



总会第16届理事会就职典礼圆满举行

Inauguration ceremony of FMAS 16th Executive Committee

2021年9月30日，新加坡全国商联总会通过视讯软件Zoom举行总会成立32周年纪念及第16届理事会就职典礼。主宾是贸工部兼文化、社区及青年部政务部长刘燕玲。出席者包括总会的会务顾问、法律顾问、荣誉会长、名誉会长、理事、查账、官方组织和赞助机构的代表。杨向明会长BBM带领线上出席典礼的全体理事，庄严而隆重地宣读理事信约。线上典礼全程通过总会的脸书直播。

刘燕玲政务部长在致开幕词时强调，新加坡全国商联总会是政府与邻里企业之间的重要桥梁。政府感谢总会将邻里企业的心声及时地传达给有关当局，也对政府所制定的相关政策措施提供宝贵的反馈与建议。冠病疫情期间，总会积极鼓励会员企业运用科技，推展数码化，以应对疫情所带来的不确定性与挑战。政府将会继续与总会密切合作，携手帮助邻里企业提高竞争力，做好应对未来挑战的准备。

总会第16届理事会经历了有如坐过山车的2020-2021年冠病疫情，杨会长在致欢迎词时强调，本会的会务仍然是沿着两条线发展，一条是为邻里商家谋福利，一条是为小贩中心的小贩谋福利，这个创会初心并没有动摇。

总务林海德和财政王雅凉先后站在总会会务和抱团取暖的角度，呼吁那些还没有加入总会的商联会与商协，一起加入这个大家庭。正所谓团结就是力量，大家集思广益，必定可以让总会更为壮大，为邻里商家和小贩谋求更多合理的福利。



FMAS 32nd anniversary celebration cum the inauguration ceremony of the 16th Executive Committee was held via Zoom on 30 September 2021. The Guest of Honour for the event was Ms Low Yen Ling, Minister of State, Ministry of Trade and Industry and Ministry of Culture, Community and Youth. The attendees included FMAS General Advisors, Legal Advisors, Honorary Presidents, Executive Committee Members, Honorary Auditor and representatives from the Government agencies and FMAS' sponsors. FMAS President Mr Yeo Hiang Meng BBM led the Executive Committee Members to take a solemn oath of office via Zoom. The whole process of the inauguration ceremony was broadcast via FMAS' Facebook.

During her opening speech, MOS Low emphasized that FMAS is an important bridge between the Government and heartland merchants. The Government is grateful to FMAS for promptly conveying the voices of the heartland merchants to the relevant authorities, and constantly providing valuable feedback and suggestions on the relevant policies and measures formulated



(文接封面)

by the Government. Throughout COVID-19, FMAS actively encouraged member associations to use technology to cope with the uncertainties and challenges brought about by COVID-19. The Government will continue to work closely with FMAS to help heartland merchants improve their competitiveness and prepare for future challenges.

The 16th Executive Committee of FMAS has experienced the 2020-2021 spread of COVID-19 that was like riding a roller coaster. In his welcome speech, Mr Yeo Hiang Meng emphasized that the services of FMAS remained to serve heartland merchants and hawkers. This founding intention has not been wavered.

FMAS Honorary Secretary Mr Lim Hai Teck and Treasurer Ms Joyce Ong emphasized the interdependence of FMAS member associations to build a strong heartlands eco-system to support merchants and hawkers and urged



the merchants' and hawkers' associations that have yet to join FMAS to do so. As the saying goes, unity is strength. If we pool our resources, we can certainly make FMAS stronger and seek more reasonable benefits for heartland merchants and hawkers.

征收广告 Advertisement Space For Sale

新加坡全国商联会总会的《会讯》第17期预计在2022年5、6月间出版，目前正在征收广告，全版全彩色广告，非会员商家或官方机构收费1000元，会员商联会及属下的会员商贩则收优惠价800元。

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Issue 17 of the FMAS Newsletter is scheduled to be published in May-June 2022 and its advertisement space is for sale

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新加坡邻里企业座谈会成功举行

Singapore Heartland Enterprise Seminar



2021年6月25日，总会举办、《联合晚报》协办的新加坡邻里企业座谈会通过线上和线下结合的方式举行。今年度座谈会的主题是“共创新程，越战越勇”，主宾是贸工部兼文化、社区及青年部政务部长刘燕玲。线上是通过Zoom视

讯软件举行，线下则是在醉花林俱乐部举行。

主题演讲嘉宾是昇菘集团有限公司总裁林福星BBM，讲题是《昇菘超市——人情味与现代化管理并融，邻里商家成功转型成大企业》。另一位演讲嘉宾是Fruits Vending私人有限公司总裁张鑫，讲题是《善用智能创新与数据分析，i.jooz成功开拓橙汁自动贩卖机市场》。

