



新加坡全國商聯總會

THE FEDERATION OF MERCHANTS' ASSOCIATIONS, SINGAPORE

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新加坡小販文化申遺成功

SG Hawker Culture on UNESCO Heritage List

2019年3月28日，新加坡国家文物局、国家环境局和总会组成的三方联席委员会，把新加坡小販文化的申遗文件呈交给联合国教科文组织。2020年12月16日，联合国教科文组织的政府间委员会正式批准新加坡小販文化列入非物质文化遗产代表名录。

配合新加坡小販文化申遗成功，从2020年12月26日至2021年1月11日，国家环境局举办“新加坡小販节”，鼓励国人上网玩问答游戏，赢取小販美食餐券，到全岛29个小販中心换取食品。总会总共有16个会员商联会参与了新加坡小販节活动。

此外，约13,500个向小販致谢的礼包也从2021年1月2日至3月19日，通过人民协会的职员、国会议员或商联会和小販协会的代表，陆续送到新加坡的114个小販中心内。礼包内有一瓶万字酱油和优联煤气控股赞助的一把菜刀。



On 28 March 2019, Singapore's National Heritage Board (NHB), National Environment Agency (NEA) and FMAS jointly submitted the nomination documents to UNESCO for inscribing Singapore Hawker Culture into UNESCO's List of Intangible Cultural Heritage of Humanity. On 16 December 2020, Singapore Hawker Culture was officially approved to be inscribed into UNESCO's List of Intangible Cultural Heritage of Humanity by the Inter-Government Committee of UNESCO.

In conjunction with the above successful inscription, NEA organised SG HawkerFest from 26 December 2020 to 11 January 2021 at 29 hawker centres. Members of the public stood to win hawker centre food vouchers by answering online quizzes. There was a total of 16 FMAS member associations participated in SG HawkerFest.

In addition, there were about 13,500 goodie bags of appreciation distributed to all hawkers in 114 hawker centres through People's Association's staff, Members of Parliament or FMAS member associations from 2 January to 19 March 2021. Each goodie bag consisted of a bottle of Kikkoman soy sauce and a ceramic knife sponsored by Union Gas Holdings.



编者的话 Editor's Note

新加坡全国商联总会自从出版第一期《会讯》以来，目前已经第15期了。感谢会员商联会、官方机构和各界友人的大力支持，会讯才能不间断地与大家见面。

为了让总会《会讯》的内容更为充实，在未来的《会讯》中，我们欢迎大家投稿。举凡讨论邻里商贩课题的建设性文章，都在欢迎之列。来稿字数在500字以内。第16期的总会《会讯》预计在2021年11月中旬出版，有意投稿者，请在2021年9月15日之前，把文章的打字稿连同您的联系方式传给总会《会讯》编辑组，电邮: sumlimteo@fmas.org.sg。邮件标题上请注明“新加坡全国商联总会《会讯》”。编辑组有权决定刊用与否。由于这是一份非盈利刊物，因此暂无稿费。

再次感谢您的贡献与支持。

15th issue of FMAS Newsletter is published in May 2021. We would like to thank our members, government agencies and friends for the strong support

provided since its launch a few years back.

Moving forward, in order to make the content of FMAS Newsletters more substantial and robust, we invite you to contribute articles to us. Articles with constructive opinions pertaining to heartland merchants and hawkers are most welcomed. The length of your article shouldn't be longer than 500 words. The 16th issue of FMAS Newsletter is targeted to be published in mid-November 2021. If you are keen on contributing article, please save it together with your contact details in word format and email to FMAS Newsletter Editorial Team (sumlimteo@fmas.org.sg) by 15 September 2021. Please indicate "FMAS Newsletter" in the subject of your email. Publication of articles is at the absolute discretion of the editor. As we are a non-profit organisation, there is no writing fee for the contributors for the time being.

Once again, thanks for your contribution and support.

征收广告 Advertisement Space For Sale

为了补贴《会讯》的出版经费，从第16期开始，总会计划每一期腾出若干版位，发售给会员商联会或属下的会员商贩，以及其他非会员商家或官方机构刊登广告。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2021年9月15日之前，联系总会项目经理张森林(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2021年10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，请在2021年9月15日之前，呈交广告材料(文字、照片和商标等)给张先生。

In order to offset publication cost of FMAS Newsletters, from the 16th issue onwards, FMAS will allocate a number of advertising pages in each issue and market them to the

member associations or other non-member merchants and government agencies. 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 would be at a discounted rate of \$800.

If you are interested in advertising, please contact our Project Manager, Mr Teo Sum Lim (Tel No.: 6741 4670 or 9833 7113, Email: sumlimteo@fmas.org.sg) by 15 September 2021. The advertiser has to provide the actual size, high-resolution PDF (minimum 300 dpi) file to Mr Teo by 15 October 2021. The advertisement content must comply with the standards of the Advertising Standards Authority of Singapore (ASAS). If you require the FMAS appointed printer to assist in the production of advertisement artwork, the production fee for each page is \$500, and the client has to submit advertisement materials (texts, photos and logos etc) to Mr Teo by 15 September 2021.

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

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第二届新加坡小贩座谈会

2nd SG Hawker Seminar

在国家环境局的鼎力支持下，2021年1月11日，总会在淡滨尼天地主办第二届新加坡小贩座谈会。这个座谈会的主题是“传统结合创新，发扬小贩文化”，希望小贩们能够借助这样的一个平台，知晓当今的营业趋势，从中获得启发；大家也能交流提升运作的方式，以及学习通过科技转型，让小贩行业传承下去。

在座谈会上，总会主办、《联合晚报》联办的第一届新加坡小贩奖的参赛成绩揭晓并举行颁奖礼。本届新加坡小贩奖总共颁发15份奖，包括六份小贩文化传承奖、五份创新精神小贩奖、四份潜力小贩奖。每位得奖的小贩可获500元现金和一张证书。

小贩文化传承奖得奖者：Ali Fatimah Food Stall (红山熟食中心)、中国街五香贯肠 (麦士威熟食中心)、咖啡快座 (厦门街熟食中心)、呀侬街粿汁 (实龙岗花园熟食中心)、Gerai Nenek Obek (芽笼士乃巴刹)、明发鱼圆 (牛车水大厦小贩中心)。

创新精神小贩奖得奖者：超好面 (厦门街熟食中心)、Ah Tan Wings (义顺公园小贩中心)、Ashes Burnnit (黄金熟食中心)、黄大福 (联邦弯小贩中心)、XLX Modern Tze Char (义顺公园小贩中心)。

潜力小贩奖得奖者：有点糖 (麦士威熟食中心)、Mad Bros Sg (丹戎巴葛坊大牌6号小贩中心)、Shaker Lakers (义顺公园小贩中心)、天記萝卜糕福建面 (马林百列中大牌84号)。

Organised by FMAS with the support of National Environment Agency (NEA), the 2nd SG Hawker Seminar was held at Our Tampines Hub on 11 January 2021. The theme for this year's seminar was "Celebrating Hawker Culture. Infusing Tradition with Innovation". This communication platform is specifically designed for hawkers so as to enable them to understand the current business trends, and picking up new ideas to improve, innovate their current operation and inherit the hawker culture through technological transformation.

