



# 新加坡全國商聯總會

THE FEDERATION OF MERCHANTS' ASSOCIATIONS, SINGAPORE

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## 新加坡全國商聯總會第16屆理事會誕生

### FMAS 16<sup>th</sup> Executive Committee Election

经过2020年9月23日常年会员大会上的初选和10月5日复选会议上的复选，新加坡全國商聯總會的第16屆理事會已經誕生，楊向明BBM蟬聯會長。10月5日的复选会议上也议决五个委员会的主席职位。

由于新冠肺炎疫情肆虐，这是总会自1989年成立以来，第一次通过视讯会议和实体会议相结合的方式，召开会员大会和举行理事会复选会议。

在复选会议上，杨会长也宣布萧锦耀律师和吴碧山律师已经接受关于担任总会法律顾问的邀请。

FMAS held its Annual General Meeting 2020 cum Executive Committee Election on 23 September 2020. After the second round of election held on 5 October 2020, FMAS 16th Executive Committee Members have been confirmed. Mr Yeo Hiang Meng BBM will continue to be the President. The chairpersons of the five sub-committees of FMAS have also been nominated and confirmed during 5 October 2020 election meeting.

Due to Covid-19, this is an inaugural experience



that FMAS held its AGM and Executive Committee Election, by combining Zoom and physical attendance by the members.

During the election meeting, Mr Yeo announced that we have invited Mr Richard Siaw Kin Yeow and Mr Goh Peck San as FMAS Legal Advisors, and both of them have gracefully accepted the invitation.

(文转第2页)

### 五个委员会的主席职位

Chairmen of the 5 Sub-committees

#### 小贩部

Hawker Division

主席: 刘福记  
Chairman: Mr Anthony Low Hock Kee

#### 总务事务委员会

General Secretary Committee

主席: 林海德  
Chairman: Mr Lim Hai Teck

#### 会员及招募委员会

Membership & Recruitment Committee

主席: 林咏福  
Chairman: Mr Lim Eng Hock

#### 邻里商务数码化委员会

Heartland Merchant Digitalisation Committee

主席: 郭秋平BBM(L)  
Chairman: Mr Kuek Chiew Peng BBM(L)

#### 邻里企业宣导及奖项委员会

Heartland Enterprise Outreach & Award Committee

主席: 洪鼎良PBM  
Chairman: Mr Hoon Thing Leong PBM

副主席: 谢赛英  
Vice-Chairman: Mdm Chia Sai Im

# 新加坡全国商联总会第16届理事会

## FMAS 16<sup>th</sup> Executive Committee

职位 Title	姓名 Name
会长 President	杨向明BBM Mr Yeo Hiang Meng BBM
第一副会长 1st Vice President	谢赛英 Mdm Chia Sai Im
第二副会长 2nd Vice President	洪鼎良PBM Mr Hoon Thing Leong PBM
第三副会长 3rd Vice President	林咏福 Mr Lim Eng Hock
第四副会长 4th Vice President	郭秋平BBM(L) Mr Kuek Chiew Peng BBM(L)
第五副会长 5th Vice President	刘福记 Mr Anthony Low Hock Kee
总务 Hon Secretary	林海德 Mr Lim Hai Teck
副总务 Asst Hon Secretary	张伟昌PBM、蔡为明 Mr Chong Wee Cheong PBM, Mr Chua Wui Meng
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副财政 Asst Treasurer	孙嘉和PBM Mr Francis Swee Kay Hoe PBM
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中文书 Correspondence (Chinese)	刘子福 Mr Low Cher Hock
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副交际 Asst Liaison Officer	邓福祥 Mr Tang Fook Cheong
福利 Welfare Officer	魏静君BBM Mdm Karney Ngai Ching Kwan BBM
副福利 Asst Welfare Officer	张清心 Mdm Teo Cheng Sim
理事 Committee Members	林玉铭PBM、林建发、吴启榕、许崇裕 Mr Lim Gek Meng PBM, Mr Lim Kien Huat, Mr Bobby Ng Qi Rong, Mr Patrick Sze Chong Ee
查账 Auditor	陈延隆PBM Mr Tan Yian Leong PBM
副查账 Asst Auditor	林添喜 Mr Lim Thiam Hee

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在第13期的《新加坡全国商联总会会讯》中，第15页的表上漏植第22位捐款者“周娥群”的名字，谨此致歉。  
The No. 22 donor's name "Ms Chow Nghoh Kwan" in the table of Page 15 of Issue 13 of FMAS Newsletter was missing.

## 编辑顾问团 Editorial Advisory Panel

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# 总会成立邻里商务数码化委员会

## Heartland Merchant Digitalisation Committee Formed by FMAS

为了加速深化邻里商店数码化计划，杨向明BBM会长建议现有总会属下的青年、科技、新媒体及培训小组改名为“邻里商务数码化委员会”，并邀请几位在数码化领域有经验的商家和大学讲师加入共同制定策略。委员会的其中一项工作，是落实裕廊镇电子商务计划。

委员会在2020年6月16日成立，成员包括：主席：郭秋平BBM(L) (总会副会长)；副主席：黎君仪 (金文泰镇商联会)；委员：杨向明BBM、郭庭水PBM (总会顾问)、黄兴坤 (优立五金家庭用品电器公司)、林文伟 (宏茂桥区商联会)、吴启榕 (新加坡勿洛中心商联会)、许财源PBM (忠邦城商贩联谊会)、林海德 (金文泰镇商联会)、周慧芬 (总会秘书处) 和李韵琳 (Intangibles Consultancy)。

与此同时，总会子公司新加坡邻里企业中心与新加坡资讯通信媒体发展局和企业发展局联手展开一项商联会数码化计划，邀请三个科技伙伴参与这项计划。这三家科技公司是：Fave、Dei和ConnectUpz。他们将为三个试点商联会提供商务数码化的优惠价。三个试点商联会是：宏茂桥区商联会、新加坡勿洛中心商联会、金文泰镇商联会。

In order to accelerate the deepening of the digitalisation of heartland merchants, FMAS President Mr Yeo Hiang Meng BBM suggested that the Youth, Technology, New Media & Training Sub-committee, a sub-committee under FMAS structure, should be renamed “Heartland Merchant Digitalisation Committee”. Several digitalisation business consultants and university lecturers were invited to join in to develop strategies together. One of the main tasks

of this committee is to materialise the Jurong Town Digitalisation Plan.

The renamed committee was established on 16 June 2020 with the following members: Chairman: Mr Kuek Chiew Peng BBM(L) (FMAS Vice-President); Vice-Chairman: Ms Elizabeth Lai (Clementi Town Shop-Owners' Association); Members: Mr Yeo Hiang Meng BBM, Mr Kwek Theng Swee PBM (FMAS Advisor), Mr Wong Hing Kong (Unidbox Hardware Pte Ltd), Mr Mark Lim (Ang Mo Kio Constituency Merchant's Association), Mr Bobby Ng Qi Rong (Singapore Bedok Town Centre Merchants' Association), Mr Steven Koh Chye Ghuan PBM (Chong Pang City Merchant and Hawker's Association), Mr Lim Hai Teck (Clementi Town Shop-Owners' Association), Ms Doris Chow (FMAS Secretariat) and Ms Valerie Lee Oon Ling (Intangibles Consultancy).

Meanwhile, Heartland Enterprise Centre Singapore (HECS), a subsidiary of FMAS, did a call-for-collaboration with Infocomm Media Development Authority (IMDA) and Enterprise Singapore (ESG), to invite technical partners to participate in the “Precinct Digitalisation Plan” for the various precincts. The three technical partners are Fave, Dei and ConnectUpz. Three pilot precincts had been chosen, namely, Ang Mo Kio Constituency Merchant's Association, Singapore Bedok Town Centre Merchants' Association and Clementi Town Shop-Owners' Association. These precincts will be able to enjoy preferential rate on digitalisation from the three technical partners.