林福星和张鑫也连同诗肯柚木总裁林洁敏一起参与小组讨论会，小组讨论会的主持人是总会会务顾问周沐丽。

总会主办的邻里创新挑战计划的颁奖礼也在座谈会上举行，刘女士主持颁奖仪式。

上述座谈会获得企业发展局和建屋发展局的鼎力支持。总共有500人出席观看座谈会。

Organised by FMAS and co-organised by Lianhe Wanbao, Singapore Heartland Enterprise Seminar was successfully held on 25 June 2021 through a hybrid format. The online seminar was held via Zoom and the physical event was at Chui Huay Lim Club.

The theme for this year's seminar was "Emerge

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

The keynote speaker was Mr Lim Hock Chee BBM, CEO of Sheng Siong Group Ltd. His speech's title was "Sheng Siong Supermarket – Transformation from a Heartland provision shop into an enterprise with modern business management infused with human touch". Another speaker was Mr Bruce Zhang, CEO of Fruits Vending Pte Ltd. His sharing emphasized on how i.jooz's strength in product innovation and data intelligence has enabled it to evolve its business model towards smart vending machines.



Mr Lim and Bruce together with Ms Jamie Lim, CEO of Scanteak, were the panelists of the panel discussion. The facilitator was Ms Chew Mok Lee, General Advisor of FMAS.

The award presentation ceremony of the Heartland Innovation Challenge was held in conjunction with the seminar and presented by MOS Low.

The above seminar was supported by Enterprise Singapore and Housing and Development Board. There was a total of 500 attendees.

邻里创新挑战计划成绩揭晓

Results for Heartland Innovation Challenge

总会与新加坡企业发展局联办的邻里创新挑战计划，从2021年3月举行至5月，结合新加坡的邻里企业和本地的大专学府和理工学院学生的力量，为邻里企业共同创造出新的产品、服务、营运频道或商业模式。

为期三个月的集中交流和讨论互动，涵盖问题识别和分析、解决方案的概念和检验，最终，在评审团的评审会议中，评估参与团队的产品概念的创新性和将之付诸实践的可行性。

邻里创新挑战计划的三支优胜队伍：

第一名： 南洋理工学院与慈素素食餐馆组合。学校团队获奖金1000元。

第二名： 新跃社科大学与优立五金家庭用品电器公司组合。学校团队获奖金500元。

第三名： 新加坡理工学院与金山岭(顺利)私人有限公司组合。学校团队获奖金300元。

有些参与的学生是想通过这个计划，验证他们在各个商业学科所学习到的理论知识，例如营销和数码业务能否在现实生活中得到实践。

有些则是想了解新加坡的商业情况，以及他们能做些什么来帮助商家改善业务。一般而言，在导师们的帮助下，学生们有机会提出创新的想法。

从参与商家的角度来看，这项计划让中小企业主了解市场的走向。有一些商家进入电子商务市场几年了，他们意识到业务停滞不前，决定寻找新的商业模式。

总的来说，商家们认为学生们非常优秀、才华横溢，后者的概念是可行的，而他们的脑力震荡讨论也是富有成效的。

联办单位鼓励更多邻里企业与高等学府参加未来的邻里创新挑战计划。

Jointly organised by FMAS and Enterprise Singapore, the Heartland Innovation Challenge was implemented from March to May 2021. This programme matched our heartland enterprises with students from our local institutes of higher learning, such as polytechnics and universities, to co-create new and innovative products, services, channels and/or business formats for the heartland businesses.

It was a 3-month innovation process via a bootcamp and workshops that covered problem identification and analysis, conceptualisation and prototyping of solutions. This culminated in a pitching session to a panel of judges where the teams were assessed on the innovativeness of their product concepts and feasibility of commercialisation.



Three winning teams of the programme were:

1st Prize: Nanyang Polytechnic with Leaf Corner Pte Ltd. The students received cash prize of \$1000.

2nd Prize: Singapore University of Social Sciences with Unidbox Hardware Pte Ltd. The students received cash prize of \$500.

3rd Prize: Singapore Polytechnic with Kim San Leng (Soon Lee) Pte Ltd. The students received cash prize of \$300.

Some of the participating students shared that they joined the programme because they wanted to see if their knowledge in various subjects of business, for instance, marketing and digital business, could be aptly applied to businesses.

Some wanted to know more about the local businesses in Singapore and what they could do to help the merchants improve. In general, the students had the chance to create innovative ideas with the help of their mentors.