Award presentation ceremony for the 1st Singapore Hawkers' Awards was held during the seminar. Singapore Hawkers' Awards was organised by FMAS and co-organised by *Lianhe Wanbao*. There was a total of 15 prizes given away, inclusive of six Hawker Heritage Awards, five Enterprising Hawker Awards and four Promising New Hawker Awards. Each winner received \$500 cash prize and a certificate.

Winners of Hawker Heritage Awards: Ali Fatimah Food Stall (Redhill Food Centre), China Street Fritters (Maxwell Food Centre), Coffee Break (Amoy Street Food Centre), Garden Street Kway Chap (Serangoon Garden Market & Food Centre), Gerai Nenek Obek (Geylang Serai Malay Market and Food Centre) and Ming Fa Fish Ball (Chinatown Complex Food Centre).



小贩文化传承奖的六位得奖者。
The six winners of the Hawker Heritage Awards.



创新精神小贩奖的五位得奖者。
The five winners of the Enterprising Hawker Awards.



潜力小贩奖的四位得奖者。
The four winners of the Promising New Hawker Awards.

Winners of Enterprising Hawker Awards: A Noodle Story (Amoy Street Food Centre), Ah Tan Wings (Yishun Park Hawker Centre), Ashes Burnnit (Golden Mile Food Centre), Huang Da Fu (Commonwealth Crescent Market) and XLX Modern Tze Char (Yishun Park Hawker Centre).

Winners of Promising New Hawker Awards: Dot Sugar (Maxwell Food Centre), Mad Bros Sg (Tanjong Pagar Plaza Market & Food Centre), Shaker Lakers (Yishun Park Hawker Centre) and Tian Kee Carrot Cake & Hokkien Mee (Blk 84 Marine Parade Food Centre).



热烈恭贺所有 新加坡小贩奖 得主



新加坡小贩奖旨在表扬本地小贩的创新和创业精神，并对竭力追求卓越，为延续我国小贩文化作出积极贡献的杰出小贩品牌和个人予以肯定。

新加坡小贩座谈会

传统结合创新，发扬小贩文化

潜力小贩奖



DOT SUGAR
麦士威熟食中心
#01-61



MAD BROS SG
丹戎巴葛坊大牌6号小贩中心
#02-03



SHAKER LAKERS
义顺公园小贩中心
#01-24



TIAN KEE CARROT CAKE
马林百列中夫牌84号小贩中心
#01-35

小贩文化传承奖



ALI FATIMAH FOOD STALL
红山熟食中心
#01-01



CHINA STREET FRITTERS
麦士威熟食中心
#01-64



COFFEE BREAK
厦门街熟食中心
#02-78



GARDEN STREET KWAY CHAP
实龙岗花园熟食中心
#01-21



GERAI NENEK OBEK
芽笼士乃巴剎
#02-136



MING FA FISH BALL
牛车水大厦小贩中心
#02-49

创业精神小贩奖



A NOODLE STORY
厦门街熟食中心
#01-39



AH TAN WINGS
义顺公园小贩中心
#01-40



ASHES BURNNIT
黄金熟食中心
#B1-24



HUANG DA FU
联邦弯小贩中心
#02-94



XLX MODERN TZE CHAR
义顺公园小贩中心
#01-28

邻里创新挑战计划

Heartland Innovation Challenge

总会主办的邻里创新挑战计划，在2021年2月22日于企业发展局办事处举行参与学府与商家的配对工作。参与这项计划的学府来自南洋理工大学、新加坡管理大学、新跃社科大学、新加坡理工学院、淡马锡理工学院、南洋理工学院、共和国理工学院。2021年3月8日至10日，参与学府与商家在新加坡管理大学进行了为期三天的构思营，并在4月和5月间跟进讨论。

邻里创新挑战计划旨在把各个邻里企业以及高等学府的学生们聚集一堂，一起合作，发挥创意。整个计划将在2021年6月完成，获胜的队伍不但能够赢取奖金，也能获得资源落实合作的方案，带来实质的效益。

Organised by FMAS, the matching session between the participating institutions and merchants for Heartland Innovation Challenge was conducted on 22 February 2021 at Enterprise Singapore. The participating institutions are Nanyang Technological University, Singapore Management University, Singapore University of Social Sciences, Singapore Polytechnic, Temasek Polytechnic, Nanyang Polytechnic and Republic Polytechnic. From 8 to 10 March 2021, a 3-day bootcamp was conducted for both the participating institutions and merchants at Singapore Management University. They also checked in for discussions in April and May 2021.

Heartland Innovation Challenge aims to bring together various heartland enterprises and students from institutions of higher learning to work together and develop creativity. This programme is scheduled to be completed in June 2021 and the winning teams not only can win cash prizes, but also get resources to implement cooperative plans, bringing substantial benefits.



区域邻里企业之星奖圆满举行

Precinct Enterprise Star Award 2020

总会主办、《联合晚报》协办的第一届区域邻里企业之星奖，在2020年12月15日于新加坡万豪董厦酒店举行证书颁发仪式。大会主宾是贸工部兼文化、社区及青年部政务部长刘燕玲。

经过评审们的精心评审，五个组别的最高荣耀之星奖得主是：Trust Salon（最佳顾客服务）、金山岭（顺利）私人有限公司（最佳创意）、石晶悟语（最佳视觉营销）、明发鱼圆（最具特许经营潜力）、Aircold Electro-Mart Pte Ltd（最佳营销）。

本届赛会还增设了“最佳韧性企业”，以表扬邻里企业和商家在面临冠疫情时所实施的敏锐策略，以及所展现的创新应变能力。Gadgetbox.sg荣获这个特别奖项。

刘燕玲在演讲时特别表扬四个参奖企业：益群药业、APC干粮网站、金山岭（顺利）私人有限公司、泰兴和参茸药行。

上述参奖企业都是由总会会员商联合会推荐参加的。

刘燕玲也呼吁邻里商家们踊跃参加总会在2021年初推出的邻里创新挑战计划。她期待学生和商家们能够一起

碰撞出新的思路、新的理念、新的合作火花，帮助邻里商家掌握未来新趋势、使用新程序解决难题、应对挑战。

总会会长杨向明BBM在致欢迎词时说，疫情期间除了看到许多公司愿意转型，也在传统行业中看到更多年轻面孔，这是令人鼓励的现象。他说：“年长者可能没有时间，也可能对科技不太熟悉，但有了年轻一代帮忙，就能让生意更上一层楼。”

《联合早报》和《联合晚报》总编辑吴新迪在致词时指出，企业如何面对疫情的心态决定了一切，例如愿意数码化的企业就获得更多机会，包括网络直销、使用大数据、通过刺激线上业务来弥补线下业务的流失，这也为邻里企业起到很好的示范作用。

2020年区域邻里企业之星奖筹委会主席洪鼎良PBM则在致总结词时指出，穷则变，变则通，大小企业因疫情都应做出准备，而接下来也须好好思考企业未来的发展方向。

Jointly organised by FMAS and Lianhe Wanbao, the inaugural



Precinct Enterprise Star Award 2020 had a grand finale ending with the certificate presentation ceremony held on 15 December 2020 at Marriott Singapore Tang Plaza Hotel, with Ms Low Yen Ling, Minister of State for Trade and Industry & Culture, Community and Youth as Guest-of-Honor.