## 总会联办 邻里商务数码化调查 Heartland Go Digital Initiative

2020年8月至11月，总会与新加坡邻里企业中心展开一项全岛性的调查。这项调查旨在了解新加坡邻里商家的数码化进程，通过这项调查所获取的数据，有助于总会掌握实际情况，并制定出一套适合邻里商家推行数码化计划的协助配套。

Started from August to November 2020, FMAS and HECS had jointly conducted an island-wide survey with the theme “Heartland Go Digital”. It covers all the merchants' associations of FMAS. The data that has been collected from this survey, help to gain ground sentiments thus enabled the Business Advisors to work out customised packages to further support the heartland digital transformation.

# 哈莉玛总统到访总会

## Visit by President Halimah Yacob

**2020**年10月23日，新加坡哈莉玛总统到访新加坡全国商联总会会所，以深入了解国人的心声。

在会长杨向明BBM和顾问郭庭水PBM的带领下，总会的接待队伍包括12名理事：副会长谢赛英、洪鼎良PBM、林咏福、郭秋平BBM(L)和刘福记，总务林海德，副总务张伟昌PBM和蔡为明，财政王雅凉，副财政孙嘉和PBM，副交际邓福祥和福利魏静君BBM。

杨会长向哈莉玛总统简介了总会所举办的活动，包括新加坡邻里企业座谈会、区域邻里企业之星奖、小贩座谈会和小贩奖项。

郭庭水也是总会子公司新加坡邻里企业中心的主席，他向总统汇报了中心所举办的主要活动，包括邻里企业数码转型、邻里旅游、邻里复苏商业计划和邻里亮灯计划。

在简报之后，哈莉玛总统也在对话会上与总会成员们进行恳切的对话，大家踊跃发言与坦诚交流。杨会长担任对话会主持人。

On 23 October 2020, President Halimah Yacob visited the Federation of Merchants' Associations, Singapore (FMAS) as part of her community engagement.



**Published photos are credited to Ministry of Communications and Information**

The welcome party was headed by FMAS President Mr Yeo Hiang Meng BBM and FMAS Advisor Mr Kwek Theng Swee PBM. 12 FMAS Exco Members: Vice-Presidents Mdm Chia Sai Im, Mr Hoon Thing Leong PBM, Mr Lim Eng Hock, Mr Kuek Chiew Peng BBM(L) and Mr Anthony Low Hock Kee, Hon. Secretary Mr Lim Hai Teck, Asst. Hon. Secretary Mr Chong Wee Cheong PBM and Mr Chua Wui Meng, Treasurer Ms Joyce Ong, Asst. Treasurer Mr Francis Swee Kay Hoe PBM, Asst Liaison Officer Mr Tang Fook Cheong and Welfare Officer Mdm Karney Ngai Ching Kwan BBM, joined the engagement session.

During the session, Mr Yeo shared the various programmes and activities organised by FMAS to President Halimah Yacob. These events are inclusive of Singapore Heartland Enterprise Seminar, Precinct Enterprise Star Award, Hawker Seminar and Hawker Awards.

Mr Kwek is also the Chairman of Heartland Enterprise Centre Singapore (HECS), a subsidiary of FMAS. He shared on the activities organised by HECS to the President. These activities include Digital Transformation Journey for Heartland Enterprises, Heartland Tourism, Heartland Rejuvenation Business Plan and Light-up of Neighbourhood Precincts.

A dialogue session, moderated by Mr Yeo, was also held during the above presidential visit. Participating FMAS members sincerely expressed their concern and exchanged their view-points with President Halimah Yacob.





## 总会与新加坡报业控股签署谅解备忘录

### MOU Signing on Heartland Rejuvenation and Transformation

**2020**年9月2日，总会、新加坡邻里企业中心与新加坡报业控股华文媒体集团签署三方谅解备忘录，计划在明年进行多项合作，帮助邻里企业和商贩转型，振兴邻里商圈，也为邻里中心带动人潮与生意。

在这个合作框架下，总会与新加坡邻里企业中心的各项振兴邻里计划，将获得华文媒体集团更全面的支持，该集团属下的报章、数码平台以及电台除了会进行采访报道与宣传之外，也将与总会和新加坡邻里企业中心联办讲座、活动，并将为新加坡邻里企业中心与企业发展局合作开发的十条邻里旅游路线制作导览指南，吸引国人到邻里游览消费。

代表三方签署这份谅解备忘录的是总会会长杨向明BBM、新加坡邻里企业中心主席郭庭水PBM、新加坡报业控股华文媒体集团社长李慧玲。

杨向明指出：“这项合作的主要目的，是协助中小企业和小贩接触数码科技，让他们能对业务模式做出相应的调整。凭借新加坡报业控股华文媒体集团与中小企业和小贩们的精密联系，我们在过去几年中一直携手合作，对商人和小贩进行相关的引领，以改善他们的业务，协助他们获得新技能。此外，报章的大批读者群也能够因此而更了解我国的多层面社群和饮食文化。”

郭庭水认为：“新加坡邻里企业中心希望通过这次与华文媒体集团的合作，将十个邻里的特色都呈现出来，推动邻里旅游，让国人重新探索本地组屋邻里的风土人情、有趣景点及寻找各种美食小点，丰富我们的生活。”

李慧玲表示：“华文媒体集团向来与新加坡全国商联总会和新加坡邻里企业中心都有很密切的合作，这次签署谅解备忘录，除了让这些合作更加具体化，也让我们可做出更整体的规划，更有效地去协助邻里商家通过数码转型渡过难关。”

A tripartite Memorandum of Understanding (MOU) was signed on 2 September 2020 by FMAS, HECS and Singapore Press Holdings' Chinese Media Group (CMG), to drive heartland rejuvenation initiatives and digital transformation for heartland enterprises and hawkers, and heartland tourism.

The MOU includes FMAS/HECS collaborating with CMG on a series of initiatives and projects to promote the overall objectives to encourage HDB shop owners to transform digitally, as well as showcasing newly-revitalised heartlands and businesses that have successfully reinvented themselves. CMG will support by creating content on CMG's media platforms to promote heartland tourism as part of the domestic tourism boost spearheaded by Heartland Enterprise Centre Singapore (HECS) and Enterprise Singapore (ESG), and drive footfall to the heartlands to improve the businesses of heartland merchants and hawkers, to allow the younger generation to rediscover Singapore as well as attract tourists and local expats to discover the uniqueness of each precinct.

FMAS President Mr Yeo Hiang Meng BBM, HECS Chairman Mr Kwek Theng Swee PBM and Head of CMG Ms Lee Huay Leng, represented their organisations to sign the MOU respectively.

Mr Yeo commented on the collaboration, “we hope through this collaboration, firstly to reach out the heartland enterprises and hawkers to look at various issues that affect their survivability such as business succession and transformation, secondly to allow the vast readership to better understand our rich multi-faceted community and food culture.”

Mr Kwek said, “HECS hopes that through this cooperation with CMG, the uniqueness of the ten heartlands can be shown and heartland tourism can be promoted, so that Singaporeans can rediscover the local customs, interesting attractions and find various F&B outlets in the heartland to enrich our lives.”

Ms Lee stressed, “CMG has been working closely with FMAS and HECS to assist the heartland enterprises. The signing of the MOU is to formalise this collaboration and to support the various initiatives more holistically.”