From the viewpoint of some of the participating merchants, with this challenge, it enables and allows SME businesses to understand the market trends and new technologies. Some of them have been operating with the same business concepts for a few years, and they realised that they have been stagnant, and as such finding new breakthroughs is critical. As a whole, the participating merchants felt that the students are excellent, have brilliant concepts that are viable, and the brainstorming sessions were very productive.

FMAS would like to encourage more heartland enterprises and institutes of higher learning to join future runs of the programme.

渐进式薪金模式讲解会

Discussions on Progressive Wage Model

2021年7月21日，新加坡全国商联总会、职工总会、劳资政公平与良好雇佣联盟联办题为“通过渐进式薪金模式振兴零售和餐饮业与公平与良好的雇佣实践”的网络交流会。劳资政公平与良好雇佣联盟行业外展部组长Mr James Pang介绍劳资政公平与良好雇佣联盟和劳资政标准。会上也介绍了渐进式薪金模式，并与食品服务业劳资政三方委员会和零售业劳资政三方委员会主席，白沙一榜鹅集选区国会议员杨浣凌和总会会长杨向明BBM进行对话。



2021年8月27日，为了让更多人士了解草拟中的渐进式薪金制度对零售和餐饮行业的影响，总会、职工总会和人力部在职工总会总部联办了一场渐进式薪金制度讲解会，主宾是杨浣凌，杨向明和总会会务顾问周沐丽参与小组讨论。

On 21 July 2021, a webinar entitled “Uplifting Retail and Food Services Industries through PWM and Fair and Good Employment Practices” was jointly organised by FMAS, NTUC and TAFEP. The topics presented by Mr James Pang (Industry Lead, Industry Outreach and Engagement TAFEP) covered the introduction of TAFEP and Tripartite Standards. There

was also a presentation on the Progressive Wage Model and dialogue with Ms Yeo Wan Ling (Chair, Tripartite Cluster for Food Services (TCF) Industry & Tripartite Cluster for Retail (TCR) Industry and Member of Parliament for Pasir Ris-Punggol GRC) and FMAS President Mr Yeo Hiang Meng BBM.

On 27 August 2021, a discussion session on how the Progressive Wage Model (PWM) will impact the Retail and Food & Beverages industries, was jointly organised by FMAS, NTUC and Ministry of Manpower at NTUC Centre. The Guest of Honour was Ms Yeo Wan Ling. Mr Yeo Hiang Meng and FMAS General Advisor Ms Chew Mok Lee were also panelists during the panel discussion.

数码邻里购物券发放前的简报会

Briefings on CDC E-Vouchers Scheme

从2021年12月开始，新加坡的130万户家庭将获得社区发展理事会邻里购物券，在邻里商店和小贩摊位换取餐饮、生活必需品及服务。邻里购物券将以数码券的形式发放，居民可通过官方制作的视频和图表，学习领取此券的步骤。

2021年10月间，邻里购物券计划征集邻里商家及小贩加入，并且主办五场线上简报会。总会的会员商联会代表们积极响应当局的号召，先后在10月19日、20日、25日、26日和28日，出席由五个社区理事会(中区、东南区、西北区、西南区、东北区)主办的简报会。

Starting from December 2021, 1.3 million households in Singapore will receive CDC vouchers in exchange for meals, daily necessities and services at heartland

shops and hawker stalls at hawker centres. The CDC vouchers will be issued in the form of digital vouchers. The residents would be able to learn the steps to receive these vouchers through official videos and posters.

In October 2021, the respective Mayors of the CDCs urged the heartland merchants, hawkers and the merchants' and hawkers' associations for online briefings which explained how merchants and hawkers could participate in the CDC e-Voucher initiative. Representatives of FMAS member associations actively responded to the call of the authorities and attended the five briefings conducted on 19, 20, 25, 26 & 28 October 2021, hosted by CDC of Central, Southeast, Northwest, Southwest and Northeast Districts, respectively.



