



新加坡全國商聯總會

THE FEDERATION OF MERCHANTS' ASSOCIATIONS, SINGAPORE

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总会及会员获颁2023年社区精神奖 PACS Awards to FMAS and its Members

为了表彰新加坡全国商联总会的社区贡献，人民协会颁发2023年人民协会社区精神奖(卓越奖)予总会。2023年7月25日于新加坡滨海湾宾乐雅臻选酒店举行的2023年人民协会社区精神奖颁奖典礼上，该奖项由人民协会副主席、文化、社区及青年部长兼律政部第二部唐振辉颁发，总会会长杨向明BBM代表总会领奖。

此外，总会会员实龙岗北商联会、义顺中商联会、巴西立四和六道商家和小贩商联会获颁人民协会社区精神奖(优异奖)。这三个商联会的会长陈楚锐医生PBM、沈水发和袁国平，代表各自的商联会领奖。

In recognition of FMAS' contributions made towards the community, People's Association presented the People's Association Community Spirit (PACS) Awards 2023 (Excellence Award) to FMAS. This award was presented by Deputy Chairman of PA, Mr Edwin Tong, Minister for Culture, Community and Youth and Second Minister for Law, and received by FMAS President Mr Yeo Hiang Meng BBM, on behalf FMAS, during the PACS Awards Presentation Ceremony 2023 held at Parkroyal Collection Marina Bay on 25 July 2023.

Besides, FMAS members Serangoon North Merchants' Association, Yishun Central Merchant Association and Pasir Ris Drive 4 & 6 Merchants and Hawkers Association were awarded PACS Awards (Merit Award). Chairmen of these associations Dr Edmond Tan PBM, Mr Sim Chwee Huat and Mr Jin Kok Peng, received the awards on behalf of their associations respectively.



唐振辉部长与杨向明会长



唐振辉部长与陈楚锐会长



唐振辉部长与沈水发会长



唐振辉部长与袁国平会长

(Photos courtesy of People's Association)

总会加入守望相助小组 FMAS Joined ISSWG

2023年2月17日，内政部兼社会及家庭发展部政务部长孙雪玲颁发新加坡警察部队的零售业安全与保安守望相助小组伙伴的委任状予新加坡全国商联总会，杨向明会长BBM代表总会接过委任状。此协作旨在协助警方打击店内偷窃案和发生在零售业的其他罪案。

Ms Sun Xueling, Minister of State, Ministry of Home Affairs and Ministry of Social and Family Development, presented an appointment certificate to FMAS as a partner of Retailer Industry Safety and Security Watch Group of Singapore Police Force. Mr Yeo Hiang Meng BBM received on behalf of FMAS on 17 February 2023. This partnership aims to assist the police in the fight against shoplifting and other crimes that occur in the retail industry.



新加坡邻里企业中心获颁感谢状 Certificate of Appreciation to HECS

2023年6月30日，新加坡中华总商会会长高泉庆颁发该会致予新加坡邻里企业中心的感谢状，感谢中心对新加坡武装部队日集体重新承诺仪式的支持。这份感谢状由总会会长兼中心主席杨向明BBM接过。7月7日，在总会与中心联办的团建活动中，杨会长把感谢状交给总会秘书长兼中心主管赖承毅。



Mr Kho Choon Keng, President of Singapore Chinese Chamber of Commerce & Industry, presented a certificate of appreciation to Heartland Enterprise Centre Singapore (HECS) on 30 June 2023, for its support given to Singapore Armed Forces Day Combined Rededication Ceremony. The certificate was received by FMAS President cum HECS Chairman Mr Yeo Hiang Meng BBM. On 7 July 2023, during a FMAS-HECS team-bonding event, Mr Yeo handed over the certificate to Mr Lai Cheng Yi, FMAS Executive Director cum HECS Centre Director.