# 关于电子付款的线上讲座

## Online Talks on E-Payment

**8月** 27日，总会与新加坡邻里企业中心举办一个线上讲座，E Flower & Plant行销经理Janie Wong以英语主讲《电子付款的价值》，参与讨论者是总会杨向明BBM会长、星网电子付款公司（NETS）商务并购及银行伙伴主管洪淑煌、NETS商家产品及伙伴主管Kelvin Tay、NETS商家业务/NETS解决方案董事经理Ricky Lim。

Janie Wong分享了她在启动线上业务时的经验，受邀小组成员则交换了关于启动电子付款之旅的见解。所有出席者都了解到电子付款的价值，以及意识到与可靠的电子付款供应商合作的重要性。

9月15日，总会与新加坡邻里企业中心举办一个华英语线上讲座，主题是《小贩乐学数码支付平台讲解会》，主讲嘉宾兼参与讨论者是资讯通信媒体发展局新加坡数码办事处策略和计划总监吴日明和NETS客户及生态系统销售部业务经理黄俊豪。参与讨论者尚有洪淑煌、总会小贩部部长刘福记、咖啡店集团八达岭控股私人有限公司董事经理郭觀堡。特别分享嘉宾是武吉知马巴刹小贩联谊会会

长蒋丰安。

主讲嘉宾向小贩们讲解电子支付系统的美妙之处，以及电子支付如何帮助他们减轻收款的负担。此外，讨论小组成员及分享嘉宾也分享了他们的成功的实践经验。

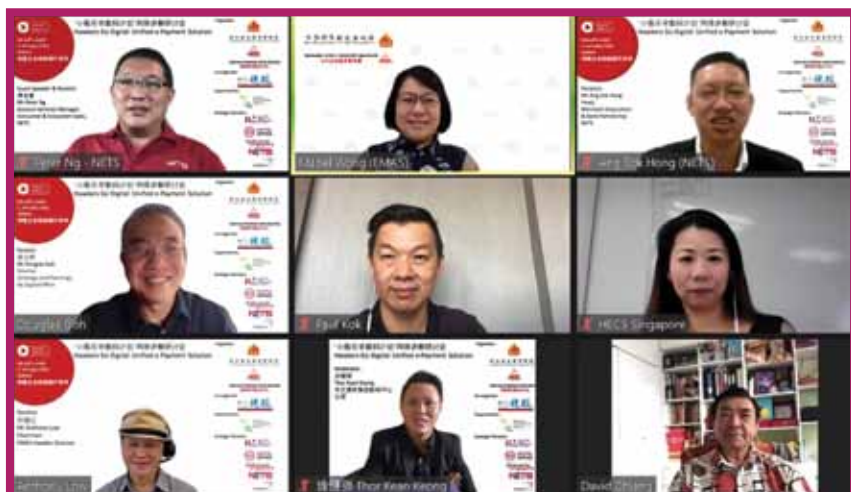
**M**s Janie Wong, Marketing Manager of E-Flower & Plant, presented a topic entitled “Unlocking Value Through Digital Payments”, in a webinar jointly organised by FMAS and Heartland Enterprise Centre Singapore (HECS) on 27 August 2020. The panelists were: Mr Yeo Hiang Meng BBM, FMAS President; Mr Ang Sok Hang, Head, Merchant Acquisition & Bank Partnership of NETS; Mr Kelvin Tay, Head, Merchant Products & Partnership of NETS and Mr Ricky Lim, Managing Director of NETS Merchant Business / NETS Solutions.

Ms Janie Wong shared her experience in online business, while the invited panelists shared insights and

information on how to kickstart the digital payments journey. Attendees learned about the value of digital payments and the importance of working with a reliable digital solutions partner.

On 15 September 2020, FMAS and HECS jointly organised a bilingual webinar with the theme of “Go Digital: E-Payment Solution”. The speakers cum panelists were Mr Douglas Goh, Director (Strategy and Planning), SG Digital Office of IMDA and Mr Peter Ng, Account Services Manager, Consumer & Ecosystem Sales of NETS. The panelists included Mr Ang Sok Hong; Mr Anthony Low Hock Kee, Head of FMAS Hawker Division and Mr Paul Kok, Managing Director of Badaling Holdings Pte Ltd. The special sharing guest was Mr Chiang Hock Ann, Chairman of Bukit Timah Market Hawkers' Association.

The speakers demonstrated to the hawkers the beauty of the system, and how e-payment can help ease their burden on the collection of payments. Panelists and special sharing guest shared on their hands-on experiences as well as their successful cashless journey.



# 总会举办租金减免框架与中小企业租户对话会

## Webinar on Rental Relief Framework for SMEs

总会与新加坡邻里企业中心在2020年8月6日联办一场题为《租金减免框架与中小企业租户》的中英文线上对话会，主讲嘉宾是文化、社区及青年部长兼律政部第二部长唐振辉，由律政部土地政策司高级助理司长熊美雯协助。参与讨论者是总会杨向明BBM会长、新加坡邻里企业中心主席郭庭水PBM。主持人是《联合早报》财经新闻副主任胡渊文。

举办这场线上对话会的目的，在于讲解2020年6月5日在国会通过的一项冠病（临时措施）（修订）法令下的“租金减免框架”细节。400人出席这项讲解会。

A webinar was jointly organised by FMAS and Heartland Enterprise Centre Singapore (HECS) on 6 August 2020. The theme of this bilingual seminar was “Rental Relief Framework for SMEs”. The guest-speaker was Mr Edwin Tong, Minister for Culture, Community and Youth and Second Minister for Law, assisted by Ms Melissa Yoong, Senior Assistant Director at the Land Policy Division in the Ministry of Law. The panelists were Mr Yeo Hiang Meng



BBM, FMAS President and Mr Kwok Theng Swee PBM, HECS Chairman. The moderator was Ms Hu Yuanwen, Associate Business News Editor of *Lianhe Zaobao*.

The purpose of organising this webinar was to address details on Rental Relief Framework for SMEs under the Covid-19 (Temporary Measures) (Amended) Act passed in the parliament on 5 June 2020. A total of 400 persons attended this webinar.

# 总会举办公平租赁和租金减免讲解会

## Webinar on Fair Tenancy and Rental Waivers

总会与新加坡邻里企业中心在2020年6月9日联办一场题为《公平租赁建议和业主给予租户减免租金法令》的中英文线上讲解会，三位主讲人是：企业发展局商业环境与资源署执行署长G. Jayakrishnan、正气律师事务所董事经理萧锦耀律师、新加坡邻里企业中心主席郭庭水PBM。主持人是总会会长杨向明BBM。

举办这场线上讲解会的目的，在于讲解一群商会在2020年5月下旬向政府呈交的关于公平租赁框架的15个建议，以及2020年6月5日在国会通过的一项冠病（临时措施）（修订）法令，在这项法令下，商用和工业产业以及办公楼业主需要为受到新冠肺炎疫情影响导致业绩下降的合格租户提供租金减免援助。数百人出席了这项讲解会。



A webinar was jointly organised by FMAS and Heartland Enterprise Centre Singapore (HECS) on 9 June 2020. The theme of this bilingual seminar was “Understand Fair Tenancy Recommendations and Legislation on Landlords Rental Waivers to Tenants”. Three speakers were: Mr Richard Siaw Kin Yeow, Managing Director of R.S. Solomon LLC; Mr G. Jayakrishnan, Executive Director of Business Environment & Resources, Enterprise Singapore; and Mr Kwok Theng Swee PBM, HECS Chairman. The moderator was Mr Yeo Hiang Meng BBM, FMAS President.

The purpose of organising this webinar was to elaborate the 15 key recommendations on fair tenancy framework that presented to the Government by a group of business associations in late May 2020, as well as to provide more details on a Covid-19 (Temporary Measures) (Amended) Act passed in the parliament on 5 June 2020 on mandating landlords who own commercial and industrial properties and offices to provide rental waiver relief to the eligible tenants hit by Covid-19.

# 免费面罩、护耳器和口罩予总会会员

## Free Protective Items for FMAS Members

**2020**年6月中旬，新加坡零售商协会赠送15,000个面罩予总会，总会从2020年6月下旬开始，转赠这些面罩给会员商联合会。2020年8月间，The Neighbourhood Spideys赞助护耳器予总会，总会也分赠给属下的会员商联合会。

2020年9月16日，善济医社在一个移交仪式上，捐赠50万个口罩给总会。代表总会出席仪式的是会长杨向明BBM、顾问郭庭水PBM、副会长林玉铭PBM和林咏福、理事林建发、小贩组组长刘福记，代表善济医社的是主席卓顺发BBM。总会也安排口罩转送给会员商联合会事宜。



On 16 September 2020, Sian Chay Medical Institution donated 500,000 pieces of masks to FMAS. Representatives from FMAS were President Mr Yeo Hiang Meng BBM, Advisor Mr Kwek Theng Swee PBM, Vice-Presidents Mr Lim Gek Meng PBM and Mr Lim Eng Hock, Exco Member Mr Lim Kien Huat and Chairman of FMAS Hawker Division Mr Anthony Low Hock Kee. Representative from Sian Chay Medical Institution was Chairman Mr Toh Soon Huat BBM. FMAS made arrangements for delivery of these masks to its member associations.