After rounds of judging process, the overall winners for the five competing categories were: Trust Salon (Best Customer Service), Kim San Leng (Soon Lee) Pte. Ltd. (Most Innovative), Gemstory World Pte. Ltd. (Best Visual Merchandising), Ming Fa Noodles House Pte. Ltd. (Most Franchisable) and Aircold Electro-Mart Pte Ltd (Best Marketer).

To recognise heartland enterprises for their keen strategies and innovation resilience displayed in the light of COVID-19, PESA 2020 added the "Best Resilience Award". Gadgetbox.sg won this special honour.

MOS Low commended well on the following enterprises in her speech: Yit Chien Medical Company, APC E-Store LLP, Kim San Leng (Soon Lee) Pte. Ltd. and Thye Hin Hoe Medical Store.

All the participating enterprises were nominated by the member associations.

MOS Low also urged heartland enterprises to actively take part in the Heartland Innovation Challenge programme to be launched by FMAS in early 2021. She hoped that the students and the enterprises can cooperate and develop innovative ideas to solve problems so as to cope with



new challenges ahead.

FMAS President Yeo Hiang Meng BBM said in his welcome speech that, other than seeing many companies transformed during the spread of COVID-19, it is also encouraging to see more young faces in the traditional industries. He believed that 1st-generation business owners may not have time or might not be familiar with technology, but with the help of the younger generation, business can be brought to the next level.

Editor of *Lianhe Zaobao* and *Lianhe Wanbao*, Mr Goh Sin Teck, pointed out in his speech that, the mentality of how enterprises face

COVID-19 matters. For example, enterprises that are willing to go digital will get more opportunities, including online sales, using big data and stimulate online business to make up for the loss of offline business. These also serve as the good examples for the heartland enterprises.

Chairman of the Organising Committee of PESA 2020, Mr Hoon Thing Leong PBM, pointed out in his closing speech that, be it big or small enterprise, they should make preparation for the new normal during COVID-19 period, and also think carefully about the future development and direction of their enterprises.



总会新任会务顾问周沐丽 FMAS New General Advisor Ms Chew Mok Lee

新加坡企业发展局前助理局长周沐丽自该局退休后，接受总会的邀请，担任总会会务顾问。这项委任自2021年4月开始生效。

Ms Chew Mok Lee, the former Asst. Chief Executive Officer of Enterprise Singapore, accepted the invitation from FMAS for the appointment of FMAS General Advisor, after her retirement from ESG. This appointment took effect from April 2021.

邻里旅游 “吃喝购物在邻里”

2020年11月9日，新加坡邻里企业中心与《联合早报》联办、总会与企业发展局支持的邻里旅游正式揭幕。总会出席者为会长兼新加坡邻里企业中心董事经理杨向明BBM、顾问兼新加坡邻里企业中心主席郭庭水PBM、总务林海德及宏茂桥第四道N1商贩联谊会主席梁翠贞；代表新加坡报业控股出席者为华文媒体集团社长李慧玲、营运总编辑罗文燕。

杨会长希望通过这样的一种活动，能够鼓励新加坡人到组屋邻里中心购物和旅游，吸引年轻一代认识组屋邻里文化、历史和美食，并重新发现有趣事物，借此带动邻里消费。此外，希望此举也能吸引旅居本地的外国人探索邻里，在旅游业复苏后为邻里带来新客源。

他说：“邻里商家的生意因冠病疫情受大受打击，但自解封第二阶段后，一些商家的生意恢复得比较快，商联总会希望趁这个势头吸引人们到邻里探索购物，认识我们的邻里。”

这个命名为“吃喝购物在邻里”的邻里旅游活动，第一条路线是2020年11月29日的宏茂桥和哥本峇鲁邻里中心，第



二条路线是2020年12月20日的大巴窑和碧山，第三条路线是2021年1月31日的文礼中心和小贩中心（国家发展部长李智陞出席了这条路线的活动），第4条路线是2021年3月28日的勿洛中心和勿洛北大牌216巴刹和小贩中心（总理公署兼国家发展部政务部长陈杰豪出席了这条线路的活动）。



Rediscover SG Heartlands

9 November 2020 marked the soft launch of the Heartland Tourism jointly organised by Heartland Enterprise Centre Singapore (HECS) and *Lianhe Zaobao*, and supported by FMAS and Enterprise Singapore. Representatives from FMAS were President cum HECS Managing Director Mr Yeo Hiang Meng BBM, Advisor cum HECS Chairman Mr Kwek Theng Swee PBM, Hon. Secretary Mr Lim Hai Teck and Mdm Iris Neo, Chairman of Ang Mo Kio Avenue 4 (Neighbourhood 1) Shopkeeper' and Hawkers' Association. Representatives from Singapore Press Holdings Ltd were Ms Lee Huay Leng and Ms Loh Woon Yen, Head and Managing Editor of Chinese Media Group respectively.

Mr Yeo said: "Our hawkers and heartland businesses have felt the impact of COVID-19. In collaboration with our partners, we want to encourage



more Singaporeans, expatriates and tourists alike to rediscover our neighbourhoods and bring back much needed footfall to the heartlands."

The first destination of Rediscover SG Heartlands was Ang Mo Kio and Kebun Bahru on 29 November 2020, followed by Toa Payoh and Bishan on 20 December 2020 and Boon Lay Centre and Hawker Centre

on 31 January 2021, where Mr Desmond Lee, Minister for National Development, joined the crowd. The fourth destination was Bedok Central and Bedok North Blk 216 Market and Hawker Centre on 28 March 2021, where Mr Tan Kiat How, Minister of State in the Prime Minister's Office & Ministry of National Development, joined the crowd.



总会副会长洪鼎良逝世 Rest in peace, Mr Hoon Thing Leong

与旅游公司和商家协商，以促进邻里旅游计划的成功举办。

总会组织集体探丧，在杨向明BBM会长的带领下，于2021年5月2日傍晚前往洪先生的灵堂吊唁，向这位副会长致最后的敬意。

FMAS Vice-President Mr Hoon Thing Leong PBM passed away on 29 April 2021 at the age of 72. His contributions towards FMAS can be summarised in three areas, firstly, encouraged and demonstrated the importance of enterprise heritage

and life-long learning. Secondly, helped in recruiting participants for the pass years' Singapore Heartland Enterprise Star Award and Precinct Enterprise Star Award, and thirdly, helped in negotiating with tour company and suppliers on Heartland Tourism and made the event successful.