2023年新加坡小贩座谈会与小贩奖

Singapore Hawkers' Seminar & Awards 2023

2023年9月27日，新加坡小贩座谈会与小贩奖在榜鹅综合社区中心举行。今年小贩座谈会的主题是“携手共创小贩辉煌”，主宾是永续发展与环境部兼人力部高级政务部长许宝琨医生，特别嘉宾是永续发展与环境部兼交通部高级政务部长连璜博士。

论坛嘉宾是明发鱼圆的第二代继承人林玉铭PBM和第三代继承人林世锋、Ashes Burnnit创办人Lee Syafiq、海格路Putu Piring第五代继承人Nooraisha。咖啡快座第三代继承人蔡逢惠担任论坛主持人。

今年新加坡小贩奖分为三个组别：杰出小贩导师奖、小贩文化传承奖、创业精神小贩奖、杰出小贩导师奖。提名日期是从2023年7月11日至8月11日。每个获奖的小贩摊位皆可获得800元现金奖。每组各有三个得奖者，今年度额外颁发四份特别认同证书给表现不俗的小贩摊位。颁奖礼上也颁发国家环境局小贩导师感谢状给劳苦功高的小贩导师们。

Singapore Hawkers' Seminar & Awards 2023 was held at One Punggol on 27 September 2023. The theme of the seminar was "A Progressive Hawker Culture". Guest of Honour was Dr Koh Poh Koon, Senior Minister of State, Ministry of Sustainability and the Environment and Ministry of Manpower, and Special Guest was Dr Amy Khor, Senior Minister of State, Ministry of Sustainability and the Environment and Ministry of Transport.

The panelists included Mr Lim Gek Meng PBM and Mr Jerome Lim, the second- and third-generation owners of Mingfa Fishball respectively, Mr Lee Syafiq, Founder of Ashes Burnnit and Ms Nooraisha, the fifth-generation owner of Haig Road Putu Piring. Moderator was Ms Faye Sai, the third-generation owner of Coffee Break.

There were three categories for this year's Singapore Hawkers' Awards, namely, Hawker Heritage Award, Enterprising Hawker Award and Outstanding Hawker Mentor Award. Nomination period was from 11 July to 11 August 2023. Each award winner was given with \$800 cash prize. Three winners emerged in each category. In addition, four Special Recognition Certificates were given away in this year's award.

NEA Hawker Mentor Appreciation Certificates were also presented to a group of hawker mentors during the prize presentation ceremony.



新加坡小贩奖优胜者



Hawker Heritage Award

- Hoo Kee Rice Dumpling**
Amoy Street Food Centre #01-18
- D'Authentic Nasi Lemak**
Marine Parade Central Market and Food Centre #01-36
- Tian Nan Xing Minced Pork Noodle**
Kaki Bukit 511 Market & Food Centre #01-10



Enterprising Hawker Award

- New World Congee**
Marine Parade Central Market and Food Centre #01-45
- Grandma Ban Mee**
Amoy Street Food Centre #01-07
- ButterNut**
Taman Jurong Market and Food Centre #02-108



Outstanding Hawker Mentor Award

- Hon Ni Kitchen**
Blk 216 Bedok Food Centre and Market #01-07
- Ming Yun Famous Fried Hokkien Prawn Noodle**
Geylang East Centre Market & Food Corner #01-12
- Snow Mount**
Clementi 448 Market & Food Centre #01-17

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Singapore Heartland Enterprise Summit 2023



陈杰豪高级政务部长



杨向明会长



2023年7月4日，总会主办的新加坡邻里企业峰会在建屋发展局礼堂成功举行。今年的峰会主

题是“转型升级·迈向卓越”，大会主宾是通讯及新闻部兼国家发展部高级政务部长陈杰豪，总会杨向明BBM会长致欢迎词。主讲嘉宾兼论坛成员是胜乐集团董事经理陈祖坤BBM、Bee Choo Origin创办人谢美珠，论坛成员包括New Dawn Learning Studio私人有限公司(曙光之翼)创办人杨家乐、Bee Choo Origin总经理林雪婷。论坛主持人是星展银行董事经理兼中小企业银行业务主管何绮翠。

当天上午，总会在建屋发展局中心的Bedok Room主办分享会，分享机构是星展银行、Cadence人力资源咨询私人有限公司、NETS、FirstCom学院私人有限公司。与此同时，在建屋发展局礼堂，总会法律顾问吴碧山律师主讲关于法律知识的讲座，内容包括：新加坡公平租赁的零售租约守则、商业租约常见的误区、2022年民事诉讼程序法大改革、调解是民事诉讼程序法的重要环节。