In Mid-June 2020, Singapore Retailers Association (SRS) gave away 15,000 pieces of face shields to FMAS. FMAS started to distribute these face shields to its member associations since late June 2020. In August 2020, The Neighbourhood Spideys sponsored numerous ear savers to FMAS. These ear savers were distributed to the FMAS member associations.

## 总会协助会员使用WhyQ服务

### FMAS Members Use WhyQ Services

**2020**年6月，总会小贩部秘书处协助会员商联合会使用WhyQ外卖配送服务，以期增加生意量。共有四个会员商联合会的五十多个小贩摊主参与这个计划：马林百列商联合会、芽笼东中心商贩联谊会、沈氏坊/沈氏通道小贩与商店联谊会、文庆路上段小贩与商店联谊会。符合条件的小贩摊主可获得由国家环境局提供的500元送餐服务资金援助。

In June 2020, secretariat from FMAS Hawker Division assisted the member associations to use WhyQ delivery services. More than 50 hawkers from the following four member associations joined this programme: Marine Parade Merchants' Association, Geylang East Centre Merchants' Association, Sims Place/Drive Stallholders & Shop Owners Association and Upper Boon Keng Road Stallholders and Shopowners Association. Hawkers who fulfill the conditions can each receive one-time funding of \$500 from NEA.

## 总会创建“小贩甘榜”面簿主页

### FMAS Created Facebook Page “Hawker Kampung”

**为**了协助新加坡小贩和邻里商家更好地进入新冠肺炎疫情后的新常态，总会在2020年9月上旬创建了一个名叫“小贩甘榜” (Hawker Kampung) 的面簿主页。这是一个可以免费张贴的面簿主页，欢迎新加坡小贩和邻里商家把其产品照片和介绍文字张贴出来，与大家分享，同时与其客户和支持者建议联系。这个面簿主页的网址是：<https://www.facebook.com/FMASHawkersKampung>。

**W**ith the aim of supporting Singapore's hawkers and heartland merchants to transit into the new normal sustainably and effectively after Covid-19, FMAS created a Facebook Page entitled “Hawker Kampung” in early September 2020. The free-posting Facebook Page allows the hawkers and heartland merchants to display their products with captions and to build rapport with their clients and supporters. The website of this Facebook Page is: <https://www.facebook.com/FMASHawkersKampung>.

# 总会与新加坡邻里企业中心 举办线上讲座

从2020年5月15日开始，在企业发展局的支持下，总会与新加坡邻里企业中心联办了一系列专为邻里企业和中小型企业量身定制的线上讲座/研讨会，内容涵盖科技和策略等领域，包括下列多场：

5月15日，myPALah总裁霍东濠以华语主讲《如何在电子商务平台取得成功》。

5月21日，Qoo10私人有限公司总经理Sam Too以英语主讲《利用Qoo10提高企业销售能力》。

5月22日，Augmenter Digital首席顾问James Ong以华语主讲《成功数码转型的三大秘密》。

5月28日，亚马逊新加坡区域业务经理Alvin Ng以英语主讲《亚马逊销售终极指南》。

5月29日，Ally媒体私人有限公司总裁霍东濠和首席营运官施学亨以华语主讲《如何利用社交媒体创造新商机？》。

6月5日，霍东濠以华语主讲《如何在脸书创造财富》。

6月10日，Lazada市场商务并购部联合主管Tania Wu

以英语主讲《利用Lazada增加产品销量》。

6月12日，霍东濠以华语主讲《提高竞争力，优化企业商业模式》。

6月17日，Edgeworks Solutions私人有限公司高级商务发展部经理Calvin Ong以华语主讲《如何借助数码趋势提升企业销售业绩？》。

6月19日，Shopee家庭与生活部主管兼品牌伙伴Cindy Hia和品牌伙伴顾问Tan Wan Ning以英语主讲《Shopee改善电子商务转换》。

7月1日，资讯通信媒体发展局代理副司长(中小企业数码化计划)陈家恩和FirstCom Solutions首席执行官严建耀以华语主讲《如何快速成为电商高手？》。

7月3日，霍东濠以华语主讲《快速打造完美脸书商家主页》。

7月22日，Region Management董事李纬苓以华语主讲《了解个人资料保护法令对您的企业的影响》。

7月24日，新加坡零售管理学院数码化负责人李志威以华语主讲《一剑待发：做好电商营销的六脉神剑》。

7月29日，TechSociety Group董事伙伴Jackson Kwa以英语主讲《如何为数字营销活动创建和运行吸引人的多媒体内容？》。

8月14日，资讯通信媒体发展局助理司长(中小企业数码化计划)何丽玉和星展银行中小企业银行部门的谢淑婷以华语主讲《把业务管理带入数码时代》。

8月19日，Calvin Ong以华语主讲《如何透过电商平台让您的业绩一冲再冲》。

8月21日，李志威以华语主讲《制胜直播的奇门遁甲方法论》

9月3日，微软和新电信专家们以华语讲解《有关微软365的见解以实现更智能的工作》。

9月11日，Creative Eworld私人有限公司高级企业销售经理林露茜以华语主讲《数码时代——如何设立电子商务网站》。

10月14日，Calvin Ong以华语主讲《巧妙运用科技，轻松赢得顾客》。

10月21日，何丽玉和Verz Design销售总监侯锋以华语主讲《冲破疫情——利用电子商务创造邻里商机》。

10月28日，李志威以华语主讲《品牌定位琅琊榜——风云再起》。

**HEARTLAND CAPABILITIES SERIES**  
邻里企业技能提升系列

## Driving Sales Performance on Qoo10

### 利用Qoo10提高企业销售能力

**Date:** Thu, 21 May  
**Time:** 10.30am  
**Content:**  
 > Quick introduction to e-marketing  
 > What makes them successful on a business model  
 > How to start selling on Qoo10  
 > Basic tips on how to be a successful seller  
 > Where do I start?  
 > Qoo10 marketing & promotions  
 > Qoo10 analytics

**Guest Speaker:**  
Sam Too  
General Manager  
Qoo10 Pte Ltd

**Complimentary Registration:**  
<https://becqoo10.eventbrite.sg>

Organised by: HECS (Heartland Enterprise Centre Singapore) 新加坡邻里企业中心

Strategic Partner: Qoo10

**HEARTLAND CAPABILITIES SERIES**  
邻里企业技能提升系列

## Introduction to Social Media

### 如何利用社交媒体创造新商机?

**Date:** 日期: Fri, 29 May  
**Time:** 时间: 10.30am  
**Language:** 语言: Chinese / 华语

**Guest Speakers:** 演讲人

**Xavier Fok** 霍东濠  
Co-Founder and CEO  
联合创始人兼首席执行官  
Ally Media Pte Ltd

**Jonathan See** 施学亨  
Co-Founder and COO  
联合创始人兼首席运营官  
Ally Media Pte Ltd

**Complimentary Registration:** 报名  
<https://fbosocial.eventbrite.sg>

Organised by: HECS (Heartland Enterprise Centre Singapore) 新加坡邻里企业中心

Strategic Partner: ALLYMEDIA

# Online Talks Organised by FMAS & HECS

With the support of Enterprise Singapore and specially tailored for SMEs, a series of webinars of Heartland Capabilities Series, covering both the strategy and technology, were jointly organised by FMAS and Heartland Enterprise Centre Singapore from 15 May 2020. The following webinars were included in this series.

15 May 2020, Mr Xavier Fok, CEO of myPALah, presented a Mandarin talk titled “How to succeed on an e-commerce platform?”.

21 May 2020, Mr Sam Too, General Manager of Qoo10 Pte Ltd, presented an English talk titled “Driving Sales Performance on Qoo10”.

22 May 2020, Mr James Ong, Principal Consultant of Augmenter Digital, presented a Mandarin talk titled “The 3 Secrets to A Successful Digital Transformation”.