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新加坡全國商聯總會
THE FEDERATION OF MERCHANTS' ASSOCIATIONS SINGAPORE



Ministry of Culture, Community and Youth



Ministry of Sustainability and the Environment
— SINGAPORE —

新加坡邻里企业之星奖推介会

Singapore Heartland Enterprise Star Award 2021



新加坡全国商联总会主办、《联合晚报》协办的今年度新加坡邻里企业之星奖推介会，在2021年7月26日晚上通过Zoom视讯软件在线上举行。今年度的奖项主题是“共创新程，越战越勇”。

总会会长杨向明BBM、《联合早报》及《联合晚报》总编辑吴新迪、奖项筹委会主席谢赛英，先后在致词时呼吁邻里商家踊跃参与这个奖项，相互借鉴，达到企业转型与永续发展的目标。

参与小组讨论会的嘉宾是：A.S.路尔恳总裁林昌泉、戴士福建筑私人公司创办人戴士福、金山岭总裁洪启强、优立五金家庭用品电器公司创办人黄兴坤。主持人是《联合早报》高级记者韩宝镇。大家在讨论会上分享了许多宝贵的企业转型经验。

在2021年奖项中，初创以来的三个企业组别保持不变：卓越企业组别、优秀企业组别、经典企业组别。在优秀企业组别中，还会细分为五个奖：最佳客户服务奖、最佳视觉营销奖、最佳营销奖、最具特许经营潜力奖、最佳创意奖。

今年度的奖项配套物超所值，参奖的商家共有40个，其中，34个参加优秀企业组别，参加卓越企业组别与经典企业组别者各有三个。颁奖礼订于2021年12月20日举行。

The launch of Singapore Heartland Enterprise Star Award (SHESA) 2021, organised by FMAS and co-organised by Lianhe Wanbao, was held on 26 July 2021 via Zoom. The theme of this year's SHESA is "Emerge Stronger Together Enabled by Innovation".

FMAS President Mr Yeo Hiang Meng BBM, Editor of Lianhe Zaobao and Lianhe Wanbao, Mr Goh Sin Teck and the award organising committee chairman Mdm Chia Sai Im, urged the heartland merchants to take part in the Awards as part of the journey towards growth and business transformation.

The guests of the panel discussion were: Mr Luke Lim, CEO of A.S. Louken, Mr Tai See Fuui, Founder of TSF Building Construction Pte Ltd, Mr Andy Hoon, CEO of Kim San Leng Group and Mr Wong Hing Kong, Founder of Unidbox Hardware Pte Ltd. The moderator of the panel discussion was Mr Marcus Han Poh Tin, Correspondent of Lianhe Zaobao. The panelists exchanged valuable experiences in the journeys of their enterprise transformation.

Under SHESA 2021, the three main award categories remain unchanged: Promising Enterprise Category, Luminary Enterprise Category and Heritage Enterprise Category. The Promising Enterprise Category is divided into five groups: Best Customer Service, Best Visual Merchandising, Best Marketer, Most Franchisable and Most Innovative.

The response for SHESA 2021 has been encouraging. A total of 40 merchants participated with 34 merchants participating in the Promising Enterprise Category and three merchants each taking part in the Luminary Enterprise Category and Heritage Enterprise Category, respectively. The award presentation ceremony will be held on 20 December 2021.



新加坡邻里节即将掀开序幕

Singapore Heartland Festival

新加坡邻里节是由新加坡邻里企业中心主办，并获得企业发展局和新加坡全国商联总会的支持。这项活动将从2021年11月28日掀开序幕，一直举行至2022年2月18日。

节目分为以下四个主题：

吃喝：最佳美食提名和投票活动、终极美食挑战

购物：线上线下购物活动、圣诞礼物指南、疯狂购物、附加活动

玩乐：邻里中心之旅系列、寻找邻里的宝石

庆祝：新加坡邻里节开幕式和闭幕式。

主办方希望通过这项活动的举办，建立邻里中心的思想共享，让大家以玩乐的形式尽情享受；鼓励当地居民、年轻和通晓资讯科技的消费者，以及居住在邻里以外的人士进入邻里，进行线下和在线购物交易、充满活力的活动和美味佳肴；鼓励公众参与未来项目的规划，并为邻里带来更大的活力，注入新的色彩。

Organised by the Heartland Enterprise Centre Singapore (HECS) and supported by Enterprise Singapore and FMAS, the Singapore Heartland Festival will be held at various zones of Singapore from 28 November 2021 to 18 February 2022.

The Heartland Festival aims to build the mindshare of heartlands among the public to hang out and to have fun. It seeks to encourage heartland residents, the young and tech-savvy consumers and those staying outside the heartlands, to venture into neighbourhood centres for offline and online shopping deals, vibrant activities and great cuisines. Another objective is to encourage public participation to crowdsource ideas new initiatives to inject greater vibrancy in the heartlands.