2023年邻里创新挑战的成绩也在峰会上揭晓。前五名优胜的大专学府队伍获颁下列数额的现金奖：

- 第一奖：** 工艺教育学院中区学院ITE 5 (1500元) (丹戎巴葛坊商联会)
- 第二奖：** 工艺教育学院东区学院ITE 1 (1000元) (同心居)
- 第三奖：** 新加坡理工学院SP 6 (500元) (禹智集团)
- 第四奖：** 新加坡理工学院SP 1 (300元) (The Art People私人有限公司)
- 第五奖：** 新加坡理工学院SP 3 (\$200元) (乐天鲜果)



Distinguished speakers cum panelists were Mr Vincent Tan BBM, Managing Director of Select Group and Mdm Cheah Bee Chew, Founder of Bee Choo Origin. Panelists included

Mr Daniel Yeo, Founder of New Dawn Learning Studio Pte Ltd (Wings of the Dawn) and Ms Lim Xue Ting, General Manager of Bee Choo Origin. The moderator was Ms Candice Ho, DBS Managing Director, SME Banking.



FMAS organised sharing sessions at HDB Hub Bedok Room on that morning. Sharing parties were DBS, Cadence HR Consultancy Pte Ltd, NETS and FirstCom Academy Pte Ltd. Meanwhile, Mr Goh Peck San, Legal Advisor of FMAS, held a legal workshop with four main topics, namely, code of conduct, tenancy agreement, civil procedure and mediation.



Prize presentation ceremony for Heartland Innovation Challenge (HIC) 2023 was held in conjunction with the summit. There were five winning student teams, each team was awarded with cash prizes as stated below.

- 1st Prize:** ITE College Central ITE 5 (\$1500) (Tanjong Pagar Plaza Traders' Association)
- 2nd Prize:** ITE College East ITE 1 (\$1000) (Tong Sin Gee)
- 3rd Prize:** Singapore Polytechnic SP 6 (\$500) (Watch Water (S) Pte Ltd)
- 4th Prize:** Singapore Polytechnic SP 1 (\$300) (The Art People Pte Ltd)
- 5th Prize:** Singapore Polytechnic SP 3 (\$200) (Fruit Paradise)

Before the summit, FMAS organised a series of activities aimed to enhance the capabilities of the heartland enterprises. On 23 May 2023, FMAS and Perun Consultants jointly organised a business advisory workshop, held at FMAS office. On 13 and 15 June 2023, FMAS jointly organised two learning journeys with Epitex International Pte Ltd, a company selling branded bedding products and DMK, a company selling ladies' shoes, respectively.

FMAS successfully organised Singapore Heartland Enterprise Summit (SHES) 2023 at HDB Auditorium on 4 July 2023. The theme for this year's SHES was "Towards Excellence". Guest of Honour was Mr Tan Kiat How, Senior Minister of State, Ministry of Communications and Information and Ministry of National Development. FMAS President Mr Yeo Hiang Meng BBM delivered the welcome speech.



2023年6月16日，总会与《新明日报》联办的2023年新加坡邻里企业之星奖，在报业中心礼堂举行推介会。当晚的论坛嘉宾是Adonis爱美雅创办人李津梅、万年青花园总经理黄诗棉、The Art People私人有限公司创办人Xaviar Bulner、FirstCom学院私人有限公司总裁严建耀。论坛主持是JS保险代理商私人有限公司董事萧家贤。

今年的奖项主题是“转型升级·迈向卓越”。总会会长杨向明BBM、《新明日报》总编辑朱志伟、奖项筹委会主席洪启强，先后在推介会上呼吁邻里商家踊跃参加这个奖项，通过评审的评比与彼此成功故事的分享与学习，提升各自的企业能力。

今年奖项的颁奖晚宴订于2023年12月14日在香格里拉大酒店举行。

2022年新加坡邻里企业之星奖的颁奖晚宴在2022年12月20日于费尔蒙酒店举行。奖项主题是“跨越邻里，求变求新”，大会主宾是贸工部兼文化、社区及青年部政务部长刘燕玲。