28 May 2020, Mr Alvin Ng, Regional Account Manager of Amazon Singapore, presented an English talk titled “The Ultimate Guide to Selling on Amazon”.

29 May 2020, Mr Xavier Fok and Mr Jonathan See, CEO and COO of Ally Media Pte Ltd respectively, jointly presented a Mandarin talk titled “Introduction to Social Media”.

5 June 2020, Mr Xavier Fok presented a Mandarin talk titled “Introduction to Facebook Marketing”.

10 June 2020, Ms Tania Wu, Associate Lead of Marketplace Business Acquisition, Lazada, presented an English talk titled “Grow your business using Lazada”.

12 June 2020, Mr Xavier Fok presented a Mandarin talk titled “Business Strategy: Reinvent your business using Business Model Canvas”.

17 June 2020, Mr Calvin Ong, Senior Business Development Manager of Edgeworks Solutions Pte Ltd, presented a Mandarin talk titled “Digital Trends You Can't Ignore to Boost Sales”.

19 June 2020, Ms Cindy Hia and Ms Tan Wan Ning, Brand Partnerships and Head of Home & Living and Brand Partnerships Consultant of Shopee respectively, jointly presented an English talk titled “Improving E-Store Conversion by Shopee”.

1 July 2020, Ms Chen Jia'en, Covering Deputy Director (SMEs Go Digital) of Infocomm Media Development Authority (IMDA) and Mr Jim Giam, CEO of FirstCom Solutions, jointly presented a Mandarin talk titled “Accelerated Guide to becoming an E-commerce Expert”.

3 July 2020, Mr Xavier Fok presented a Mandarin talk titled “Set-up and Optimise Facebook Business Page”.

22 July 2020, Ms Denise Lee, Director of Region

**HEARTLAND CAPABILITIES SERIES**  
**如何借助数码趋势提升企业销售业绩?**  
**Digital Trends You Can't Ignore to Boost Sales**

**Key Content 关键内容**  
 借助数码趋势帮助企业突破瓶颈  
 Leveraging new digital trends in transforming your business

- 数码转型蓝图  
Aligning to the Digital transformation blueprints
- 如何借助政府津贴优化资源  
Utilising of government grants to optimising our resources
- 快速实施数码转型的方式  
Practical ways in speeding up digital implementations

**Guest Speaker 主讲人**  
 Calvin Ong  
 Senior Business Development Manager  
 高级业务发展经理  
 Edgeworks Solutions Pte Ltd

**Date 日期**  
 Wed, 17 Jun  
 4:00pm  
 The webinar will be held in Chinese.  
 网络研讨会将以华语进行。  
**Complimentary Registration 报名**  
<https://edgehd.com/event/106>

Organized by: HEARTLAND ENTERPRISE CENTRE SINGAPORE 新加坡企业能力中心

Strategic Partner: 战略合作伙伴

Management, presented a Mandarin talk titled “How PDPA impacts your business”.

24 July 2020, Mr David Lee, Digital Commerce Lead of Singapore Institute of Retail Studies, presented a Mandarin talk titled “6 Core Rocket Boosters for Your E-Commerce Sales”.

29 July 2020, Mr Jackson Kwa, Managing Partner of TechSociety Group, presented an English talk titled “How to create and run appealing multi-media content for digital marketing campaigns?”.

14 August 2020, Ms Doris Ho, Assistant Director (SMEs Go Digital) of IMDA and Ms Seah Siok Teng of DBS SME Banking, jointly presented a Mandarin talk titled “Take Steps to be Resilient by Going Digital”.

19 August 2020, Mr Calvin Ong presented a Mandarin talk titled “Building a seamless CRM reward program for your online & offline stores”.

21 August 2020, Mr David Lee presented a Mandarin talk titled “The winning methodology of metaphysics for Livestreaming”.

3 September 2020, experts from Microsoft and Singtel presented a Mandarin talk titled “Learn How Microsoft 365 Transforms Your Business”.

11 September 2020, Ms Lucy Lim, Senior Corporate Sales Manager of Creative Eworld Pte Ltd, presented a Mandarin talk titled “Going Digital: Bringing your shop online”.

14 October 2020, Mr Calvin Ong presented a Mandarin talk titled “What can you do to get more customers using technology?”.

21 October 2020, Ms Doris Ho and Mr Hou Feng, Sales Director of Verz Design, jointly presented a Mandarin talk titled “Heartland Retail e-Commerce Opportunities Post COVID-19”.

28 October 2020, Mr David Lee presented a Mandarin talk titled “Brand Positioning - The Battle For Consumers' Mind In The New Digital Age”.

# 社理会生活补助券计划推介会

## Launch of CDC Vouchers Scheme

**2020**年6月12日，新加坡副总理兼财政部长王瑞杰与五位时任市长：中区市长潘丽萍、西南区市长刘燕玲、西北区市长张仰宾博士、东南区市长孟理齐博士、东北区市长朱倍庆，一起为“社理会生活补助券计划”举行线上推介仪式。总会会长杨向明BBM受邀出席观礼。总会会员商联会踊跃参与这项计划。



On 12 June 2020, Mr Heng Swee Keat, Deputy Prime Minister and Finance Minister and the then five mayors of Singapore, namely, Ms Denise Phua Lay Peng, Mayor of Central Singapore District; Ms Low Yen Ling, Mayor of South West District; Dr Teo Ho Pin, Mayor of North West District; Dr Mohamad Maliki Bin Osman, Mayor of South East District and Mr Desmond Choo, Mayor of North East District, jointly held the launch of “CDC Vouchers Scheme” via Zoom. FMAS President Mr Yeo Hiang Meng BBM was invited to witness the launch. FMAS member associations actively participated in the scheme.

# 总会与精深技能发展局联办线上企业课程

## Online Leadership Course Organised by FMAS & SSG

**继**2020年3月之后，总会与新加坡精深技能发展局在2020年8月中旬再办韧课程，不过，这回是在线上举办。参加者主要为2019年新加坡邻里企业之星奖的参奖者。本培训课程的重点是帮助中小企业及其领袖改造和转型，主题是韧性、企业家精神及培育精神。领导力有韧性，加上企业经营的条件，有助于企业培育员工茁壮成长，更上一层楼。



Commenced in March 2020, the SME REN Course re-run in the form of online class for participants of Singapore Heartland Enterprise Star Award 2019 in mid of August 2020. Jointly organised by FMAS and SkillsFuture Singapore (SSG), it focuses on creating transformational impact on SME leaders and their businesses, and builds on the themes of Resilience, Entrepreneurship and Nurture as SMEs through resilient leadership and entrepreneurial qualities, nurture their staff for the next level of growth.

# 总会推出邻里创新挑战计划

## Heartland Innovation Challenge

**为**了帮助邻里企业创新和发展业务的需求，新加坡全国商联总会在今年下半年推出邻里创新挑战计划，吸引来自大专院校的师生，合作并共同创建创新的产品、服务、渠道或业务模式。

这项计划旨在通过为期六个月的结构化创新流程来解决“如何”问题，以利用专家、大专院校导师和学生的资源，通过有关概念化、原型设计、数码化、营销和推广的研讨会，来发展业务能力。

In order to help the needs of heartland enterprises to innovate and develop their businesses, Heartland Innovation Challenge (HIC) programme launched by FMAS

in the second half of 2020. This programme is to bring together merchant associations, heartland enterprises and tertiary students from ITE, polytechnics and universities to collaborate and co-create new and innovative products, services, channels and / or business formats.

It addresses the “how to” problem through a structured 6-month innovation process to tap on resources from experts and IHLs mentors and students to develop business capabilities through workshops on conceptualisation, prototyping, digitalisation, marketing and pitching. The teams will be assessed on the innovativeness of product concepts and feasibility of commercialisation.

