限公司在总会会所联办名为《提升公司的业绩表现》的工作坊。工作坊旨在提升中小企业主的业务策划能力。

2022年5月18日，总会与胜乐集团私人有限公司联办，在该公司举行一场商务学习之旅。胜乐集团董事经理陈祖坤BBM带领出席者参观该公司的中央厨房，并与出席者分享该公司在厨房自动化、营运自动化、职员数码化训练、业务区域化的经验，以及在两年冠病疫情冲击下的变通策略。

2022年6月10日，总会与新加坡零售业管理学院在终身学习学院联办名为《如何运用Instagram营销》的工作坊。

With the experiences of organising seven editions of Singapore Heartland Enterprise Seminar in the past, FMAS successfully organised Singapore Heartland Enterprise Summit (SHES) 2022 at HDB Auditorium on 28 June 2022. The theme for this year's SHES was "Leapfrogging from the Heartlands". The Guest of Honour was Mr Desmond Lee, Minister for National Development. FMAS President Mr Yeo Hiang Meng delivered the welcome speech. The distinguished speakers cum panelists were Mr Han Keen Juan, Chairman of Old Chang Kee Ltd and Dato' Sri Dr Peter Lim BBM, Non-Executive Chairman of SK Jewellery. The panelists included Mr William Lim, Chief Executive Officer of Old Chang Kee Ltd and Mr Lee Chin Siong, Vice-President of Heng Foh Tong Medical Hall. The moderator for panel discussion was Ms Chew Mok Lee,



新加坡邻里企业之星奖圆满举行 Singapore Heartland Enterprise Star Award 2021



2021年12月20日，新加坡全国工商联总会主办、《联合晚报》联办的新加坡邻里企业之星奖，在醉花林俱乐部举行颁奖礼。奖项主题是“共创新程，越战越勇”，大会主宾是贸工部兼文化、社区及青年部政务部长刘燕玲。

共有40个商家参加2021年新加坡邻里企业之星奖，其中，34个商家参加优秀企业组别，参加卓越企业组别和经典企业组别的商家各有三个。

评审结果，在优秀企业组别的角逐中，五个最高荣誉之星奖的得主是：1728牙科诊所(最佳顾客服务)、新水小型巴刹(最佳营销)、慈素素食餐馆(最佳视觉营销)、AJ Delights(最具特许经营潜力)、彩虹鱼业私人有限公司(最佳创意)。

在卓越企业组别中，长城集团私人有限公司获得运营卓越奖，Origin BeeChoo Herbal Hair Care Pte Ltd获得品牌卓越奖，爱尚花礼获得视觉艺术卓越奖。

此外，共有五个商家登上名人榜：慧师傅国际专业风水、Origin BeeChoo Herbal Hair Care Pte Ltd、Axe Factor Pte Ltd、酵素360、戴士福商学院。

参加经典企业组别的是：豐友公司、金山岭饮食集团、全富贸易私人有限公司。他们的公司成立了至少25年。

Organised by FMAS and co-organised by Lianhe Wanbao, Singapore Heartland Enterprise Star Award (SHESA) 2021's award presentation ceremony was held on 20 December 2021 at Chui Huay Lim Club. The theme

for the award was “Emerge Stronger Together Enabled by Innovation”. The Guest of Honour of the event was Ms Low Yen Ling, Minister of State, Ministry of Trade and Industry and Ministry of Culture, Community and Youth.

There were 40 merchants who participated in the award, of which, 34 took part in Promising Enterprise Category and three each participated in Luminary Enterprise Category and Heritage Enterprise Category respectively.

After the judging processes, five overall winners of the Promising Enterprise Category were: 1728 Dental Practice (Ang Mo Kio) Pte Ltd (Best Customer Service), Sin Chwee Mini Mart (Best Marketer), Leaf Corner Pte Ltd (Best Visual Merchandising), AJ Delights (Most Franchisable) and Rainbow Fish Industries Pte Ltd (Most Innovative).

As for Luminary Enterprise Category, the three award recipients were: Chang Cheng Group Pte Ltd (Operational Excellence), Origin BeeChoo Herbal Hair Care Pte Ltd (Brand Excellence) and The Royal Gifts & Floral International Pte Ltd (Visual Art Excellence).

In addition, there were five participants whom entered Hall of Fame: Hui Master International Geomancy Pte Ltd, Origin BeeChoo Herbal Hair Care Pte Ltd, Axe Factor Pte Ltd, Nature 360 Pte Ltd and TSF Academy Pte Ltd.

The three participants in Heritage Enterprise Category were: Hong & Friends Company, Kim San Leng Food Centre and Quan Fu Trading Pte Ltd. They have been established for more than 25 years.

穿街走巷访邻里 Heartland Explorer Series

新加坡邻里企业中心与《新明日报》联办的“穿街走巷访邻里”在2022年6月推出，并获得总会会员商联会的踊跃支持，参与的会员商联会包括亚历山大村商联会、文庆路上段小贩与商店联谊会、实龙岗北商联会、裕华区31街商店小贩联谊会、芽笼东中心商贩联谊会、蔡厝港商联会、淡滨尼西区商联会等。

每个参与的会员商联会都会获得《新明日报》的全版报道，由特约记者采访该邻里的商家，并获得一个相关的视频制作。

Jointly organised by Heartland Enterprise Centre Singapore and Shin Min Daily News, the Heartland Explorer Series were launched in June 2022 with the support of FMAS member associations, inclusive of Alexandra Village Business Association, Upper Boon Keng Road Stallholders and Shopowners Association, Serangoon North Merchants' Association, Yuhua Constituency Street 31 Shop-Proprietors & Hawkers Association, Geylang East Centre Merchants' Association, Chua Chu Kang Merchants' Association and Tampines West Merchants' Association etc.