共有34个商家参加2022年新加坡邻里企业之星奖，其中，30个参加优秀企业组别，三个参加卓越企业组别，一个参加经典企业组别。

评审结果，在优秀企业组别的角逐中，五个最高荣誉之星奖的得主是：

- 最佳顾客服务** : Cold Max冷气服务私人有限公司
- 最佳营销** : 禹智集团
- 最佳视觉营销** : New Dawn Learning Studio私人有限公司 (曙光之翼)
- 最具特许经营潜力** : Purely Herbal Hair Treatment私人有限公司 (Two Herbs)
- 最佳创意** : The Art People私人有限公司

此外，优秀企业组别中的轻安地球村获颁特别奖——社会贡献奖。这个奖是颁发给展现高度社会责任心的邻里企业，企业的创立在于协助社会上需要帮助的弱势群体。这也是新加坡邻里企业之星奖第一次颁发社会贡献奖。

在卓越企业组别中，春成水产企业私人有限公司获得卓越运营奖，家樂集团获得企业思维奖，爱尚花礼获得卓越服务奖。

此外，共有八个商家登上名人榜：慧师傅国际专业风水、酵素360、国安中医药中心私人有限公司、永丽整体美专科、新加坡泛玛私人有限公司、怡保旧街坊大牌档、五福寿饭店、爱尚花礼。

获得经典企业奖的商家是华建机械贸易。

Jointly organised by FMAS and Shin Min Daily News, the launch session of Singapore Heartland Enterprise

Star Award (SHESA) 2023 was held at the auditorium of News Centre on 16 June 2023. The panelists of the panel discussion were Ms Ann Lee, Founder of Adonis Beauty Consultants Pte Ltd; Ms Kelly Ng, General Manager of Ban Nee Chen Nursery Pte Ltd; Mr Xaviar Bulner, Founder of The Art People Pte Ltd and Mr Jim Giam, CEO of FirstCom Academy Pte Ltd. The moderator was Mr Johnson Seow, Director of JS Insurance Agency Pte Ltd.

The theme of SHESA 2023 is "Towards Excellence". FMAS President Mr Yeo Hiang Meng BBM, Editor of Shin Min Daily News Mr Bernard Choo and Organising Committee Chairman of SHESA 2023 Mr Andy Hoon, urged the heartland businesses to actively participate in this award for the ultimate objective of enhancing heartland capabilities.

Award Gala Dinner for SHESA 2023 will be held at Shangri-la Singapore on 14 December 2023.

The last SHESA 2022 Award Gala Dinner was held at Fairmont Singapore on 20 December 2022. The theme for the award was "Leapfrogging from the Heartlands". Guest of Honour of the event was Ms Low Yen Ling, Minister of State, Ministry of Trade and Industry and Ministry of Culture, Community and Youth.

There were 34 merchants who participated in the award, of which, 30 took part in Promising Enterprise Category, three in Luminary Enterprise Category and one in Heritage Enterprise Category.

After the judging processes, five overall winners of the Promising Enterprise Category were:

- Best Customer Service:** Cold Max Aircon Services Pte Ltd
- Best Marketer:** Watch Water (S) Pte Ltd
- Best Visual Merchandising:** New Dawn Learning Studio Pte Ltd (Wings of the Dawn)
- Most Franchisable:** Purely Herbal Hair Treatment Pte Ltd (Two Herbs)
- Most Innovative:** The Art People Pte Ltd

In addition, a special award on social contributions was presented to Eco-Harmony Global Network Ltd in the Promising Enterprise Category. This award is given to the heartland enterprise demonstrating high level of social responsibility to help the needy in the society. The first-



ever honour of SHESA since its establishment in 2014.

As for Luminary Enterprise Category, the three award recipients were: Chun Cheng Fishery Enterprise Pte Ltd (Operational Excellence), Joyre Group Pte Ltd (Enterprising Business) and The Royal Gifts & Floral International Pte Ltd (Service Excellence).