# 2020年区域邻里企业之星奖

## Precinct Enterprise Star Award 2020

为了能够全面地照顾到新加坡各个地区的邻里中小企业，筹委会决定从2020年开始，把“新加坡邻里企业之星奖”分为两个阶段进行。第一个阶段的奖项名为“区域邻里企业之星奖”，在2020年展开，目的是让新加坡全国商联总会的会员商联会推荐优秀的邻里企业参加五个组别：最佳顾客服务、最佳营销、最佳视觉营销、最具特许经营潜力、最佳创意。第二个阶段的奖项名为“新加坡邻里企业之星奖”，在2021年举行，届时，“区域邻里企业之星奖”的五组优胜商家（每组一名优胜者）将与开放式的参奖商家角逐各组的最高荣誉。

2020年区域邻里企业之星奖的参奖标准：

1. 从未参加过新加坡邻里企业之星奖的邻里企业。
  2. 只限新加坡全国商联总会的会员商联会的推荐。
  3. 必须展现及采用“新商机、新模式、新能力”的元素。
- 筹委会预定在2020年12月举行颁奖午宴。

In order to cover the heartland SMEs in the various precincts of Singapore comprehensively, the organising committee of Singapore Heartland Enterprise Star Award (SHESA) decided to divide the award into two stages starting in

2020. First stage of the award is “Precinct Enterprise Star Award” (PESA) launched in 2020. This award allows FMAS' member associations to recommend outstanding heartland enterprises to take part in five categories: Best Customer Service, Best Marketer, Best Visual Merchandising, Most Franchisable and Most Innovative. Second stage of the award is “Singapore Heartland Enterprise Star Award” (SHESA) to be held in 2021. At that time, winners of the five categories (one winner in each category) of PESA 2020 will be competing the titles of overall winners with the rest of the participants from the open category.

Criteria to participate in PESA 2020 :

1. Heartland enterprises that have never participated in previous Singapore Heartland Enterprise Star Award.
2. By nomination from FMAS' member associations only.
3. It is necessary for the participants to demonstrate and adopt the element of “new business opportunities, new models and new capabilities”.

The award presentation lunch is scheduled to be held in December 2020.

# 2021年小贩研讨会

## Hawker Seminar 2021

为了强化新加坡的小贩行业，总会在2017年设立了小贩提升委员会。为了更好地反映其服务新加坡小贩的职责，这个委员会在2019年更名为“小贩部”。此外，2019年9月，在国家环境局的大力支持下，总会主办了“小贩研讨会”。这个研讨会的举办在于创建一个平台，让新加坡小贩能够针对现有行业趋势交换意见，改善运营模式，进而加强新加坡小贩行业的持续性。

秉持着上述创办初衷，2021年1月间，总会计划举办第二届小贩研讨会。除此之外，研讨会上也将颁发一些奖项给对于新加坡小贩行业有所贡献或表现特出的小贩摊主。奖项的详情将会在较后公布。

新加坡小贩文化申遗的后续事项也会在研讨会上宣布。国家环境局是这个研讨会的支持机构。

To strengthen the hawker trade in Singapore, FMAS formed Hawker Upgrading Sub-committee in 2017. This committee was renamed to “Hawker Division” in

2019 to better reflect its role of serving the hawker community in Singapore. In addition, inaugurated in September 2019, the “Hawker Seminar” is an initiative rooted by FMAS and supported by National Environment Agency (NEA). This seminar creates a platform for the hawkers in Singapore to exchange ideas on current business trends, improve operation and sustain the hawker trade for future generations.

Come in January 2021, 2nd Hawker Seminar will be organised by FMAS Hawker Division with its initial aims. Besides, several awards will be presented to hawkers with outstanding performances and contributions towards the hawker trade in Singapore. Details will be announced later.

Updates of the UNESCO Singapore Hawker Culture Nomination will be announced in the seminar. NEA continues to be the supporter of this seminar.

# 属会活动一览

## Members' Activities

### 碧山商联会 Bishan Merchants Association

**2020**年5月4日至9月1日，碧山商联会与老板联谊会联办了两个系列共25场线上讲座，25位来自不同行业的企业界朋友受邀分享他们关于疫情中迎接新常态和新经济的准备工作。其中一场在2020年6月8日举行，2018年新加坡邻里企业之星奖得主之一——优立五金家庭用品电器公司东主黄兴坤以“拥抱改变，由始至终”为主题，畅谈他的企业发展的心路历程。另外一场在2020年8月25日举行，总会会长杨向明BBM以“齐心协力，转换思维”为主题，受邀畅谈总会在邻里企业商贩中所扮演的桥梁角色，尤其是在新冠肺炎疫情期间。



From 4 May to 1 September 2020, two series of webinars with a total of 25 sessions were jointly organised by Bishan Merchants Association and The Bosses Network. 25 entrepreneurs from various sectors were invited to share their experiences on preparation for new normal and new economy during Covid-19 period. Mr Wong Hing Kong, owner of Unidbox Hardware Pte Ltd, an overall award winner of Singapore Heartland Enterprise Star Award 2018, was invited to share the experiences of his enterprising route in one of the webinars held on 8 June 2020, with the theme of “Embrace Changes All The Way”. FMAS President Mr Yeo Hiang Meng BBM was invited to elaborate the vision and mission of FMAS, especially during Covid-19 period, with the theme of “Work Together to Change Our Mindset”, in another webinar held on 25 August 2020.

### 后港村商联会 Hougang Village Merchants' Association

**2020**年5月30日，宏茂桥集选区国会议员兼后港村商联会名誉顾问颜添宝与该商联会理事们走访后港村邻里商店、咖啡店和巴刹摊贩，并呼吁大家踊跃参与即将推介的“社理会生活补助券计划”。2020年6月21日，宏茂桥集选区国会议员兼后港村商联会名誉顾问杰乐走访后港村邻里商店、咖啡店和巴刹摊贩，以了解阻断期解封第二阶段的情况。2020年8月上旬，后港村商联会在后港村邻里进行国庆日布置，喜迎国庆。

On 30 May 2020, Mr Gan Thiam Poh, Member of Parliament and the Honorary Advisor of Hougang Village Merchants' Association, together with the Exco Members of the association, visited and urged the heartland merchants and hawkers in Hougang Village to join the forthcoming CDC Vouchers Scheme. On 21 June 2020, Mr Darryl David, Member of Parliament and the Honorary



Advisor of Hougang Village Merchants' Association, conducted a walkabout in Hougang Village to understand the feedback from the heartland merchants and hawkers on Phase 2 of post-Circuit Breaker period. In early August 2020, Hougang Village Merchants' Association decorated Hougang Village for Singapore's 55th National Day.

## 义顺中商联会

### Yishun Central Merchant Association

**2020**年8月上旬，义顺中商联会在义顺中邻里进行国庆日布置，喜迎国庆。9月下旬，该商联会也在义顺中邻里进行中秋节布置，喜迎中秋节。

In early August 2020, Yishun Central Merchant Association decorated Yishun Central for Singapore's 55th National Day. In later September 2020, the association also



decorated Yishun Central for the Mid-Autumn Festival.



## 裕廊东24街商联会

### Jurong East Street 24 Shopholders' Association

**2020**年8月上旬，裕廊东24街商联会在裕华村进行国庆日布置，喜迎国庆。

In early August 2020, Jurong East Street 24 Shopholders' Association decorated Yuhua Village for Singapore's 55th National Day.

## 牛车水大厦小贩商联会

### Chinatown Complex Hawkers Association

**配**合新加坡旅游局的“重新探索新加坡”计划，并在该局的支持下，2020年8月29日和30日、9月5日和6日，牛车水大厦小贩商联会推出“千杯欢迎您”小贩介绍活动，15名小贩参加小贩中心的导览，带领国人加深本地小贩文化的认识。导览活动有四种不同内容，其中一个介绍性质，另外三个则以不同美食主题（传统小吃、本地经典早餐与广东美食）进行。国人也可参与每日三次的线上导览。从8月31日至9月4日，该小贩中心内超过120名小贩推出各式的促销与优惠。

In conjunction with “SingapoRediscovered” held by Singapore Tourism Board and with its support, Chinatown Complex Hawkers Association organised an event titled “Hawker Day Out” on 29 & 30 August and 5 & 6 September 2020. This event consisted four guided tours through the Singapore's largest hawker centre, giving visitors the chances to sample traditional dishes and learn



about their heritage. The tours were also available virtually over Zoom. From 31 August to 4 September 2020, more than 120 hawker stalls in the hawker centre offered various discounts to the customers.