Each participating member association was entitled to a full-page advertisement placed in Shin Min Daily News with interview sessions conducted in their precincts as well as a relevant video clip produced for that association.



到韩国取经 Business Mission Trip



金龙、会员温赞情、武吉甘柏商联会副会长钱进扬、淡滨尼西区商联会会长洪金强PBM、总务林志陞。

Enterprise Singapore (ESG) organised a Heartland Enterprise Business Mission Trip to Korea from 24 to 28 July 2022. The delegation members were from ESG, Housing and Development Board, Heartland Enterprise Centre Singapore (HECS) and FMAS. The representatives from FMAS were President Mr Yeo Hiang Meng BBM, FMAS Executive Director cum HECS Centre Director Mr Lai Cheng Yi, Ang Mo Kio Constituency Merchant's Association Chairman Mr Ho Kim Long

2022年7月24日至28日，企业发展局组织一个邻里企业考察团前往韩国考察，团员来自企业发展局、建屋发展局、新加坡全国商联总会、新加坡邻里企业中心。总会成员包括杨向明会长BBM、总会秘书长兼新加坡邻里企业中心主管赖承毅、宏茂桥区商联会会长何

and Member Ms Won Zan Qing Keidi, Bukit Gombak Traders' Association Vice-Chairman Mr Chee Chin Young, Tampines West Merchants' Association Chairman Mr Ang King Keong PBM and Honorary Secretary Mr Kelvin Lim Chee Seng.



邻里节活动

Heartland Festival

2021年11月28日，新加坡邻里企业中心主办、总会和企业发展局支持的第一届邻里节，在勿洛心动大厦举行开幕礼。副总理兼经济政策统筹部长王瑞杰主持仪式，特别嘉宾是国家发展部兼外交部高级政务部长沈颖，贸工部兼文化、社区及青年部政务部长刘燕玲。

邻里节是本地首个全岛邻里庆祝活动，旨在通过各种活动和鼓舞人心的故事，希望包括年长者和年轻人在内的公众人士都能建立起共识，让邻里成为他们生活、工作、购物和娱乐的去处。在邻里节期间，公众人士可在“吃、购物、玩乐、庆祝”的四个主题下，参与一系列线上和线下活动。为了鼓励大家在邻里消费，公众人士也有机会参加幸运抽奖，赢取丰富奖品。

邻里节得到昇菘集团有限公司、NETS、长城集团私人有限公司和Fruits Vending Pte Ltd等的慷慨赞助，并获得建屋发展局和社区发展理事会的大力支持。

总共有36个商联会和小贩协会参加邻里节的活动，活动包括：十场尽情购物竞赛和大决赛、五场终极食物挑战和大决赛、五场邻里旅游、五场遇见吉祥物水獭、摄影比赛等。

第一届邻里节在2022年2月20日于终身学习学院举行闭幕礼，主宾是沈颖高级政务部长和刘燕玲政务部长。

Organised by Heartland Enterprise Centre Singapore and supported by FMAS and Enterprise Singapore, the opening ceremony for the inaugural Heartlands Festival was held at Heartbeat@Bedok on 28 November 2021. Guest of Honour for the event was Mr Heng Swee Keat, Deputy Prime Minister and Coordinating Minister for Economic Policies, and the Special Guests were Ms Sim



Ann, Senior Minister of State for National Development and Senior Minister of State for Foreign Affairs and Ms Low Yen Ling, Minister of State for Trade and Industry and Minister of State for Culture, Community and Youth.

Heartlands Festival was the first local community event held across the island. Through various physical and digital activities as well as a lucky draw, the festival aimed to increase footfall and encourage spending in the heartlands. At the same time, the festival hopes to build mindshare among Singaporeans that our heartlands is the go-to place to eat, shop, play and celebrate.

Heartlands Festival was sponsored by Sheng Siong Group Ltd, NETS, Chang Cheng Group Pte Ltd and Fruits Vending Pte Ltd etc. It was also supported by the Housing and Development Board and Community Development Council.

There were a total of 36 merchants' and hawkers' associations participated in Heartlands Festival. Its events included ten contests of Shop-Your-Hearts-Out and the final, five sessions of Ultimate Food Challenge and the final, five mini heartland tours, five sessions of Meet-The-Otters and photography contests.

Closing ceremony for the festival was held at Lifelong Learning Institute on 20 February 2022. The Guests of Honour were Ms Sim Ann and Ms Low Yen Ling.

吃喝购物在邻里 Heartland Tourism

2021年12月26日，新加坡邻里企业中心与《联合早报》联办邻里旅游：“吃喝购物在邻里”系列活动的第五条路线武吉甘柏。96名团员在导游的带领下，分成六组乘搭三辆敞篷旅游巴士游览武吉甘柏多个景点，再到芽笼士乃逛具有马来特色的商店，品尝美食。贸工部兼文化、社区及青年部政务部长刘燕玲亲自带领团员走访好山好水的小桂林、具有浓厚历史的福特博物馆、铁道走廊和武吉甘柏邻里中心。

第二轮邻里旅游第一条路线始于2022年5月8日的金文泰镇中心和金文泰中心小贩中心，金文泰中心巴刹小贩联合会为每位访客提供总值10元的餐券。

第二条路线是2022年6月5日的珍珠百货商场和百胜楼。惹兰勿剎集选区国会议员兼中区长潘丽萍当天莅临百胜楼，与民同欢。百胜楼当天下午也举行阔别多年的新谣演唱会。

第三条路线是2022年9月24日的历史悠久的丹戎巴葛坊及其熟食中心，以及牛车水大厦。杨莉明部长当天莅临现场，与民同乐。

On 26 December 2021, Heartland Enterprise Centre Singapore and Lianhe Zaobao jointly organised the fifth route of the Heartland Tourism at Bukit Gombak. A total of 96 participants were divided into six groups and took three open-top tourist buses to explore the various attractions of



Bukit Gombak, and then went to Geylang Serai to shop and taste the Malay specialties. Minister of State Ms Low Yen Ling led the tour participants to visit the fascinating “Little Guilin”, the Ford Museum with historical stories, the Railway Corridor and Bukit Gombak neighbourhood centre.