The exciting programmes for this event are categorised according to four themes:

Eat: The 100 Best Eats campaign and the ultimate food challenge

Shop: Online and offline shopping campaigns, X'mas gift guide, shopping spree and fringe activities

Play: Heartland tour series and hunt for heartland gems

Celebrate: Photography campaigns, Heartland Festival launch and closing ceremonies



总会小贩部举行新加坡小贩对话会

Hawkers' dialogue organised by FMAS

总会小贩部在2021年7月27日通过Zoom举行一场小贩对话会，出席者包括非总会会员的小贩协会的代表。

对话会所讨论的课题包括：为巴刹和熟食小贩所提供的支援措施、在小贩中心强制归还托盘和餐具的政策的影响、两星期一次的冠病简易快速检测、为小贩开办的课程。

为巴刹和熟食小贩所提供的支援措施包括：租金与餐桌清洁费减免、巴刹与熟食摊贩援助基金、冠病疫情复苏补贴、餐饮外卖增强配套等。

在课程方面，对话会上所讨论的课程包括：“技能创前程数码简介计划”——为年长者开办的初级课程、“WSQ餐饮服务业的社交媒体营销课程”——为年轻人开办的高级课程、应用软件订购(课程通过WhatsApp应用软件订购)和“谷歌：我的业务列单”课程等。

2021年9月7日，总会小贩部为文礼小贩协会安排“谷歌：我的业务列单”课程。

Organised by FMAS Hawkers' Division, a hawkers' dialogue session was held on 27 July 2021 via Zoom. The attendees included representatives from non-FMAS members.

The topics shared during the dialogue session were: Supporting measures for wet market and cooked food hawkers, impact of the policy of mandatory tray return at hawker centres, bi-weekly Fast and Easy Testing for COVID-19 and training courses for the hawkers.

The supporting measures for wet market and cooked food hawkers included the Rental and Table-Cleaning Fee Waiver, Market and Hawker Centre Relief Fund, COVID-19 Recovery Grant and the Food Delivery Booster Package.

The Hawkers' Division also shared on the courses conducted which included the "SkillsFuture for Digital Workplace" - Beginner class for older-generation hawkers, "WSQ - Social media marketing for food services" - Advanced class for younger-generation hawkers, Take App Session (What's App order form) and Google - My Business Listing.

For Google - My Business Listing, the first class was conducted on 7 September 2021 at the Boon Lay Hawkers' Association. There are plans to conduct more classes with the help of Google for more hawkers.

第一届新加坡小贩奖特刊

1st Singapore Hawkers Awards Souvenir Magazine

为了纪念2021年1月11日举行的第一届新加坡小贩奖，新加坡全国商联总会在2021年10月出版了《第一届新加坡小贩奖特刊》。这本奖项特刊总共收集了参加第一届新加坡小贩奖的15个得奖小贩及21个入围小贩的故事，具有历史意义与实际交流的价值。这些小贩分别参加三个组别：小贩文化传承奖、创新精神小贩奖、潜力小贩奖。他们当中，绝大部分都曾对新加坡小贩文化作出巨大贡献，可以说是新加坡小贩的典范。

To commemorate the 1st Singapore Hawkers Awards held on 11 January 2021, a souvenir magazine was published by FMAS in October 2021. This book featured the interesting and heartwarming stories of the 15 award winners and 21 shortlisted participants, from the Hawker Heritage Awards, Enterprising Hawker Awards and Promising New Hawker Awards, respectively. They have all contributed significantly to Singapore Hawker Culture and are good role models for the hawkers in Singapore.



总会获赠55,000口罩送31小贩中心 Free 55,000 masks for 31 hawker centres

2021年8月下旬，向阳科技有限公司赠送55,000个医用口罩给总会。从9月开始，总会转赠给29个会员商联会的31个小贩中心，平均每个摊位获20个口罩。这些精美口罩印有新加坡小贩美食的图案，包括沙爹、叻沙和薄饼等。

In August 2021, Sunningdale Tech Ltd gifted 55,000 pieces of disposable surgical masks to FMAS for distribution to hawkers. To create a distinct identity, these masks had designs of local hawkers' foods such as satay, laksa and popiah printed on them. From September 2021, FMAS has distributed these masks to 31 hawker centres from the 29 member associations. On average, each stall received 20 pieces of these facemasks.



杨协成赠送92,160罐饮品予29小贩中心 Free 92,160 canned drinks for 29 hawker centres



配合新加坡56岁国庆日，从2021年8月7日开始，杨协成赠送92,160罐饮品给新加坡29个小贩中心内超过1900个熟食摊位的顾客们，这些小贩中心都坐落在总会属下会员商联会的地区内。凡是在指定期间内在这这些小贩中心用餐的顾客，都可免费获赠一罐杨协成饮品。

In conjunction with the 56th National Day of Singapore, FMAS worked with Yeo Hiap Seng and distributed 92,160 cans of free drinks to more than 1,900 hawker stalls located across 29 hawker centres within the precincts of the FMAS member associations from 7 August 2021. With every purchase at any of the stalls in the 29 hawker centres during the promotional period, the customers each received a can of drink for free. This had helped to boost the sales of the hawkers.