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# 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15页)

## 宏茂桥区商联会

### Ang Mo Kio Constituency Merchant's Association

**2020**年9月下旬，宏茂桥区商联会把宏茂桥中心装扮得异常璀璨，迎接中秋节。在该会的安排下，从2020年10月开始，新加坡著名插画家李高丰（笔名阿果）所画的三幅主题为“疫情国庆”的画作，张贴在宏茂桥中心的墙壁上。

In late September 2020, Ang Mo Kio Constituency Merchant's Association decorated Ang Mo Kio Central for the Mid-Autumn Festival. With the arrangement of the association, three pieces of painting with the theme of "National Day Celebration during Covid-19", painted by the Singapore's famous illustrator Mr Lee Kow Fong aka Ah Guo, displaying at the walls of Ang Mo Kio Central from October 2020.



# FMAS' Member Associations 我们的会员

- 新加坡大巴窑中心商联会  
The Singapore Toa Payoh Central Merchants Association
- 珍珠百货商场联合会  
People's Park Traders Association
- 碧山商联会  
Bishan Merchants Association
- 亚历山大村商联会  
Alexandra Village Business Association
- 文礼商联会  
Boon Lay Merchants Association
- 文礼小贩协会  
Boon Lay Hawkers' Association
- 金文泰镇商联会  
Clementi Town Shop-Owners' Association
- 蔡厝港商联会  
Chua Chu Kang Merchants' Association
- 维多利亚街批发中心商联会  
Victoria Street Wholesale Centre Merchants' Assn
- 百胜楼商联会  
Bras Basah Complex Merchants' Association
- 后港村商联会  
Hougang Village Merchants' Association
- 忠邦城商贩联谊会  
Chong Pang City Merchant and Hawker's Association
- 丹戎巴葛坊商联会  
Tanjong Pagar Plaza Traders' Association
- 芽笼东中心商贩联谊会  
Geylang East Centre Merchants' Association
- 文庆路上段小贩与商店联谊会  
Upper Boon Keng Road Stallholders and Shopowners Association
- 裕华区31街商店小贩联谊会  
Yuhua Constituency Street 31 Shop-Proprietors & Hawkers Association
- 丰加商店联谊会  
Hong Kah Shop-Proprietors' Association
- 牛车水大厦小贩商联会  
Chinatown Complex Hawkers Association
- 宏茂桥区商联会  
Ang Mo Kio Constituency Merchant's Association
- 新加坡勿洛中心商联会  
Singapore Bedok Town Centre Merchants' Association
- 金文泰中心巴刹小贩联合会  
Clementi Centre Market Hawkers' Association
- 马林百列商联会  
Marine Parade Merchants' Association
- 锦茂巴刹商店联谊会  
Ghim Moh Market & Shops 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724小贩联谊会  
Ang Mo Kio Blk 724 Hawkers Association
- 阿逸拉惹商店及小贩商联会  
Ayer Rajah Constituency Shopowners and Hawkers 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
- 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
- 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
- 裕廊镇商店及小贩联谊会  
Jurong Town Shop-Proprietors & Hawkers' 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
- 美玲 / 史德林商联会  
Mei Ling / Stirling Business 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
- 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
- 义顺中商联会  
Yishun Central Merchant Association

# SkillsFuture Workshops 技能创前程工作坊

SKILLSfuture

**Sign Up NOW!**

for the SkillsFuture Package and gain useful skills for yourself and your company.

**立即报名!**

参加技能创前程配套中的工作坊，  
为您自己也为公司掌握实用技能。

For less than \$100, you get to attend 3 workshops.

只需支付少过\$100学费，您便可参加三项工作坊。



## SkillsFuture Advice Workshop **For Employees** 技能创前程就业培训指导工作坊 **适合员工报名**

Free 1 hour webinar to learn about SkillsFuture programmes and plan for your skills upgrading options. Over 110,000 individuals have benefitted from this workshop.

参加这项为时一个小时的免费网络研讨会，了解技能创前程的各项计划，选择您感兴趣的技能提升课程。至今已有超过11万人受益于这项工作坊。



## SkillsFuture Jumpstart! Workshop **For Business/HR Leaders** 技能创前程“立即启动转型”工作坊 **适合商业/人力资源领袖**

Go through this half-day workshop to understand the importance of people strategy, and experience how not having one will impact your business. More than 170 enterprises have benefitted from this workshop since its launch. Course fee is \$42.50 for eligible participants.

通过这项半天工作坊，进一步了解制定人力资源战略的重要性，以及不进行这方面部署可能会对您的业务造成的影响。这项工作坊从开办至今，已让超过170家企业受益。符合条件的参加者每人只需支付\$42.50学费。



## SkillsFuture for Digital Workplace Workshop **For All Learners** 技能创前程数码简介工作坊 **适合任何学员**

Through this 2-day workshop, you will learn about cybersecurity, frequently used mobile applications and how to work with technology at your workplace. 80,000 workers have benefitted from the workshop since its launch. Course fee is \$50 for all SCs/PRs.

您可通过这项为期两天的工作坊，增进网络安全知识、学习如何使用常见的手机应用程序，以及掌握如何在工作上应用科技。至今已有80,000名员工从这项工作坊受惠。所有新加坡公民和永久居民的学费为每人\$50。



Scan the QR code for more information or to register. 扫描二维码，以了解更多详情或报名参加。

# 回理会清真认证制度概览

## 清真认证类别

新加坡回教理事会目前根据食品业与食品相关产业的不同类别，将清真认证分为七大类：



### 食肆认证

对象：食肆，如餐馆、学校食堂摊档、小吃吧、清真角落、糕饼店、烘焙店、食阁或小贩中心摊档，以及市集、跳蚤市场、展销会活动临时搭建的小吃档。



### 产品认证

对象：在新加坡制造 / 参与部分制造 / 加工的产品。只有获得认证的产品才可贴上回理会清真标签。



### 许可认证

对象：已在原产地 / 国获得回理会认可的清真认证机构所认证的进出口产品。



### 储藏设施认证

对象：固定式或流动储藏设施，如仓库和冷藏室。



### 食品处理区认证

对象：餐饮供应场所及中央厨房设施。



### 制造厂认证

对象：制造设施和所有经由这些设施制造的产品。所有经由回理会批准认证的设施所制造或批准的产品均可附上回理会清真标签。



### 家禽屠宰场认证

对象：宰杀新鲜家禽的屠宰场。



请扫描QR 二维码，了解更多有关“回理会清真认证制度类别与资格标准”详情

## 回理会清真认证程序

### 01 认证前活动咨询



可通过下列渠道对回理会清真认证提出咨询：

- 电邮：[info@muis.gov.sg](mailto:info@muis.gov.sg)
- 电话：(65) 6812 6060 / (65) 6359 1199
- 现场征询：23 Mayo Street, Singapore 208323

### 02 提交申请



- 通过 GoBusiness 门户网站在线上提交申请 <https://www.gobusiness.gov.sg/licences/foodservices>
- 预付申请费和 40% 认证费
- 必备条件：(a) 持有新加坡食品局 / 国家环境局 / 卫生科学局的有效执照  
(b) 清真小组组长\*和其中一位回教徒代表均须完成清真基础培训课程（一阶）  
(c) 相关设施已开始运作

\*清真小组组长不一定是回教徒

### 03 处理核查



- 对申请进行处理核查，确保符合回理会清真认证所有条件
- 对申请认证的场所 / 设施进行认证审核
- 申请处理流程会在回理会收到申请费后 14 个工作日（标准申请）或 7 个工作日（加急申请）内开始

### 04 认证



- 一旦申请获得批准，认证费余额付清，清真证书随即发出

### 05 认证后续管理



- 回理会会在不预先通知的情况下展开定期检查，核查遵守情况
- 清真证书持有者的相关资料(如回教徒员工代表、菜单 / 产品、原材料、供应商等等)若有任何异动，务必登入 GoBusiness 网站进行更新