Second series of Heartland Tourism started with Clementi Town Centre and Clementi Centre Market and Food Centre held on 8 May 2022. Free dining vouchers worth \$10 were given to each visitor by Clementi Centre Market Hawkers' Association.

The second route was held on 5 June 2022 at People's Park Centre and Bras Basah Complex. Ms Denise Phua, Member of Parliament for Jalan Besar GRC and Mayor of Central Singapore District, graced the event at Bras Basah Complex, and the long-lost Xinyao Music Performance session was also held at the complex on the same day.

The third route was held at the historic Tanjong Pagar Plaza and its cooked food centre and Chinatown Complex on 24 September 2022. This event was graced by Minister Josephine Teo.



迎接外宾访邻里 Overseas Visitors



2022年6月21日，宏茂桥区商联会和新加坡邻里企业中心共同迎接企业发展局所安排的20多位外国业务发展经理，协助他们在宏茂桥中心寻访邻里，并与邻里商家和商联会代表们交流。

On 21 June 2022, Ang Mo Kio Constituency Merchant's Association and Heartland Enterprise Centre Singapore jointly received more than twenty overseas business development managers arranged by Enterprise Singapore. The guests were also invited to visit and have a sharing session with the heartland enterprises at Ang Mo Kio central and the representatives of the association.

企业提升讲座 Workshops

总会和新加坡邻里企业中心从2021年12月至今所主办的企业提升讲座如下。这些讲座在于增进邻里商家的知识。

The following table highlights the workshops organised by FMAS and HECS to improve the knowledge of heartlands merchants.

| Date 日期 | Topic 课题 | Partner Organisation 联办机构 | Speakers and/or Panelists 主讲者及 / 或论坛成员 |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Webinars 线上讲座 | | | |
| 2 Dec 2021 | 以智能自动贩卖机增加收入来源 Increase profits through vending machines (in Mandarin) | Fruits Vending Pte Ltd | • Mr Bruce Zhang, CEO, Fruits Vending Pte Ltd |
| 17 Feb 2022 | 企业如何运用科技在不确定的当下规划未来? How can business plan for the future in uncertain times? (in Mandarin) | Edgeworks Solutions Pte Ltd Qiji Pte Ltd | • Mr Calvin Ong, Senior Business Development Manager, Edgeworks Solutions Pte Ltd • Mr Kenneth Low, Senior Manager (Business Development), Qiji Pte Ltd |
| 21 Apr 2022 | 新营销时代，服务与零售业可以这样改变、求生机！ In the new marketing era, the service and retail industry can change and survive in this way! (in Mandarin) | 战略家企业咨询集团 Strategists Hub | • 韩松瑾，战略家企业咨询集团创办人 • 叶松宏，旺宏(南京)网络服务营销有限公司创办人 |
| 12 May 2022 | Financial Essentials of Managing SMEs | HMS Assurance Public Accountants & Chartered Accountants | Ms Sharifa Nafisa, Managing Director, HMS Assurance Public Accountants & Chartered Accountants |
| 21 June 2022 | 如何在小红书上提升高净值人群的转化率? Reaching high-spending power customers through social media (in Mandarin) | 德仁营销公司 Deren Marketing | • Mr Lou Peng, Founder of Deren Marketing • Ms Ayumi Lew, Founder of Guo Tai TCM Rehab & Wellness Centre • Ms Tan Bei, Founder of Aha Moment • Ms Michelle Lu, Founder of Shicheng Shouxin |
| Physical Workshop 实体讲座 | | | |
| 23 August 2022 | 如何加强客户体验以吸引更多客户及建立客户忠诚度? Create an understanding customer experience to attract more customers and build brand loyalty (in Mandarin) | Uniqlo Singapore Kim San Leng 金山岭 Jean Yip Group | • Ms Kenniese Wang, Director, Fast Retailing Management & Innovation Centre, Uniqlo Singapore • Mr Xavier Tham, Store Manager, Uniqlo Singapore • Mr Andy Hoon, Chairman, Kim San Leng • Ms Dawn Yip, Group Marketing & Business Development Director, Jean Yip Group |

参与亚洲餐馆行业展 Participated in Restaurant Asia

2022年5月19日至21日，总会率八家小贩参与在滨海湾金沙会展中心举行的亚洲餐馆行业展。这个展销会的主办机构是会展管理服务公司。八家参展的小贩是海南小吃、天记萝卜糕福建面、西得利、新生五香、AJ Delights, Bostern, Mad Roaster和Volk.

F MAS participated in Restaurant Asia 2022 with eight hawkers at Sands Expo & Convention Centre from 19 to 21 May 2022. This exhibition was organised by Conference & Exhibition Management Services Pte Ltd. The eight hawkers were AJ Delights, Bostern, Hainan Cuisine & Snacks, Mad Roaster, Tian Kee Carrot & Hokkien Mee, Volk, Xi De Li and Xin Sheng Ngoh Hiong.