Led by the President Mr Yeo Hiang Ming BBM, FMAS conducted a group condolence and paid their respect to Mr Hoon at the funeral hall on 2 May 2021.

总会副会长洪鼎良PBM不幸在2021年4月29日离世，享年72岁。洪先生担任总会理事要职近20年，他对总会的贡献良多，主要为三方面：一、鼓励并身体力行企业传承和终身学习的意义；二、大力招募新加坡邻里企业之星奖和区域邻里企业之星奖的参奖商家；三、积极寻找并

网络交流会和讲解会

Webinars organised by HECS

2020年11月26日和2021年1月14日，新加坡邻里企业中心与新加坡零售管理学院联办两场主题为“激活商机”的网络华语交流会。这两场交流会的主持人是新加坡零售管理学院数码化负责人李志威。

第一场的受邀交流者包括Eclado私人有限公司董事叶美琳、悦意轩贸易私人有限公司董事曾秀霞、世兴药业私人有限公司董事李凤君、iLahui私人有限公司林文伟。

第二场的主讲者是微信达人Deren行销私人有限公司创办人娄鹏，受邀交流者包括欧南园亚华肉骨茶私人有限公司市场部负责人林秀凤、一口味私人有限公司董事许学芳、Super Bean国际私人有限公司总裁卢裕波。

2021年3月25日和4月15日，新加坡邻里企业中心、Fave和大华银行联办网络双语讲解会，协助商家了解电子商务平台如何协助扩展业务和客户群。

2021年4月8日，新加坡邻里企业中心和新加坡零售管理学院联办《后疫情时代餐饮业数码化对零售业的创新启发》线上华语交流会，从跨行业角度，分享餐饮业后疫情时代零售业发展趋势。主讲人是 Wemedia Consulting 董事任悦、Ohmy Pot私人有限公司共同创办人马捷、舌尖尖兰州拉面创办人徐荣。他们也分享了带领企业走向数码化的经验。

On 26 November 2020 and 14 January 2021, two Chinese webinars with the theme of “Seize New Business Collaboration” were jointly organised by Heartland Enterprise Centre Singapore (HECS) and Singapore Institute of Retail Studies (SIRS). The moderator was Mr David Lee, Digital Commerce Lead of SIRS.

The invited guests for the first session were Ms Agnes Yap, Director of Eclado Pte Ltd; Ms Stella Chan, Director of Yes Natural Trading Pte Ltd; Ms Cecilia Lee, Director of Sai Hing Medical Hall Pte Ltd and Mr Mark Lim, Director of iLahui Pte Ltd.

The speaker for the second session was Mr Lou Peng, Founder of Deren Marketing Pte Ltd. The invited guests were Ms Ivey Lim, Senior Sales & Marketing Manager of Outram Ya Hua Bak Kut Teh Pte Ltd; Mdm Elaine Koh, Director of Yi Kowei Pte Ltd and Mr Loh Jwee Poh, CEO of Super Bean International Pte Ltd.

On 25 March and 15 April 2021, HECS, Fave and UOB jointly organised two bilingual webinars on e-commerce platform that helped merchants to expand business and customer base.

On 8 April 2021, HECS and SIRS jointly organised a

激活商机，牛转乾坤年货节!
Seize New Business Collaboration for a Bullish Chinese New Year!

网络交流会
1月14日 2021 (星期四) | 上午10点 - 中午12点
This webinar networking session will be conducted in Mandarin on 14 January 2021 (Thursday) from 10am - 12pm

需要出席的商家，请向以下两位报名
To Register: info@hecs.com.sg

邀请嘉宾包括：
 • 担任过数家企业的董事，拥有数家零售企业经验
 • 拥有多年零售行业管理经验，擅长如何提升零售业绩
 • 曾担任多家零售企业董事，拥有多年零售行业管理经验
 • 曾担任多家零售企业董事，拥有多年零售行业管理经验

邀请了多名零售行业资深人士担任嘉宾!

Join us on our opening webinar to learn and network at the same time! We have invited several guests, Mr Lou Peng, to share success tips with you for a Bullish Chinese New Year! Join the right forum to multiply your customers, discover the use of live streaming & video to promote your business and how to identify & target the right customers. Guest speakers will share their various stories using WeChat as a selling and collaborating platform. This webinar will be hosted and moderated by David Lee, Digital Commerce Lead from Singapore Institute of Retail Studies (SIRS). Don't forget to prepare a Chinese New Year dinner for a group photo opportunity during the session!

Speakers include:
 • Mr Lou Peng, Founder, Deren Marketing Pte Ltd
 • Ms Stella Chan, Director, Yes Natural Trading Pte Ltd
 • Ms Cecilia Lee, Director, Sai Hing Medical Hall Pte Ltd
 • Mr Mark Lim, Director, iLahui Pte Ltd

Organised by: HECS, SIRS, Fave, UOB, Nanyang

fave | HM INFOCOMM MEDIA DEVELOPMENT AUTHORITY
GET \$2500 WITH FAVE
(Part of Digital Resilience Bonus)

If you want to:
 ✓ Reach out to millions of new users
 ✓ Convert online customers into your store traffic
 ✓ Offset cost with Grants of up to \$5,000

25 March 2021, OR 15 April 2021
Thurs, 3-4pm OR Thurs, 3-4pm
*Both sessions are in English and Mandarin

Sign up here: bit.ly/webinarDRB
Or Scan:

How to Fave? Join us for the sessions to get the 20% off MDR rate for the first 3 months!

Jointly held by: fave, UOB, HECS

How Do I Qualify?

- ✓ Retail merchant with approved SSIC code
- ✓ UEN is incorporated on or before 28 May 2020
- ✓ UEN is registered on InvoiceNow (Peppol) and Paynow Corporate
- ✓ UEN is registered with Fave and has at least one transaction in the last 30 days

If your answer is yes to all, You are eligible for \$2500!

How do I apply for DRB?

- Not on Fave? What is Fave? Scan this QR:
- Not on Peppol or Paynow Corporate? Scan this QR:

What is Digital Resilience Bonus (DRB) Grant?

It is part of IMDA's initiative to uplift the digital capabilities of companies.

Primarily Food Services and Retail enterprises are granted up to \$10,000 to help them uplift digital capabilities, drive business growth and efficiency through adopting selected digital solutions.

Fave is appointed as one of the digital solution for Retail enterprises, which our merchants can get \$2500 cash if they are eligible.

Chinese webinar entitled “Be inspired and innovate by post pandemic F&B retail digital transformation”. The attendees learnt how the F&B thrive in the new frontier of retail from the cross-industry perspective. The speakers were Mr Ren Yue, Managing Director of Wemedia Consulting; Ms Ma Jie, Co-founder of Ohmy Pot Pte Ltd and Mr Xu Rong, Founder of Tongue Tip Lanzhou Beef Noodles. They also shared their experiences in leading their companies to digitalisation.