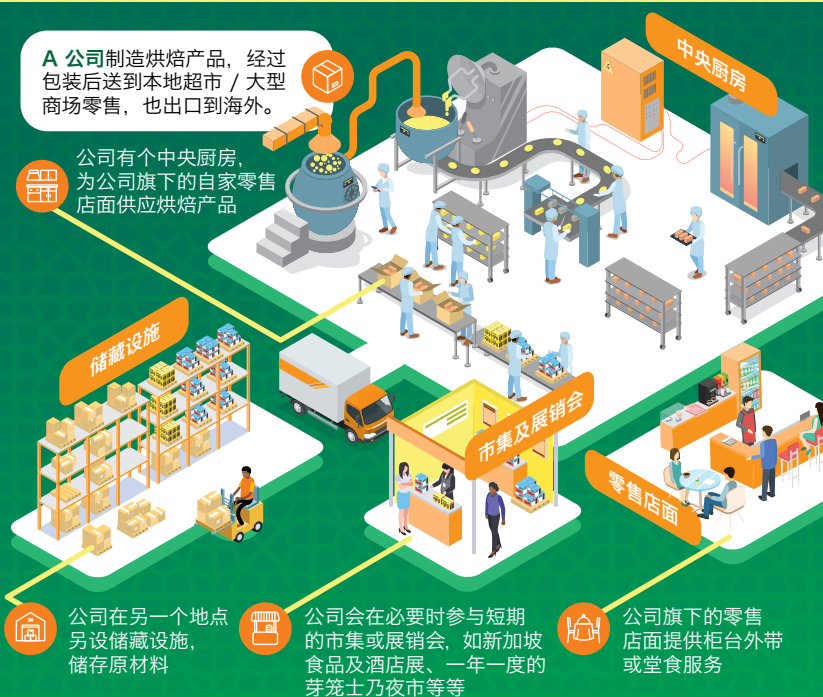
### 06 更新



- 清真证书持有人须在有效期截止之前的60日至120日内申请更新证件，也可以选择自动更新选项。

## 多重清真认证申请案例

场所	认证类别	理由
中央厨房	产品认证	由中央厨房完全或局部制造包装的烘焙产品会分销 / 供应给非自家管辖的零售店面销售，例如本地超市；或出口到海外。
	食品处理区认证	原材料 / 产品集中在另一个中央厨房烘焙处理，而非在自家零售店面处理。这个中央厨房处理产品，然后发送到公司旗下的所有自家管辖的零售店面进行销售。
零售店面	食肆认证 附属类别：小吃吧	在不设堂食的自家零售柜台销售自家产品。
	或者 附属类别：餐馆	在附设堂食设施的餐馆销售自家产品。
市集及展销会	食肆认证 附属类别：短期	在市集或展销会上搭建临时档口销售自家产品。 备注：只有现行的回理会清真证书持有人才可申请。
储藏设施认证	储藏设施	原材料储藏在中央厨房或零售店面以外的另一处设施，由公司自行管理。如果储藏设施是由第三方物流供应商管理，则储藏设施清真认证应由第三方物流供应商申请。





**最佳配套** (二维码和终端机)



**精简配套** (仅有二维码)

月费 **\$39.90** + 每月 \$10 SIM卡费用

月费 **\$0**

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接受各种付费类型  
(NETS卡, 转账卡,  
信用卡和二维码)



通过手机接收  
即时付费通知



从一站式商业用户网站  
查看终端机和零售店的  
每日销售额

欲了解如何提供综合数码付费方式, 让您的客户拥有更多的选择, 请即刻与我们联系。



6274 1212



info@nets.com.sg

# 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。

NAME 姓名	<input type="text"/>
PHONE 电话号码	<input type="text"/>
CUISINES 我卖的菜肴	<input type="text"/>
STALL NAME 摊位名	<input type="text"/>
ADDRESS 地址	<input type="text"/>
YEARS OF OPERATION 经营小贩的年资	<input type="text"/>
TRAINER EXPERIENCE 有没有培训过他人的经验	<input type="text"/>



Supported by:



SKILLSfuture SG

# SPECIFICALLY SET UP TO SUPPORT HEARTLAND ENTERPRISES

## 专为支持邻里企业而设立

Heartland Enterprise Centre Singapore (HECS) is set up as a dedicated resource to champion the revitalisation of our heartland businesses through placemaking activities, transformation of enterprises and upskilling of workforce.

新加坡邻里企业中心（HECS）的成立，旨在协助邻里企业和商联会通过活动营造、企业转型和劳动力技能提升，创造更有活力的邻里。

### GOAL 目标

**Bring Vitality To Heartland**  
激活邻里发展，重塑社区活力

**Management Services**  
管理服务

**Lead** 领导  
**Organise** 组织  
**Reinvent** 再造

**Placemaking**  
地方活动

**Engage** 互动  
**Enliven** 活力  
**Empower** 授权

**Digitalisation**  
数码化

**Inform** 通知  
**Connect** 衔接  
**Expand** 扩展

**Heartland Tourism**  
邻里旅游

**Identify** 识别  
**Explore** 探索  
**Create** 创造

## HEARTLAND ENTERPRISE CENTRE SINGAPORE

## 新加坡邻里企业中心



Stay connected with us



Blk 1 Joo Chiat Road, #05-1017, Joo Chiat Complex, Singapore 420001

Tel: 6741 3425 | Email: [enquiries@HECS.com.sg](mailto:enquiries@HECS.com.sg) | Visit us at: [www.hecs.com.sg](http://www.hecs.com.sg)

Heartland Enterprise Centre Singapore

Heartland Enterprise Centre Singapore is a subsidiary of The Federation of Merchants' Associations, Singapore

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## Collaborate

### Microsoft 365 Business Premium



**\$29.96** /user/mth

- Collaborate securely via video conferences and screen sharing on Microsoft Teams
- Get Office apps (Word, Excel, Outlook, PowerPoint and OneNote)
- Defend against advanced cyber threats

### Singtel BizConference Standard **zoom**

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- Host video conferences and co-annotate on screen
- Secure meetings with password protection
- Download cloud recordings and meeting reports

### Singtel ONEOffice Unlimited **Google Cloud**

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- Collaborate with Google Meet
- Get unlimited email and drive storage
- Work with the latest versions of Google apps

## Cybersecurity

### Endpoint Protection

- Protect devices against malware, ransomware and latest cyber threats with machine learning
- Manage all devices from a single dashboard

### Unified Threat Management

- Protect network against cyber threats
- Ensure web filtering and business application protection

In support of IMDA and Enterprise Singapore

# 更多

# 数码能力

DBS  
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Live more,  
Bank less

## 助您的业务腾飞

通过星展强化数码能力配套 (DBS Resilience Package), 符合条件的企业可获取高达10,000元奖励

政府最近推出了“强化数码能力奖励 (Digital Resilience Bonus)”, 协助中小企业数码化, 并适应新常态。为了帮助符合条件的企业获得相应的奖励, 我们针对餐饮和零售业者推出了星展强化数码能力配套。

### 满足以下条件的中小企业可申请奖励

- ✓ 餐饮业者      或      ✓ 零售业者
- ✓ 公司成立于2020年5月26日或更早

“自从我的网站和网店上线之后, 我收到了很多来自新加坡不同地区新客户的订单!”



## 简单4步骤 即可获取奖励

**第1步:** 注册企业版 PayNow (并将其与您的星展银行账户关联) 和电子发票 InvoiceNow

**第2步:** 在业务运营流程中采取数码解决方案即可获得 2,500元

**第3步:** 建立数字业务以扩大业务收入来源并索取2,500元

**第4步:** 将数据挖掘和分析解决方案等先进技术融入业务运营, 可以获得5,000元

在线会计



数码下单



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若有任何疑问, 请电邮 [drb@dbs.com](mailto:drb@dbs.com)。

请上星展官方网 [go.dbs.com/drptnc](http://go.dbs.com/drptnc) 查询完整条款和条件。



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 Best Bank in the World 2018, Global Finance



DBS Resilience Package

为企业而建立一站式强化数码能力解决方案。