小贩歌《我们的饭厅》面世 Hawker Song "Our Dining Hall"

为庆祝新加坡小贩文化申遗成功一周年，LNX Global和MCC International特别制作了小贩歌视频《我们的饭厅》，向新加坡的小贩们致敬。这首歌的词曲描绘了在冠病疫情暴发期间，新加坡全体国人所散发的正能量。这首歌也展现了新加坡的多元饮食文化特色。

这首小贩歌由新加坡全国商联总会支持，优联燃气赞助。演唱者共有九人：李南星、范文芳、宋怡霏、陈泰铭、翁清海、赖怡伶、罗克敏、陈欣淇和包勋评。这首歌的词曲是由叶春晖创作的。

UNESCO's Intangible Cultural Heritage Representative List, a MV/song titled "Our Dining Hall" is produced by LN X Global and MCC International to pay tribute to our hawkers in Singapore. The tune and lyrics of the song portray positive side of our citizens during Covid-19 period. The song is also a celebration of Singapore's multicultural iconic food culture.

Supported by FMAS and sponsored by Union Gas, this song is performed by Mr Li Nanxing, Ms Fann Wong, Ms Constance Song, Mr Rayson Tan, Mr Vincent Ng, Ms Vivian Lai, Ms Kemin, Ms Julie Tan and Mr Shane Pow. Its melody and lyrics are composed by Mr Harry Yap.

In order to celebrate the 1st anniversary of the successful nomination of Singapore Hawker Culture for the



分发雅培样本奶粉给小贩 Abbott Ensure Kits for hawkers

2022年5月13日至19日，总会安排供应商Devries Global向属会协调的十个小贩中心分发千余套雅培样本奶粉，帮助年长小贩补充钙质。

From 13 to 19 May 2022, with the arrangement made by FMAS, Devries Global distributed more than a thousand of Abbott Ensure Kits to ten hawker centres within the precincts of FMAS members, to help elderly hawkers to have more calcium nutrition.



数码转型的小型巴刹

Digital transformation for a mini-mart

新水小型巴刹少东吴杰敏表示，公司自2019年4月开始网售的业务，设立的网站为www.tankfullyfresh.com，具有“一缸新鲜的鱼”以及“兴啊！好新鲜！”的意思。

公司也通过Instagram、面簿、众人电邮系统等宣传，加上每周在YouTube连接推出与海产品相关的菜肴介绍，网售持续受到欢迎，目前的营业额已是实体店的一半。

设在武吉巴督第31街第372座#01-398的新水小型巴刹，是2021年新加坡邻里企业之星奖优秀企业组最佳营销最高荣耀之星奖得主。老板吴添水透露，他自十年前就认识到转型的重要，到了2017年，还和孩子亲自到新加坡企业发展局了解数码化的概念。

“我们先有本身的网站，也获得当局的支持，以及资讯通信媒体发展局颁发奖项。之后冠病疫情来袭，同行纷纷这样做，现在近30家鱼行也有了本身的卖鱼网站。”

目前，新水小型巴刹的网售每天在午夜停止接受订单，接下来的采购、巴刹处理、物流送货，以及售后询问，至少需要12至16个小时。吴添水指出，他的目标是在一到两年内通过进一步数码化，以及全面电子采购和电子付款，把这个过程减少至六个小时。

Mr Jimmy Goh Jie Min, the young master of Sin Chwee Mini Mart, said that the company has started online sales in April 2019. Its website is www.tankfullyfresh.com, which has the meaning of “A tank

of fresh fishes” and “It's so fresh!” The company also promotes its products through Instagram, Facebook, mass-email system and Introduce seafood-related dishes on YouTube every week. Online sales continue to be popular, and the current turnover is half that of the physical stores.

Located at Blk 372 Bukit Batok St 31 #01-398, Sin Chwee Mini Mart was the Overall Winner of Best Marketer in the Promising Enterprise Category of Singapore Heartland Enterprise Star Award 2021. The owner, Mr Goh Thiam Chwee, recognised the importance of transformation ten years ago. In 2017, he went to Enterprise Singapore to understand the concept of digitalisation with his children.

“Since then, we constructed our website, which was supported by the authority and an award was given by Infocomm Media Development Authority. After Covid-19 hit, our peers did the same, and now nearly 30 fish shops have their own websites for selling fishes.”

At present, the online sales of Sin Chwee Mini Mart stops accepting orders at midnight every day, and the purchase, market processing, logistics, delivery and after-sales inquiries takes at least 12 to 16 hours. Mr Goh said his goal is to reduce the processing time to six hours in one to two years' through further digitalisation, as well as achieving full e-procurement and e-payment ultimately.



勇于创新的小贩 Innovative Hawker

创立于2012年，在亚历山大村熟食中心#01-82/83摊位，专事烘焙和营销英式松饼的AJ Delights，获得2021年新加坡邻里企业之星奖优秀企业组的最具特许经营潜力最高荣耀之星奖，显示出该小贩拥有复制与拓展成功模式的潜能、机会和可持续性。

AJ Delights的摊主是全德弟和谭小翠夫妇，两人一直勇于创新，寻觅松饼新口味，灵感来源五花八门，例如侄儿侄女买来的糕点零食就让谭小翠灵机一动，成功研制了松饼新品。

他们与理工学院合作，研发急冻松饼及急冻面团，希望借此扩大本地市场，甚至走向海外。他们也通过本身的网站、Instagram及WhatsApp让顾客下单，并与全岛送货的外卖平台联系，给顾客送上香味四溢的惊喜。

也就是因为AJ Delights无论在烘焙生产或营销手法上不断推陈出新，使得该摊位的综合表现获得奖项评审的肯定与青睐。AJ Delights的获奖具有非常正面的意义，它向新加坡小贩中心内的小贩摊主们传达了一个信息：那就是，只要坚韧不拔、自强不息，邻里小贩是可以脱颖而出，与相比之下实力较为雄厚的邻里商家争一日之长短的。

Established in 2012 and specialising in baking and marketing English-styled muffins at Alexander Village Food Centre, AJ Delights was the Overall Winner of Most Franchisable in the Promising Enterprise Category of

the Singapore Heartland Enterprise Star Award 2021, showing that this hawker has the potential, opportunity and sustainability to replicate and expand successful models.