社理会生活补助券计划推介会

Launch of CDC Vouchers Scheme

2021年1月25日，新加坡副总理、经济统筹部长兼财政部长王瑞杰与五位市长：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，在勿洛民众联络所一起为“社理会生活补助券计划（第二轮）”举行推介仪式。出席推介会者尚有总会会长杨向明BBM、人民协会总执行理事长林福有。

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, jointly held the launch of “CDC Vouchers Scheme (Tranche 2)” at Bedok Community Centre. Mr Yeo Hiang Meng BBM, FMAS President and Lim Hock Yu, Chief Executive Director of People's Association, were also present at the launch.

On 25 January 2021, Mr Heng Swee Keat, Deputy Prime Minister, Coordinating Minister for Economic Policies and Minister for Finance and the five mayors of Singapore, Ms Denise Phua Lay Peng, Mayor of Central Singapore District; Ms Low Yen Ling, Mayor of South West District;



总会联办“邻里预先付款”慈善活动

Heartland Pays It Forward

2021年5月，总会小贩部与全国志愿服务与慈善中心推出“邻里预先付款”慈善活动，通过提供赠款来支持小贩和商店，最终的受益者是社会上有需要的群体。共有五个试点会员商联会参与这个计划：牛车水大厦小贩商联会、珍珠百货商场联合会、芽笼东中心商贩联谊会、马林百列商联会、沈氏坊/沈氏通道小贩与商店联谊会。在这项活动开展之前，所有参与商贩都经过联办机构的面试程序。

In May 2021, the Federation of Merchants' Associations, Singapore (FMAS) and the National Volunteer & Philanthropy Centre (NVPC) jointly launched the pilot of “Heartland Pays It Forward”, an initiative that aims to provide opportunities for the public and heartland merchants such as hawkers to give back to the community and contribute towards a wider vision of a nationwide pay-it-forward movement in the City of Good.

The campaign allows needy members of our community to redeem meals and other items from the heartland merchants.



Five FMAS member associations are participating in the pilot: Chinatown Complex Hawkers Association, People's Park Traders Association, Geylang East Centre Merchants' Association, Marine Parade Merchants' Association, and Sims Place/Drive Stallholders & Shop Owners Association.

Qualifying interview sessions were conducted at the participating member associations prior to the launch of the pilot.

总会与新加坡邻里企业中心工作计划营

FMAS / HECS Workplan 2021



2021年2月3日，总会与新加坡邻里企业中心工作计划营在希尔顿酒店举行。出席者包括总会会长杨向明BBM、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、财政王雅凉、交际杨德才、秘书处职员；新加坡邻里企业中心主席郭庭水PBM、董事郭文发、中心职员。受邀嘉宾是企业发展局周沐丽助理局长和梅铭仪助理局长、邻里企业部主任章家鸿。

总会秘书长周慧芬呈现总会在2020年所做出的成绩，新加坡邻里企业中心副主管颜邺荃呈现该中心在2020年所达到的表现。颜邺荃和总会助理秘书长李庆文呈现2021年的关键绩效指标。

脑力激荡环节共分为五组进行。第一组课题：邻里复兴计划，主持兼呈现：李庆文，成员：郭庭水、郭文发。第二组课题：邻里企业转型计划，主持兼呈现：颜邺荃，成员：郭秋平、杨德才。第三组课题：小贩互动，主持：陈安妮，成员：刘福记、林咏福，呈现：刘福记。第四组课题：新加坡全国商联总会/新加坡邻里企业中心的服务及招收会员，主持兼呈现：黄思琳，成员：谢赛英、林海德。第五组课题：企业发展/增加收入，主持：林丽霖，成员：王雅凉、洪鼎良，呈现：杜德伟。大家集思广益，提出精彩纷呈的意见与建议，并将作为总会制定下一个阶段的工作的参考。

在小组讨论环节中，发言者为杨向明会长、郭庭水主席、周沐丽助理局长、梅铭仪助理局长。大家进行了坦诚而有效的意见交流。



On 3 February 2021, FMAS / HECS Workplan 2021 was held at Hilton Hotel Singapore. The attendees from FMAS were: President Mr Yeo Hiang Meng BBM, 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, Treasurer Ms Joyce Ong, Liaison Officer Mr Yong Teck Chai and the secretariat staff. The attendees from HECS were: Chairman Mr Kwek Theng Swee PBM, Director Mr Kwek Boon Watt and the staff. Enterprise Singapore's Asst. Chief Executive Officers Ms Chew Mok Lee and Ms Dilys Boey, and Director of Heartland Enterprise Division, Mr Joseph Zhang, were the invited guests for the event.

During the workshop, FMAS Executive Director Ms Doris Chow presented what FMAS had achieved in 2020. HECS Deputy Director Mr Lawrence Ngan presented what HECS had achieved in 2020. Mr Lawrence Ngan and FMAS Asst. Executive Director Mr Jon Lee jointly presented FMAS / HECS KPI for 2021.

There were five groups in the brainstorming session. Group 1 topic: Heartland Rejuvenation, lead cum presenter: Mr Jon Lee, members: Mr Kwek Theng Swee and Mr Kwek Boon Watt. Group 2 topic: Heartland Enterprise Transformation, lead cum presenter: Mr Lawrence Ngan, members: Mr Kuek Chiew Peng and Mr Yong Teck Chai. Group 3 topic: Hawker Engagement, lead: Ms Tan Ann Nee, members: Mr Anthony Low and Mr Lim Eng Hock, presenter: Mr Anthony Low. Group 4 topic: FMAS / HECS Services & Membership, lead cum presenter: Ms Samantha Ng, members: Mdm Chia Sai Im and Mr Lim Hai Teck. Group 5 topic: Business Development / Revenue Generation, lead: Ms Dawn Lim, members: Mr Hoon Thing Leong and Ms Joyce Ong, presenter: Mr Daren Toh. Output of the brainstorming discussions will be used as the references for the next stage of planning for FMAS and HECS.

The four panelists in the panel discussion were: Mr Yeo Hiang Meng, Mr Kwek Theng Swee, Ms Chew Mok Lee and Ms Dilys Boey. The panelists and the audiences exchanged fruitful views and opinions sincerely.