In addition, there were eight participants whom

entered Hall of Fame: Hui Master International Geomancy Pte Ltd, Nature 360 Pte Ltd, Annie Tiang TCM Pte Ltd, Beauty Forever Saloon Pte Ltd, Pharma House (S) Pte Ltd, SG Ipoh Tai Pai Tong Pte Ltd, The Royal Gifts & Floral International Pte Ltd and Union Casket Pte Ltd.

The participant in Heritage Enterprise Category was Huajian Machinery Trading.

总会会员联欢午餐会 FMAS Members Networking Lunch

为 了加强总会会员之间的紧密联系，建立更大的邻里网络网，总会在2023年9月25日于宏茂桥Major 99首次主办会员联欢午餐会，主宾是哥本峇鲁单选区国会议员郭献川，特别嘉宾是总会会务顾问周沫丽。会员们在会上得以了解总会与新加坡邻里企业中心的最新活动和计划，包括新加坡邻里企业之星奖等，并获颁会员证书。这项活动获得会员代表的大力支持，出席者众。

To foster closer relationships and build a stronger heartland network among FMAS members, the first-ever FMAS Members Networking Lunch was held at Majoy 99 on 25 September 2023. Guest of Honour was Mr Kwek Hian Chuan, Henry, Member of Parliament for Kebun Baru SMC, and Special Guest was Ms Chew Mok Lee, FMAS General Advisor. Some



of the latest events and programmes by FMAS and HECS, such as Singapore Heartland Enterprise Star Award (SHESA) 2023, were shared during the lunch. Certificates of membership were also presented to the members' representatives. This event was well supported by the members.

新加坡邻里企业中心第二届董事会 HECS' 2nd Board of Directors

新加坡邻里企业中心第二届董事会(任期从2023年6月1日至2025年5月31日)的人选和任职如下:

总会会长杨向明BBM担任主席并连任董事经理。总会副会长郭秋平BBM(L)连任董事，兼任财政。总会会务顾问郭庭水PBM连任董事。总会副会长洪启强担任董事。Akbar Kader和总会荣誉会长陈祖坤BBM受委为独立董事。

HECS' 2nd Board of Directors (for the Term 1 June 2023 to 31 May 2025) comprises of the following members:

FMAS President Mr Yeo Hiang Meng BBM as Chairman and Managing Director. FMAS Vice-President Mr Kuek Chiew Peng BBM(L) as Director and Treasurer. FMAS General Advisor Mr Kwek Theng Swee PBM as Director. FMAS Vice-President Mr Andy Hoon as Director. Mr Akbar Kader and FMAS Higher Honorary President Mr Vincent Tan BBM are the newly-appointed Independent Directors.

总会理事会就职兼新春团拜晚宴

FMAS 17th EXCO Inauguration Dinner



新加坡全国商联总会成立34周年纪念、第17届理事会就职典礼及兔年新春团拜晚宴，2023年2月15日在醉花林俱乐部举行，主宾是财政部兼交通部高级政务部长徐芳达。这是总会继2019年以来，第一次举行理事会就职典礼兼新春团拜晚宴。除了总会会务顾问、法律顾问、荣誉会长、名誉会长、全体理事和查账和多个会员商联会和小贩协会之外，出席嘉宾包括商界人士、官方组织代表、赞助商和支持机构的代表。

出席的460位嘉宾中，包括新加坡中华总商会会长高泉庆、建屋发展局副局长陈显华、国家环境局黄俊彬副局长、企业发展局常务副局长梅铭仪、人民协会总执行理事长卓荣能、《联合早报》总编辑吴新迪、《新明日报》总编辑朱志伟、全美世界创办人范文瑀博士BBM、新加坡现代企业管理协会会长杜希仙。

徐芳达在致词时希望新加坡全国商联总会在三方面继续努力。首先，要吸引年轻才俊加入理事会，栽培下一代接班人。第二，继续提升商联会的能力，善用科技以便更好地服务会员。第三，帮助会员通过数码科技转型、创新和提高生产力，以便为顾客提供更好的服务。