总会分派4000波兰鸡蛋 FMAS distributed 4000 Polish eggs

2021年5月11日，总会分派来自波兰的4000个鸡蛋给四个会员商联会的小贩中心：牛车水大厦熟食中心、珍珠百货商场熟食中心、芽笼东中心熟食小贩中心、马林百列小贩中心。总会感谢波兰驻新加坡大使馆“慷慨解蛋”。这次的捐蛋行动获得波兰鸡蛋生产商Fermi Wozniak和新加坡鸡蛋进口商Dasoon Eggs的支持。

On 11 May 2021, FMAS distributed 4,000 eggs to our member associations at the following hawker centres: Chinatown Complex Food Centre, People's Park Food Centre, Geylang East Centre Hawker Centre and Marine Parade Hawker Centre. FMAS would like to thank the Embassy of the Republic of Poland in Singapore for their generosity. The initiative was supported by the Polish egg producer, Fermi Wozniak and Singapore's egg importer and distributor, Dasoon Eggs.



举办企业网络讲座

Webinars organised by FMAS and HECS

总会和新加坡邻里企业中心今年下半年所主办的线上讲座如下，这些讲座在于增进邻里商家和小贩的知识。总共有超过800人出席讲座。

The following Table highlights the webinars organized by FMAS and HECS to improve the knowledge of heartlands merchants and hawkers. The webinars attracted more than 800 participants.

Date 日期	Topic 课题	Partner Organisation 联办机构	Speakers and/or Panelists 主讲者及 / 或小组讨论者
9 Jul 21	AL & Digitalisation To Grow Your SME Business (in Mandarin) 智数化赋能：零售业大产业	Singapore Institute of Retail Studies (SIRS)	• Mr David Lee, Digital Commerce Lead, SIRS
12 Aug 21	How to Build a Complete Foundation for your Online Business (in Mandarin) 为网络业务建立一个完整的基础	SourceSage	• Mr Sim Jian Min, CEO, SourceSage • Mr Jimmy Goh, CEO, Thirty Market Place
28 Sep 21	Visual Merchandising Solutions (in Mandarin) 视觉营销解决方案	Promode Design & Marketing Pte Ltd Retailers Market, Font Creative Pte Ltd SIRS	• Ms Jacqueline Koh, Lecturer, SIRS • Mr David Tee, MD, Promode Design & Marketing • Ms Nikki Chua, MD, Retailers Market, Font Creative
6 Oct 21	InvoiceNow (in English) 电子发票	DataPost	• Guest speaker from IMDA
14 Oct 21	Visual Merchandising Solutions (in English) 视觉营销解决方案	Promode Design & Marketing Pte Ltd Retailers Market, Font Creative Pte Ltd SIRS	• Mr Alfri Bin Mohd Yusoff, Visual Merchandising Consultant, SIRS • Mr David Tee, MD, Promode Design & Marketing • Ms Nikki Chua, MD, Retailers Market, Font Creative
20 Oct 21	InvoiceNow (in Mandarin) 电子发票	DataPost	• Guest speaker from IMDA
28 Oct 21	Use Carousell to Develop E-Commerce (in Mandarin) 使用Carousell发展电子商务	Carousell	• Carousell staff
9 Nov 21	How to Succeed in the Age of COVID- 9 (bilingual) 如何在冠病时代取得成功?	NETS	• Mr Tan Weoi Chong, Director, Yan Xi Tang • Mr Wesley Han, MD, Mojito Ventures Pte Ltd From NETS: • Mr Kenneth Ching, VP, Merchants Acquisition (Online & Alternate Payments) • Mr Yeo Tiong Ann, Senior VP, Merchant Product • Ms Chen HuiYing, VP, Digital & Consumer Marketing • Mr Ang Sok Hong, Head, Merchant Acquisition & Payment Partnerships

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



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Tel: 6741 3425 | Email: enquiries@HECS.com.sg | Visit us at: www.hecs.com.sg

Heartland Enterprise Centre Singapore

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

冠病疫情加速数码化转型

COVID-19 accelerates Digitalisation



2015年，一高电器店私人有限公司东主林金祥第一次在本地电商平台推出电器网店Home 101时，当时电器网店不多，竞争不如现在激烈，推出不到一个月就卖出第一个产品，大振人心。自此，在义顺5道大牌101#01-99经营电器店30多年的他，踏上一条漫长且艰难的转型之路。