华社联络组来访总会

Visitors from Chinese Community Liaison Group



2021年3月3日，华社联络组的三位代表：总理公署通讯司高级助理司长谢汝源、高级经理吴诗媚、经理梁淑晶来访新加坡全国商联总会，与总会理事们进行了一场恳切的对话。出席对话的总会理事是：会长杨向明BBM、副会长林咏福和刘福记、总务林海德、副总务蔡为明、副财政孙嘉和PBM、交际杨德才、副交际邓福祥，通过Zoom视讯软件出席的是副会长谢赛英、福利魏静君BBM、副福利张清心、受邀理事陈家安和陈曼斐PBM。

对话会所涵盖的课题包括：

- 一、呼吁政府关注湿巴刹生意越来越差的问题，并在可能的范围内协助小贩中心组织活动；
- 二、呼吁政府继续提供租金回扣给受冠病疫情打击的租户，但不立法规定业主继续提供租金回扣；
- 三、呼吁成立电商同业商联会，以维护电商们的利益；
- 四、呼吁社理会生活补助券扩大行业的使用范围，并且采用实体券和电子券相结合的形式；
- 五、由于许多技术人员纷纷加入技术含量低的行业，以至于商家在聘请技术人员方面遇到困难，呼吁政府关注这个问题；
- 六、呼吁政府在推行渐进式薪金模式的同时，也关注这种模式对邻里商贩所可能造成的影响；
- 七、呼吁政府对捐给商联会和小贩协会作为举办活动经费的款项，给予免税优惠。

On 3 March 2021, a dialogue session was conducted between the Chinese Community Liaison Group of the Prime Minister's Office and FMAS EXCO Members at FMAS office. Representatives from the PMO's Communications Group were: Senior Asst. Director Mr Lionel Chai, Senior Manager Ms Semay Ng and Manager Ms Joyce Leung. Representatives from FMAS were: President Mr Yeo Hiang

Meng BBM, Vice-Presidents Mr Lim Eng Hock and Mr Anthony Low Hock Kee, Hon. Secretary Mr Lim Hai Teck, Asst. Hon. Secretary Mr Chua Wui Meng, Asst. Treasurer Mr Francis Swee Kay Hoe PBM, Liaison Officer Mr Yong Teck Chai and Asst. Liaison Officer Mr Tang Fook Cheong, and attendees via Zoom were: Vice-President Mdm Chia Sai Im, Welfare Officer Mdm Karney Ngai Ching Kwan BBM, Asst. Welfare Officer Mdm Teo Cheng Sim and the Invited EXCO Members, Mr Tan Kah Ann and Mdm Edna Tan PBM.

The dialogue session covered the following topics:

1. It is urged that the Government pay attention to the problem of declining business trend in wet markets and assist the hawker centres to organise activities where possible;
2. It is urged that the Government continue to provide rental relief to tenants hit by COVID-19, but not to legislate that landlords to continue to provide rental relief;
3. It is urged to form an e-commerce trade association to protect the interests of e-commerce companies;
4. It is urged to expand the scope of trade for the usage of CDC Vouchers, and adopt a combination mode of physical vouchers and e-vouchers;
5. Since many professional joined the low-tech industries, the merchants have difficulties in hiring professional. It is urged that the Government pay attention to this issue;
6. It is urged that the Government, while implementing the Progressive Wage Model, also observe the impact of this model on heartland merchants and hawkers;
7. It is urged that the Government grant tax exemption to the donations to merchants' associations and hawkers' associations for organising activities.

宠物市场数码化

Petmart Digitalised

黄锦龙是位于实龙岗北2道大牌151 #01-79的Petmart私人有限公司的第二代接班人，该公司于1988年开始经营宠物业务。自从接管业务以来，黄锦龙一直致力于通过科技来改善业务。2020年的阻断措施加快了他的数码化步伐。黄锦龙加入多个电子商务平台，例如Fave和Grab，使Petmart得以在线营运，这提高了他的业务的知名度并有助于他的销售业绩。

随着业务开始回升，公司的工作量也越来越大。从各种产品的库存管理到在线销售，黄锦龙认为数码平台具有竞争优势，因为它们拥有专业的后端团队，可以帮助自己管理日益增长的业务。

尽管在线销售可以提高知名度并扩大市场范围，黄锦龙认为，提供良好的客户服务以及具有竞争力的价格，才是企业可持续发展的关键因素，而不是参加行业之间的价格战。

黄锦龙鼓励更多的邻里商家抓住数码化变革的时机，从而继续保持竞争优势。

Mr Benjamin Wee is a 2nd-generation owner of Petmart Pte Ltd, located at Blk 151 Serangoon North #01-79, which started its pet business in 1988. Ever since taking over the reins of the business, Benjamin has set upon improving the business through adoption of technology. The Circuit Breaker period in 2020 expedited his efforts. Benjamin took Petmart online by onboarding multiple e-commerce platforms such as Fave and Grab, which increased the visibility of his business and helped in his sale.

As business began to pick up, the workload intensified as well. From inventory management to the last-mile fulfillment of the wide range of products that Petmart is



selling online, Benjamin felt that the digital platforms offer competitive edge as they have professional back-end teams which can help him manage his growing business.

While selling online allows increased visibility and wider market reach, Benjamin also shared that providing good customer service together with competitive pricing is a more crucial factor in business sustainability rather than joining an online price war among industry peers.

Through his experience, Benjamin encourages more heartland retailers to adopt digital changes that are now upon us so as to continue to stay relevant and competitive.



小贩咖啡师蔡逢惠

Sai Faye The Hawker Barista

你喜欢咖啡吗？

在蔡逢惠的祖父母的努力下，咖啡快座于1935年开始运营。如今，年轻且充满活力的第三代企业主蔡逢惠喜欢创新，从而为咖啡快座带来新的可持续商业模式。

蔡逢惠的目标是简化祖父和父亲创建的流程，从而提高生产力。蔡逢惠和她的团队开始采用新技术，例如POS数码系统和厨房显示系统，以加快下单和接单的过程。

在2020年的阻断措施期间，蔡逢惠通过社交媒体和电子商务平台提高了咖啡快座的知名度。他们加入了Lazada, RedMart和Shopee等电子商务站点，这些站点提供了从下单、付款到交付的解决方案。

咖啡快座位于厦门街小贩中心#02-78。新运作模式还加强了产品包装，现在是使用玻璃瓶而不是塑料杯交货。因为使用塑料杯会造成溢漏，令交货变得麻烦。

蔡逢惠的积极态度以及她采用数码解决方案的意愿，提高了顾客对咖啡快座业务运营的认识，从而成功地适应了当前的市场趋势，同时保有其传统性。



Do you love coffee?

Coffee Break commenced its operation in 1935 through the efforts of Ms Sai Faye's grandparents. Today, Sai Faye, a young and vibrant 3rd-generation business owner, has brought about innovation that has given rise to a new and successful sustainable business model for Coffee Break.

Sai Faye's goal was to simplify and streamline the processes that her grandfather and father had created and thus improving productivity efficiency. Sai Faye and her team went about adopting new technology such as Digital POS System and Kitchen Display System, which aided in speeding up the ordering process.

During the Circuit Breaker period in 2020, Sai Faye increased Coffee Break's presence through social media and e-commerce platforms. They onboarded e-commerce sites such as Lazada, RedMart and Shopee, which provided end-to-end solution from listing to payment to delivery.

Located at Amoy Street Food Centre #02-78, Coffee Break also enhanced their product packaging where orders are now sent using glass bottles instead of plastic cups which had made delivery cumbersome as they resulted in spills.