The stall owners of AJ Delights are Mr Jerry Soon and Ms Amy Tham. They have always been innovative and looking for new muffin flavours. Their inspiration comes from various sources. For example, the cakes bought by the nieces gave Amy an idea and she successfully developed a new muffin product.

The Singaporean couple worked with polytechnic students to develop frozen muffins and frozen dough, hoping to expand the local market to overseas. Their customers place orders through their website, Instagram and WhatsApp, and they connect with food delivery platforms that deliver island-wide to satisfy customers with delicious taste.

As AJ Delights continues to innovate in baking and marketing methods, the overall performance of the stall had been affirmed by the judges. The significance of AJ Delights' winning the above award conveys a message to the hawker stall owners in Singapore hawker centres that, as long as they are resilient, hawkers can be relatively strong in comparison with heartland shops.

属会活动一览

Members' Activities

沈氏坊/沈氏通道小贩与商店联谊会

Sims Place / Drive Stallholders & Shop Owners Association

2021年12月5日，沈氏坊/沈氏通道小贩与商店联谊会开始亮灯，喜迎圣诞与农历新年。2022年4月21日，该会在惹兰勿剎集选区国会议员文礼佳博士的见证下，在沈氏坊小贩中心举行第17届理事会就职典礼。新加坡全国商联总会会长杨向明BBM受邀在典礼上发言。

On 5 December 2021, festive season light up at the precinct of Sims Place/Drive Stallholders & Shop Owners Association. On 21 April 2022, witnessed by Dr Wan Rizal Bin Wan Zakariah, Member of Parliament for Jalan Besar GRC, the association held its 17th EXCO Inauguration Ceremony at Sims Vista Market & Food Centre. FMAS President Mr Yeo Hiang Meng BBM was invited to deliver speech during the ceremony.



丹戎巴葛坊商联会和丹戎巴葛坊小贩熟食公会

Tanjong Pagar Plaza Traders' Association and Tanjong Pagar Plaza Market and Cooked Food Centre Association

2021年12月中旬，丹戎巴葛坊商联会和丹戎巴葛坊小贩熟食公会开始亮灯，喜迎圣诞与农历新年。

In mid of December 2021, festive season light up at the precinct of Tanjong Pagar Plaza Traders' Association and Tanjong Pagar Plaza Market and Cooked Food Centre Association.

文礼商联会/文礼小贩协会

Boon Lay Merchants Association / Boon Lay Hawkers' Association

2021年12月16日，文礼商联会、文礼小贩协会小贩与文礼公民咨询委员会联办文礼坊亮灯仪式2021，以迎接圣诞佳节和新年，活动主宾是国家发展部长李智陞。文礼商联会参与新加坡管理学院民众发展基金推出的邻里网店试验计划，2022年1月9日，李智陞部长在文礼购物中心与参与这项计划的商家和学生交流。2022年8月28日，文礼商联会在文礼购物中心举办经典金曲欣赏会。2022年9月17日，文礼小贩协会主办小贩与社区日。

On 16 December 2021, Boon Lay Merchants Association, Boon Lay Hawkers' Association and Boon Lay Citizens' Consultative Committee jointly organised Boon Lay Place Light-up Ceremony 2021 for Christmas and New Year. Guest of Honour of the event was Mr Desmond Lee, Minister for National Development. Boon Lay Merchants Association participated in the iShop@heartlands initiative, which was mooted and funded by the SIM People Development Fund, launched on 9 January 2022 and officiated by Minister Desmond Lee. On 28 August 2022, Boon Lay Merchants Association organised Classical Songs Association Night at Boon Lay shopping centre. On 17 September 2022, Boon Lay Hawkers' Association organised Hawkers and Community Day.



勿洛北216熟食中心暨巴刹小贩联谊会

Bedok North 216 Food Centre and Market Hawkers' Association

2022年1月2日，勿洛北216熟食中心暨巴刹小贩联谊会举行农历新年亮灯仪式，活动主宾是国家发展部兼通讯及新闻部政务部长陈杰豪，总会杨向明BBM会长受邀一起主持亮灯仪式。

On 2 January 2022, Bedok North 216 Food Centre and Market Hawkers' Association held its Chinese New Year Light-up Ceremony with Mr Tan Kiat How, Minister of State for National Development and Minister of State for Communications and Information, as the Guest of Honour. FMAS President Mr Yeo Hiang Ming BBM was invited to officiate the ceremony together.



丰加商店联谊会

Hong Kah Shop-Proprietors' Association



2022年1月，丰加商店联谊会在丰加坊主办年货大热卖。1月3日，该会的农历新年灯饰开始亮灯。1月22日，该会参加捐助“裕泉庆春献爱心”的活动，并与裕廊集选区国会议员黄伟中一起派发食品礼包给500个

低收入家庭。2月26日，该会在裕泉民众俱乐部举行第19届理事会就职典礼，黄伟中议员在场见证并颁发委任状。

In January 2022, Hong Kah Shop-Proprietors' Association organised Chinese New Year Sale at Hong Kah Point. On 3 January 2022, Chinese New Year light up at the precinct of the association. On 22 January 2022, the association participated in Jurong Spring's Chinese New Year Charity Drive and gave away 500 bags of food to needy families with Mr Shawn Huang Wei Zhong, Member of Parliament for Jurong GRC. On 26 February 2022, the association held its 19th EXCO Inauguration Ceremony at Jurong Spring Community Club. The ceremony was witnessed by Mr Shawn Huang.