林金祥说：“没做过的人以为经营网店很简单，只要上载货品照片就行。其实网店比门市辛苦十倍，从产品拍照上载、促销和品牌包装、解答顾客疑问、安排售后服务及电器安装工作、应付顾客反馈、出单和追踪存货等，都得靠自己摸索，找出适合自家产品服务的一线式团队，并慢慢建立起顾客群，是耗时耗力又耗精神的过程。”

但零售业要生存，就必须跟上数码时代的脚步，冠病疫情阻断措施更凸显数码化对零售业带来的正面效果，只要新加坡的网购平台继续获顾客信任，网上业务肯定会超过实体店。就像林金祥的网店，在阻断措施前的业绩就已超越了门市，阻断期间更创下一个月2000份订单的佳绩。

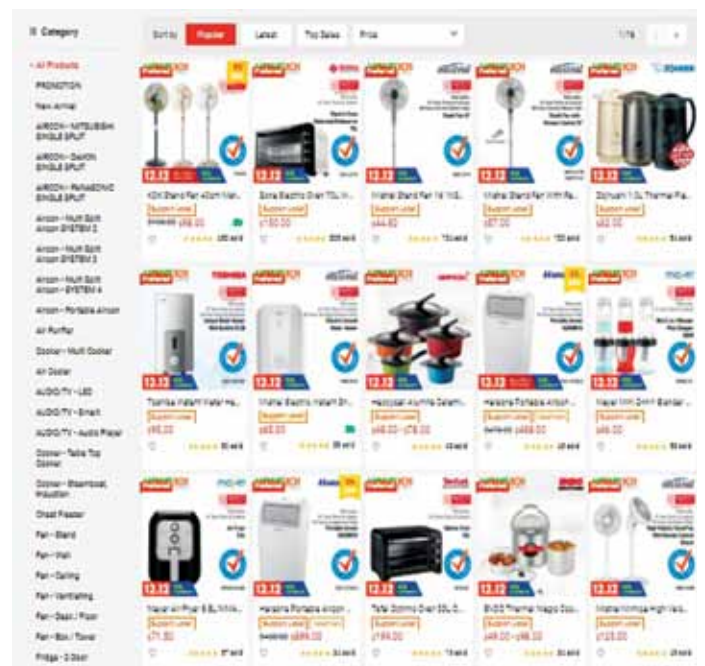
林金祥说，线上的好处是能节省店租，不需担心门市地点和客流量不足，但网店竞争激烈，产品毛利很薄，只能通过营业额来补足。营业额增加，就得增添人手或以数码化运营系统代劳。

In 2015, Mr Lim Kim Siang, owner of Aircold Electro-Mart Pte Ltd, started to sell his products on an online platform, Home 101. During that period, there were not many online platform options, thus less competition. Within a month, upon uploading the products, he closed his first sale and boosted his confidence in adopting digital platforms. Feeling excited, he embarked on the road to digitalisation, even though he has been operating an electrical store at Blk 101 #01-99, Yishun Ave 5 for more than 30 years.

Mr Lim said: “People who have never done it think that running an online store is very simple: just uploading photos of the goods and it is done. In fact, the online store is ten times harder than managing a physical store, from taking to uploading product photos, promotion to brand packaging, answering customer questions, and arranging after-sales service and electrical installation work, coping with customer feedback, issuing orders, and tracking inventory etc. You have to explore on your own to find out which is most suitable for your own products and services.”

To build up a customer base is indeed a very time-consuming, labour-intensive and energy consuming process. For the retail industry to survive and move along the new norm, we must keep pace with digitalisation and changes, and follow the trend in order to catch up. The followers will grow gradually, if there are positive comments, likes and reviews for the online store. With all the good comments, it might even surpass the physical store sales as it reaches a wider audience.

During the 2020 Circuit Breaker period, they were pleasantly surprised that they have received around 2,000 orders within a month. Mr Lim also mentioned that the advantage of an online shop is that he can save rental and location. The disadvantage lies in the fierce price competition, thus generating slimmer profits as compared to the physical shops.