Sai Faye's positive attitude and her willingness to adopt digital solutions increased the awareness of Coffee Break's business operation and thus successfully adapting to the current market trend and staying relevant while retaining their traditional identity.



属会活动一览

Members' Activities

裕华区31街商店小贩联谊会

Yuhua Constituency Street 31 Shop-Proprietors & Hawkers Association

2020年3月，裕华区31街商店小贩联谊会荣获保健促进局主办的“全国健步大挑战”该月份最佳进步奖，获2000元现金奖。从2020年10月24日至12月28日，裕华坊巴刹与熟食中心（大牌347）举行保持桌面清洁卫生运动。2020年12月11日，这个小贩中心荣获国家环境局颁发的“新加坡保洁运动奖”。

In March 2020, Yuhua Constituency Street 31 Shop-Proprietors & Hawkers Association won Most Improved For Steps category in the National Steps Challenge, organised by Health Promotion Board, with \$2000 cash prize. From 24 October to 28 December 2020, a campaign on ensuring the cleanliness of hawker table tops was

held at Yuhua Market and Hawker Centre (Blk 347). On 11 December 2020, this hawker centre was awarded SG Clean Award presented by National Environment Agency.



宏茂桥区商联会

Ang Mo Kio Constituency Merchant's Association

2020年11月下旬，宏茂桥区商联会以璀璨灯饰妆点宏茂桥市中心，喜迎圣诞。2021年1月27日，该会举行农历新春亮灯仪式，喜迎新春。

In late November 2020, Christmas light up at the precinct of Ang Mo Kio Constituency Merchant's



Association. On 27 January 2021, the association held its Lunar New Year Light-up Ceremony.

宏茂桥第四道N1商贩联谊会

Ang Mo Kio Avenue 4 (Neighbourhood 1) Shopkeepers' and Hawkers' Association

2020年11月27日，宏茂桥第四道N1商贩联谊会为该区域装上靓丽的圣诞灯饰。2021年1月15日，该会张挂新春灯饰，喜迎新春。

On 27 November 2020, Christmas light up at the precinct of Ang Mo



Kio Avenue 4 (Neighbourhood 1) Shopkeepers' and Hawkers' Association. On 15 January 2021, Lunar New Year light up at the precinct of the association.

马林百列商联会

Marine Parade Merchants' Association

2020年11月下旬，马林百列商联会以五彩缤纷的灯饰装饰马林百列中心和马林台，喜迎圣诞。2021年1月中旬，该会张挂新春灯饰，喜迎新春。



In late November 2020, Christmas light up at the precinct of Marine Parade Merchants' Association. In mid of January 2021, Lunar New Year light up at the precinct of the association.



新加坡大巴窑中心商联会

The Singapore Toa Payoh Central Merchants Association

2020年12月5日，新加坡大巴窑中心商联会以圣诞灯饰把该区的夜晚打造得非常漂亮。

On 5 December 2020, Christmas light up at the precinct of The Singapore Toa Payoh Central Merchants Association.

新加坡勿洛中心商联会

Singapore Bedok Town Centre Merchants' Association

2020年12月6日，新加坡勿洛中心商联会点亮该区的圣诞灯饰。2021年1月中旬，该会挂上新春灯饰，喜迎新春。



On 6 December 2020, Christmas light up at the precinct of Singapore Bedok Town Centre Merchants' Association. In mid of January 2021, Lunar New Year light up at the precinct of the association.

后港村商联会

Hougang Village Merchants' Association

2020年12月12日，后港村商联会以圣诞灯饰把该区打造得非常漂亮。该会在2020年12月19日举行脸书直播的《圣诞佳节@后港村之夜》线上歌台。2021年1月24日，该会通过面簿直播歌台《金牛纳福迎新春》的节目，并主办宏茂桥一后港新春亮灯仪式，主宾是宏茂桥集选区国会议员杰乐。2021年2月21日，杰乐走访后港村内的摊贩，向大家拜年并分发橘子和口罩。

On 12 December 2020, Christmas light up at the precinct of Hougang Village Merchants' Association.

On 19 December 2020, a live show entitled "Season's Festive @ Hougang Village Nite" was broadcasted via the association's Facebook. On 24 January 2021, the association organised Ang Mo Kio-Hougang Chinese New Year e-*Getai* entitled "Golden Ox of Abundance" and Light-up 2021. The Guest-of-Honour was Mr Darryl David, Member of Parliament for Ang Mo Kio GRC. On 21 February 2021, Mr Darryl David conducted walk about at Hougang Village and distributed Mandarin oranges and masks to the community.



淡滨尼西区商联会

Tampines West Merchants' Association

在工艺中教育学院协助下，淡滨尼西区商联会从2020年12月25日至2021年1月，在面簿和Instagram主办系列竞赛，优胜者可以赢取百美超市礼券。该会的Kahoot有奖问答参与人数共计1372人，创造了《新加坡记录大全》的新纪录。2021年1月23日，该会举行新春佳节亮灯仪式，主宾是社会及家庭发展部长兼卫生部第二部长马善高。

In collaboration with ITE College Central, Tampines West Merchants' Association organised a series of contests from 25 December 2020 to January 2021 on its Facebook and Instagram. Prime Supermarket's vouchers were given away to the winners of the contests. The association set a new Singapore Book of Records for the Largest Game of Kahoot with 1372 participants. On 23 January 2021, the association held its Lunar New Year Light-up Ceremony. The Guest-of-Honour was Mr Masagos Zulkifli, Minister for Social and Family Development and Second Minister for Health.





碧山商联会

Bishan Merchants Association

碧山商联会邀请企业界人士，在2020年12月2日和16日通过面簿直播主题为“企业再创高峰”的讲座。

On 2 & 16 December 2020, hosted by Bishan Merchants Association, two talks were telecasted via Facebook with the theme of “Achieve the Excellence for Enterprises”.

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

2020年12月27日，勿洛北216熟食中心暨巴刹小贩联谊会举行新春佳节亮灯仪式，喜迎新春。

On 27 December 2020, Lunar New Year light up at the precinct of Bedok North 216 Food Centre and Market Hawkers Association.



丰加商店联谊会

Hong Kah Shop-Proprietors' Association

2020年12月29日，丰加商店联谊会挂上新春灯饰，迎接农历新年。

On 29 December 2020, Lunar New Year light up at the precinct of Hong Kah Shop-Proprietors' Association.

沈氏坊/沈氏通道小贩与商店联谊会

Sims Place / Drive Stallholders & Shop Owners Association

2020年12月31日，沈氏坊/沈氏通道小贩与商店联谊会挂上新春灯饰，迎接农历新年。

On 31 December 2020, Lunar New Year light up at the precinct of Sims Place/Drive Stallholders & Shop Owners Association.