金文泰镇商联会

Clementi Town Shop-owners' Association

2022年1月上旬，金文泰镇商联会的农历新年灯饰开始亮灯。

In early January 2022, Chinese New Year light up at the precinct of Clementi Town Shop-owners' Association.



宏茂桥区商联会

Ang Mo Kio Constituency Merchant's Association



2022年1月中旬，宏茂桥区商联会的农历新年灯饰开始亮灯。2022年6月11日，该会理事会成员在Centro Residences Condo举行团建晚餐。该会在2022年9月推出会员店优惠固本，以惠及该区的居民。

In mid of January 2022, Chinese New Year light up at the precinct of Ang Mo Kio Constituency Merchant's Association. On 11 June 2022, the association held a team-bonding dinner among their EXCO Members at Centro Residences Condo. The association launched Member Shop Offer Vouchers in September 2022 to benefit the residents in the precinct.

后港村商联会

Hougang Village Merchants' Association



2022年1月12日，后港村商联会与茨园民众俱乐部管委会在该俱乐部的演艺厅联办“宏茂桥—后港新春亮灯仪式：福禄吉虎迎春歌台秀”，活动主宾是宏茂桥集选区国会议员杰乐。该会也在当天捐献2200元善款予善济医社。2022年7月16日，该会开展16天夜市美食促销展卖会。同一天，该会与族群与宗教互信圈联办茨园种族和谐日；当晚，该会与茨园民众俱乐部等机构联办国庆亮灯仪式。

On 12 January 2022, Hougang Village Merchants' Association and the management committee of Ci Yuan Community Club jointly organised “Ang Mo Kio-Hougang Chinese New Year Getai and Light-up 2022” at the performance theatre of the community club, with Mr Darryl David, Member of Parliament for Ang Mo Kio GRC, as the Guest of Honour. The association

donated \$2200 to Sian Chay Medical Institution on the same day. On 16 July 2022, the association launched a 16-day Night Bazaar Food Fiesta and organised Ci Yuan Racial Harmony Day with the Inter-Racial and Religious Confidence Circles (IRCC) on the same day. The association jointly organised a National Day Light-up Ceremony with Ci Yuan Community Club on the same night.

百胜楼商联会

Bras Basah Complex Merchants' Association

为配合新加坡艺术周，2022年1月14日至23日，百胜楼商联会与七家画廊联办百胜楼艺术周。1月15日，百胜楼艺术周举行开幕仪式，活动主宾是惹兰勿剎集选区国会议员潘丽萍，总会杨向明BBM会长受邀一起主持开幕仪式。这项活动获得新加坡邻里企业中心的支持。

Bras Basah Complex Merchants' Association and seven galleries jointly organised Art Week @ Bras Basah from 14 to 23 January 2022 in conjunction with Singapore Art Week 2022. The opening ceremony was held on 15 January 2022 with Ms Denise Phua, Member of Parliament for Jalan Besar GRC, as the Guest of Honour. FMAS President Mr Yeo Hiang Ming BBM was invited to officiate the ceremony together. This event was supported by Heartland Enterprise Centre Singapore.



淡滨尼西区商联会

Tampines West Merchants' Association



2022年1月15日，淡滨尼西区商联会在淡滨尼81街大牌827和829之间的大广场举行虎年嘉年华。该会并在当晚举行农历新年亮灯仪式，活动主宾是社会及家庭发展部长兼卫生部第二部长马善高，特别嘉宾是卫生部兼人力部高级政务部长许宝琨医生。

On 15 January 2022, Tampines West Merchants' Association held “Roaring Together Hu Nian Carnival 2022” at the open plaza between Blk 827 and 829 Tampines St 81. On the same night, the association held its Chinese New Year Light-up Ceremony with Mr Masagos Zulkifli, Minister for Social and Family Development and Second Minister for Health, as the Guest of Honour, and Dr Koh Poh Koon, Senior Minister of State for Health and Senior Minister of State for Manpower, as the Special Guest.

阿逸拉惹商店及小贩商联会

Ayer Rajah Constituency Shopowners and Hawkers Association

2022年1月15日，阿逸拉惹商店及小贩商联会举行农历新年亮灯仪式，活动主宾是西海岸集选区国会议员胡美霞。2022年6月9日，该会举行理事会改选。2022年8月14日，该会与胡美霞议员欢庆国庆。

On 15 January 2022, Ayer Rajah Constituency Shopowners and Hawkers Association held its Chinese New Year Light-up Ceremony with Mr Foo Mee Har, Member of Parliament for West Coast GRC, as the Guest of Honour. On 9 June 2022, the association held its EXCO Election. On 14 August 2022, the association celebrated 57th National Day with Ms Foo.



裕廊东24街商联会

Jurong East Street 24 Shopholders' Association

2022年1月15日，裕廊东24街商联会的农历新年灯饰开始亮灯。

On 15 January 2022, Chinese New Year light up at the precinct of Jurong East Street 24 Shopholders' Association.

珍珠百货商场联合会

People's Park Traders Association

2022年1月中旬，珍珠百货商场联合会的农历新年灯饰开始亮灯。2022年8月22日，该会主办“珍珠欢庆国庆歌声飞扬牛车水”黄金年华大汇演。

In mid of January 2022, Chinese New Year light up at the precinct of People's Park Traders Association. On 22 August 2022, the association organised singing contest for elderly.