小贩世家手工制作五香贯肠

Hawker heritage with handmade ngoh hiong fritters



中国街五香贯肠是售卖传统福建五香贯肠的小贩世家。早期，他们是用手推车做生意。1955年，他们获得当局发出的小贩牌照，得以在中国街经营小贩行业。后来，他们搬到中国广场，最后落脚在目前的麦士威熟食中心#01-64。黄国华夫妇是摊位的第二代继承人。

有别于其他五香小贩售卖超过十多种佐料供选择，中国街五香贯肠一直贵精不贵多，除了手工制造的“四大天王”——猪肝卷、五香、贯肠、蛋片之外，只有皮蛋、豆干、鱼丸可供选择，配搭炒米粉和特制酱料，以最简单配搭打造最纯正的美味。

中国街五香贯肠一以贯之的卖点是手工制作。他们从来向五香贯肠工厂购买五香贯肠，而只是向供应商购买皮蛋、豆干和鱼丸。即使是在阻断措施期间，他们也以平日里的价格售卖美食而不加价。对于能够成为服务社区的小贩，黄国华夫妇觉得非常光荣。黄国华希望有年轻继承者能够继承这个小贩文化。

Established for more than 60 years, Mr and Mrs Ng Kok Hua are the 2nd-generation owners who now run the

stall “China Street Fritters” together with Mr Ng’s brother at Maxwell Food Market #01-64. Their ngoh hiong is different from the rest of the stalls as each piece is painstakingly handmade. Maintaining the authentic Hokkien-styled ngoh hiong, they have the most popular four dishes, namely, ngoh hiong rolls, sausages, egg slices and liver rolls. Besides that, the century eggs, bean-curd and fish balls are also available. The ngoh hiong is tasteful, not oily and the braised sauce and chilli complement very well with the ngoh hiong and made it irresistible.

Their prices remain the same even during the Circuit Breaker period. Mr Ng is proud to be a hawker serving the community. He and his family have inherited the family recipe and are proud to be playing a part in maintaining the Hawker Culture in Singapore. He hopes to find a successor who is younger and would like to learn from him and continue this heritage.

属会活动一览

Members' Activities

后港村商联会

Hougang Village Merchants' Association



2021年6月4日，后港村商联会会长孙嘉和PBM号召邻里商家发挥甘榜精神，每晚关店之前一起清洗店前走廊，以保持清洁，降低冠病毒传播风险，好让顾客安心回来这一带购物。他本身以身作则，在当天与该会理事和宏茂桥市镇理事会职员一起清洗商店走廊。2021年7月24日，该会开始为迎接新加坡国庆而进行节庆灯饰，并在8月4日晚上通过茨园民众俱乐部脸书，线上直播该区的国庆表演节目。

On 4 June 2021, Mr Francis Swee Kay Hoe PBM, the President of Hougang Village Merchants' Association,

urged the heartland merchants within the precinct to wash their shopfront corridors every night after business hours. This cleaning campaign aimed to reduce the spread of COVID-19 so that customers can shop at ease at the precinct. Mr Swee set the example and cleaned the shopfront corridors with the association's Executive Committee Members and staff from Ang Mo Kio Town Council on the same day. The association also decorated the precinct from 24 July 2021 for Singapore's 56th National Day and held an online celebration show via Ci Yuan Community Club's Facebook on 4 August 2021.

沈氏坊/沈氏通道小贩与商店联谊会

Sims Place / Drive Stallholders & Shop Owners Association



经过两个月的重新装修，沈氏坊巴刹与美食中心在2021年7月4日举行重开典礼，惹兰勿剎集选区国会议员文礼佳博士主持仪式。7月18日，文礼佳博士也主持沈氏坊/沈氏通道小贩与商店联谊会的国庆亮灯仪式。该会捐献1000元给该区居民委员会作为活动基金。

After two months of renovation, the re-opening ceremony of Sims Vista Market & Food Centre was officiated by Dr Wan Rizal Wan Zakariah, Member of Parliament for Jalan Besar GRC. Dr Wan Rizal Wan Zakariah also officiated the National Day Light-up Ceremony of Sims Place / Drive Stallholders & Shop Owners Association conducted on 18 July 2021. The association donated \$1,000 to the Residents' Committee as their activity fund.

(文转第17页)



新加坡全国商联总会简介

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

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

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

愿景 Vision

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

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

宗旨 Mission

团结商业社群
Unite Businesses in the Community

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

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

(文接第16页)

如切坊商联会

Joo Chiat Complex Traders' Association

从 2021年4月9日至5月2日，如切坊商联会在如切坊举行一场名为“如切坊商联会——店门口空地货物销售”的商店促销活动。

Joo Chiat Complex Traders' Association held an event "JCCTA - Sale of Goods @ Shopfront Extension (ODA) @ JCC" from 9 April to 2 May 2021.



18到21马西岭商店小贩联谊会

18 to 21 Marsiling Merchants' and Hawkers' Association

1 8到21马西岭商店小贩联谊会在2021年10月16日举行屠妖节亮灯。

D eepavali light up at the precinct of 18 to 21 Marsiling Merchants' and Hawkers' Association from 16 October 2021.

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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Hawkers' Development Programme 小贩培训计划

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

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

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