金文泰镇商联会

Clementi Town Shop-Owners' Association

在工艺中区教育学院的协助下，2021年1月，金文泰镇商联会通过面簿举行“金文泰的今昔”摄影比赛，并在2021年1月31日通过面簿主办“金文泰的今昔”佳节庆祝活动，同时举行摄影比赛颁奖礼。2021年2月上旬，该会挂上新春灯饰，迎接农历新年。

In collaboration with ITE College Central, Clementi Town Shop-Owners' Association organised "Clementi Then And Now" Photo Competition in January 2021 via its Facebook. The association also organised



an event entitled "Festive Celebrations – Clementi Then And Now" via its Facebook on 31 January 2021. Prize presentation ceremony for the photo competition was held during the event. In early February 2021, Lunar New Year light up at the precinct of the association.



芽笼东中心商贩联谊会

Geylang East Centre Merchants' Association

2021年1月8日，芽笼东中心商贩联谊会举行新春佳节亮灯仪式，主宾是麦波申单选区国会议员陈佩玲。

On 8 January 2021, Geylang East Centre Merchants' Association held its Lunar New Year Light-up Ceremony. The Guest-of-Honour was Ms Tin Pei Ling, Member of Parliament for MacPherson SMC.

牛车水大厦小贩商联会

Chinatown Complex Hawkers Association

2021年1月16日至24日，牛车水大厦小贩商联会举办“金牛贺双喜”活动。这项活动包括：非贩之旅@金牛贺双喜、新春筹备好介绍网上直播、新春装饰、网上办年货。

From 16 to 24 January 2021, Chinatown Complex Hawkers Association organised an event entitled "Double Happiness @ Chinatown Complex". This event included four portions, namely, Hawkerwalk @ CNY, CNY Goodie Live Stream, CNY Decorations and CNY Online Shopping.



亚历山大村商联会

Alexandra Village Business Association

2021年1月中旬，亚历山大村商联会挂上新春灯饰，迎接农历新年。

In mid of January 2021, Lunar New Year light up at the precinct of Alexandra Village Business Association.



海格路小贩与商店联谊会

Haig Road Hawkers and Merchants Association

2021年1月中旬，海格路小贩与商店联谊会挂上新春灯饰，迎接农历新年。

In mid of January 2021, Lunar New Year light up at the precinct of Haig Road Hawkers and Merchants Association.

裕廊东24街商联会

Jurong East Street 24
Shopholders' Association

2021年1月中旬，裕廊东24街商联会挂上新春灯饰，迎接农历新年。

In mid of January 2021, Lunar New Year light up at the precinct of Jurong East Street 24 Shopholders' Association.



维斯达坊548商联会

Vista Point 548 Merchant Association

2021年1月21日，维斯达坊548商联会挂上新春灯饰，迎接农历新年。

On 21 January 2021, Lunar New Year light up at the precinct of Vista Point 548 Merchant Association.

18到21马西岭商店小贩联谊会

18-21 Marsiling Hawkers' and Merchants' Association

2021年1月16日，18到21马西岭商店小贩联谊会举行新春佳节亮灯仪式，主宾是国防部兼人力部高级政务部长扎吉哈。

On 16 January 2021, 18-21 Marsiling Hawkers' and Merchants' Association held its Lunar New Year Light-up Ceremony. The Guest-of-Honour was Mr Zaqy Mohamad, Senior Minister of State for Defence & Manpower.



实龙岗北商联会

Serangoon North Merchants' Association



从2021年1月22日至2月13日，实龙岗北商联会与工艺中教育学院联办一项名为“牛来运转迎新春”的活动。该活动包括每天通过面簿介绍实龙岗北村的商家、商品和服务特色，由上榜的商家提供促销优惠。2021年1月27日，实龙岗北村周围的街道点亮农历新年灯饰，喜迎新春。从2021年1月28日至2022年1月28日，该会与真福社会服务联办一个慈善活动，在该活动下，真福社会服务将会送出每张面值5元的实龙岗社区礼券给该区人士，这些慈善礼券可以在该区使用。2021年2月10日，实龙岗公民咨询委员会顾问陈惠意PBM走访实龙岗北村的商贩们。

Serangoon North Merchants' Association and ITE College Central collaborated an event entitled "888 2 Niu 21" from 22 January to 13 February 2021. This event consisted of daily postings of merchants, merchandises and services at Serangoon North Village. Discounts and promotions were given by the featured merchants. On 27 January 2021, Lunar New Year light up at the precinct of the association. The association and Bless Community Services are organising a charity project from 28 January 2021 to 28 January 2022. Under this project, Serangoon Community Vouchers, each at \$5, are to be given away by Bless Community Services and the vouchers can be used at the shops within the precinct. On 10 February 2021, Ms Chan Hui Yuh PBM, Advisor of Serangoon Citizens' Consultative Committee, conducted walk about at Serangoon North Village.

武吉甘柏商联会

Bukit Gombak Traders' Association

2021 年1月25日，武吉甘柏商联会举行新春佳节亮灯仪式，主宾是贸工部兼文化、社区及青年部政务部长刘燕玲。

On 25 January 2021, Bukit Gombak Traders' Association held its Lunar New Year Light-up Ceremony. The Guest-of-Honour was Ms Low Yen Leng, Minister of State for Trade and Industry & Culture, Community and Youth.



丹戎巴葛坊商联会

Tanjong Pagar Plaza Traders' Association

2021 年1月28日，丹戎巴葛坊商联会通过面簿放映一部题为《丹戎巴葛隐藏的瑰宝》的录像带。在这项活动中，观众们可以参加线上有奖问答，赢取职总超市礼券。

On 28 January 2021, Tanjong Pagar Plaza Traders' Association held a live video show entitled "The Hidden Gem of Tanjong Pagar" via its Facebook. NTUC vouchers were given away to the winners of the online quizzes during the event.



拉丁马士小贩商店联谊会

Radin Mas Hawkers' And Merchants' Association

2021 年2月2日，拉丁马士小贩商店联谊会通过面簿直播歌唱表演秀与新春亮灯仪式。亮灯仪式在直落布兰雅第11座组屋举行，主宾是拉丁马士单选区国会议员杨益财。

On 2 February 2021, Radin Mas Hawkers' And Merchants' Association held Chinese New Year Virtual Variety Show & Light-up Ceremony via its Facebook. The Light-up Ceremony was held at Blk 11 Telok Blangah Crescent. The Guest-of-Honour was Mr Melvin Yong, Member of Parliament for Radin Mas SMC.



如切坊商联会

Joo Chiat Complex Traders' Association

2021 年2月4日，如切坊商联会挂上新春灯饰，迎接农历新年。

On 4 February 2021, Lunar New Year light up at the precinct of Joo Chiat Complex Traders' Association.



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
- 武吉甘柏商联会
Bukit Gombak Traders' Association
- 勿洛538小贩及商店联谊会
Bedok 538 Hawkers' and Merchants' Association

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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!”



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第3步: 建立数字业务以扩大业务收入来源并索取2,500元

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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



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Heartland Enterprise Centre Singapore

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

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"/>



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