亚历山大村商联会

Alexandra Village Business Association

2022年1月中旬，亚历山大村商联会的农历新年灯饰开始亮灯。2022年上半年，该会邀请社会及家庭发展部兼文化、社区及青年部政务长蔡瑞隆前往亚历山大村美食中心，颁发礼袋给小贩摊主们。

In mid of January 2022, Chinese New Year light up at the precinct of Alexandra Village Business Association. In the first half of 2022, the association invited Mr Eric Chua, Parliamentary Secretary, Ministry of Culture, Community and Youth and Ministry of Social and Family Development, to give away goodie bags to the hawker stall owners of Alexandra Village Food Centre.



裕华区31街商店小贩联谊会

Yuhua Constituency Street 31 Shop-Proprietors & Hawker Association



2022年1月16日，裕华区31街商店小贩联谊会举行农历新年亮灯仪式。1月27日，该会派发礼品予巴刹和小贩中心内的摊主，礼品包括个人保护用品。在新加坡邻里企业中心的支持下，该会在2022年8月19日举行庆中元歌台秀，吸引超过千名观众出席观看。

On 16 January 2022, Yuhua Constituency Street 31 Shop-Proprietors & Hawker Association held its Chinese New Year Light-up Ceremony. On 27 January 2022, the association gave away goodie bags to the hawker stalls in the precinct. The items contained in the goodie bags were personal protective equipment. With the support of HECS, the association organised Seven Month Getai Show on 19 August 2022 with more than a thousand audience.

18到21马西岭商店小贩联谊会

18 to 21 Marsiling Merchants' and Hawkers' Association

2022年1月19日，18到21马西岭商店小贩联谊会的农历新年灯饰开始亮灯。

On 19 January 2022, Chinese New Year light up at the precinct of 18 to 21 Marsiling Merchants' and Hawkers' Association.



实龙岗北商联会

Serangoon North Merchants' Association

2022年1月19日，实龙岗北商联会主办“实龙岗北村2022年新春在线歌台晚会”。2022年9月10日至25日，该会主办夜市和美食街，吸引人潮前来购物。

On 19 January 2022, Serangoon North Merchants' Association organised "Serangoon North Village Chinese New Year Online Getai 2022". The association organised Pasar Malam and Food Street from 10 to 25 September 2022 to attract crowd.



裕廊东商业城联谊会

Jurong East Town Centre Merchant Association

2022年1月21日，裕廊东商业城联谊会的农历新年灯饰开始亮灯。

On 21 January 2022, Chinese New Year light up at the precinct of Jurong East Town Centre Merchant Association.



金文泰中心巴刹小贩联谊会

Clementi Centre Market Hawkers' Association

2022年1月22日至29日，金文泰中心巴刹小贩联谊会举行一项促销：首100位在金文泰中心大牌448巴刹购买至少100元熟食的顾客，可以获得20%现金回扣。

From 22 to 29 January 2022, Clementi Centre Market Hawkers' Association organised a promotion at Clementi 448 Food Centre. Purchase minimum \$100 worth of cooked food to enjoy 20% cash rebate for the first 100 customers.



文庆路上段小贩与商店联谊会

Upper Boon Keng Road Stallholders and Shopowners Association

2022年1月23日，文庆路上段小贩与商店联谊会举行农历新年亮灯仪式，活动主宾是通讯及新闻部长兼内政部长第二部长杨莉明。该会也在同一天把价值超过4300元的年货分赠给区内居民。

On 23 January 2022, Upper Boon Keng Road Stallholders and Shopowners Association held its Chinese New Year Light-up Ceremony with Mrs Josephine Teo, Minister for Communications and Information & Second Minister for Home Affairs, as the Guest of Honour. The association gave away Chinese New Year goods worth more than \$4300 to the residents in the precinct on the same day.



白沙西厦商联会

West Plaza Merchants' Association

2022年2月6日，白沙西厦商联会举行农历新年幸运红包和会见商家活动，主宾是国务资政兼国家安全统筹部长张志贤。

On 6 February 2022, West Plaza Merchants' Association organised Lunar New Year Celebration Happy Dip Opening / Greet-&-Meet-Merchants session with Mr Teo Chee Hean, Senior Minister and Coordinating Minister for National Security, as the Guest of Honour.

牛车水大厦小贩商联会

Chinatown Complex Hawkers Association

2022年6月3日至5日、10日至12日，牛车水大厦小贩商联会举办牛车水大厦小贩中心导览活动“千杯欢迎您”，带领公众人士品尝美食和了解小贩的历史。这是继2020年之后，该会第二次主办类似的活动。这项活动获得新加坡旅游局的支持。

Chinatown Complex Hawkers Association held Hawker Fest and tour event on 3 to 5 June and 10 to 12 June 2022. This was the second time the event held, after the first in 2020. Singapore Tourism Board supported the event.



新加坡大巴窑中心商联会

The Singapore Toa Payoh Central Merchants Association

2022年6月8日，新加坡大巴窑中心商联会在汕头酒楼举行理事会改选之后，与新加坡数码转型办事处职员和中区社理会大使们开会。

On 8 June 2022, The Singapore Toa Payoh Central Merchants Association had a meeting with staff from SG Digital Office and Central Zone CDC Ambassadors after their EXCO Election held at Swatow Restaurant.

武吉甘柏商联会

Bukit Gombak Traders' Association

2022年6月19日，武吉甘柏商联会在阿一海鲜举行第11届理事会就职典礼，大会主宾是刘燕玲政务部长。

On 19 June 2022, Bukit Gombak Traders' Association held its 11th EXCO Inauguration Ceremony at Ah Yat Seafood Restaurant. Minister of State Ms Low Yen Ling was the Guest of Honour.



(文转第24页)



新加坡全国商联总会简介

About The Federation of Merchants' Associations, Singapore (FMAS)

新加坡全国商联总会成立于1989年，属于非盈利机构。我们为属下会员商联会谋求利益，这些会员商联会的成员包括建屋发展局组屋邻里和市镇中心的商店，以及国家环境局小贩中心和巴刹的小贩摊位。

Registered as an association in 1989, The Federation of Merchants' Associations, Singapore (FMAS) is a non-profit organisation formed to represent interest of merchants operating in the Housing and Development Board's heartlands and town centres, as well as stallholders operating in the National Environment Agency's hawker centres and markets.

愿景 Vision

成为邻里商团的**领导者**
To be the **Champion** for the Neighbourhood Business Community

成为政府和邻里商家的**沟通桥梁**
To be the **Bridge** between Government and
Heartland Retailers / Hawkers

宗旨 Mission

团结商业社群
Unite Businesses in the Community

提高生产力和竞争力
Uplift Productivity & Competitiveness

为邻里**注入**活力
Inject Vibrancy into Neighbourhood Centres

(文接第23页)

如切坊商联会

Joo Chiat Complex Traders' Association

如切坊商联会在2022年8月17日于千禧楼(巴耶礼峇)举行中元节晚宴。

Joo Chiat Complex Traders' Association organised Seven Month Festival Dinner at Qian Xi Paya Lebar Restaurant on 17 August 2022 .

宏茂桥628小贩联谊会

Ang Mo Kio Blk 628 Hawkers Association

宏茂桥628小贩联谊会在2022年8月20日举行中元节晚宴，杨厝港单选区议员叶汉荣受邀出席。当晚也为杨厝港福利基金举行义标，总共标得一万多元。该会在8月21日晚上主办中元节歌台，约两千人出席观看。

Ang Mo Kio Blk 628 Hawkers Association organised Seven Month Festival Dinner on 20 August 2022. The dinner was graced by Mr Yip Hon Weng, Member of Parliament for Yio Chu Kang SMC. The association also auctioned for Yio Chu Kang Welfare Fund with more than ten thousand dollars on that night. On 21 August 2022, the association organised Seven Month Festival Getai and attracted more than 2000 audiences.



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Train at my stall 来我的摊位实习

Hawkers' Development Programme 小贩培训计划

NEA and SkillsFuture Singapore (SSG) are working together on a Hawkers' Development Programme as part of ongoing efforts to support new entrants and sustain the hawker trade. NEA invites veteran hawkers to be part of the programme by **providing on-the-job-training apprenticeship** to aspiring hawkers for them to **learn the ropes of the trade**. If you would like to share your skills and knowledge, please register your interest at **HDP@nea.gov.sg**.

国家环境局和精深技能发展局正在携手制定一项小贩培训计划,以吸引和支持有意加入小贩行业者入行。在这个计划下,国家环境局诚邀资深小贩,为想入行者**提供在职培训**,**让新手了解小贩的入门诀窍**。如果您愿意分享您的知识和技术,请填写以下表格,然后通过电邮地址:**HDP@nea.gov.sg**来联系我们。

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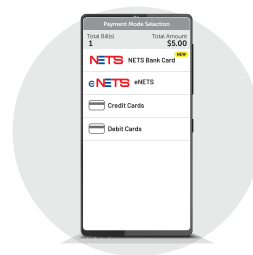
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- DBS / POSB
- OCBC
- UOB

Speak to us to find out how we can help you boost your business today!

欲了解如何让您的业务持续增长, 请即刻与我们联系。



6274 1212



MAssupport@nets.com.sg

ENGAGE WITH YOUR CUSTOMERS SECURELY AND PROTECT BUSINESS DATA

Today's customers have transformed buying habits and expect to be able to engage with businesses through online channels such as video calls or teleconsults. Having the right digital tools allow your business to continue engaging with customers even in the absence of physical interactions.

While digital transformation is important in helping you stay engaged with customers, equally important is ensuring your business data stays protected. Ransomware attacks targeting SMBs increased 159%¹ as businesses with lax cyber defences and unguarded sensitive customer data such as credit card numbers and personal identification continue to be easy targets for hackers.

No business is too small for secure digital tools and cybersecurity. Singtel plug and play solutions make it easy for you to continue engaging customers with the right digital tools and protect your business from cyberattacks.

Secure Digital and Cybersecurity solutions

Secure Data Pack

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- Safeguards against sophisticated email-based threats with in-depth data security and compliance management

Contact us to find out more

 1800-763-1111

 g-segmentict@singtel.com

¹Cyber Security Agency of Singapore (CSA): Singapore Cyber Landscape (SCL) 2020, July 2021

Terms & conditions: Microsoft 365 Business: Promotion is valid till 31 Aug 2022 and is applicable for new sign-ups and those eligible for recontract only. Microsoft 365 Business promotional subscription rate are applicable on a 12-month contract. Early termination or reduction in licenses will be subjected to early termination charges unless otherwise stated. All Microsoft 365 subscription will auto-renew for successive 12 months contract periods at the respective prevailing prices upon the expiry of the contract term. Broadband Protect, Email Protect and Business Protect Basic subscription rate are applicable within the 24-mth contract and will revert to prevailing price upon contract expiry. Singtel has the right to withdraw the promotion and reserves the right to backdate the subscription fees and charges the remaining months if customers are not eligible for the promotion. Prices inclusive of prevailing GST.

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