晚宴期间，杨向明会长BBM带领全体理事和查账宣读就职誓言。

FMAS 34th Anniversary, 17th EXCO Inauguration Ceremony and Chinese New Year Celebration Dinner was held at Chui Huay Lim Club on 15 February 2023. Guest of Honour was Mr Chee Hong Tat, Senior Minister of State, Ministry of Finance and Ministry of Transport. This was the first FMAS EXCO Inauguration Ceremony and Chinese New Year Celebration Dinner since 2019. Besides FMAS General Advisors, Legal Advisors, Higher Honorary Presidents, Honorary Presidents, EXCO Members, Honorary Auditors and representatives from member associations, there were representatives from the

commercial industry, Government agencies, sponsors and supporting partners.

Among the 460 guests who attended the dinner, the distinguished guests included Mr Kho Choon Keng, President of Singapore Chinese Chamber of Commerce & Industry; Mr Mike Chan, Deputy CEO of Housing and Development Board; Mr Ng Chun Pin, Deputy CEO of National Environment Board; Ms Dilys Boey, Deputy CEO of Enterprise Singapore; Mr Jimmy Toh, Chief Executive Director of People's Association; Mr Goh Sin Teck, Editor of Lianhe Zaobao; Mr Bernard Choo, Editor of Shin Min Daily News; Dr Dora Hoan BBM, Founder of Best World International Ltd and Ms Doris Du, President of The Society of Modern Management, Singapore.

In his speech, Mr Chee hoped that FMAS would continue to work hard in three aspects. Firstly, it is necessary to attract young talents to join the executive committee and cultivate successors. Secondly, continue to improve the capabilities of the member associations and make good use of technology to better serve members. Thirdly, to help members transform, innovate and increase productivity through digital technology in order to provide better services to customers.

The oath-taking session was led by FMAS President Mr Yeo Hiang Meng BBM during the dinner.



第二届邻里节 2nd Heartlands Festival



第二届邻里节从2022年11月19日举行至2023年2月26日。邻里节旨在促进社会团结，增进邻里商家的业务，使年轻一代能更好地了解和欣赏邻里的遗产和文化。本届邻里节的主题是“连接世代”，并以饮食、购物、玩乐和庆祝作为四大支柱。此次活动得到了总会51个会员商联会的大力支持。

实体活动包括白色圣诞、新春抓福、小贩派对、小贩游戏、免费冰淇淋、轮盘乐、尽情购物、极速前进、邻里旅游、艺术装置以及会员商联会的众多活动。此外，还有为期三个月的每周邻里幸运抽奖，并在闭幕礼上进行大抽奖。

开幕礼在2022年11月19日于绿洲台购物坊社区广场举行，主宾是国家发展部长李智陞，特别嘉宾是国家发展部兼外交部高级政务部长沈颖。闭幕礼在2023年2月26日于醉花林俱乐部举行，主宾是沈颖高级政务部长。

The 2nd edition of Heartlands Festival was held from 19 November 2022 to 26 February 2023. The purpose of organising Heartlands Festival was to foster unity in

our social fabric, enable heartland businesses and for younger generations to better understand and appreciate our Heartland heritage and culture. The overall theme of the 2nd edition of Heartlands Festival was “Connecting Generations”, and supported by four key pillars of Eat, Shop, Play and Celebrate. The event was well supported by 51 member associations of FMAS.

Physical activities included White Christmas, Grab Your Fortune, Hawkers' Party, Hawkers' Game, Ice Cream Man Activations, Spin-The-Wheel, Shop2gether, Amazing Race, Heartland Tours, Art Attack Activations and numerous activities by member associations. There were also Weekly Heartlands Lucky Draws throughout the 3-month period that led to a Grand Draw on the closing ceremony.

The opening ceremony was held at the Community Plaza of Oasis Terraces on 19 November 2022. Guest of Honour was Mr Desmond Lee, Minister for National Development and the Special Guest was Ms Sim Ann, Senior Minister of State, Ministry of National Development and Ministry of Foreign Affairs. The closing ceremony was held at Chui Huay Lim Club on 26 February 2023. Guest of Honour was Ms Sim Ann.

邻里节获奖 Event Award to Heartlands Festival

2023年9月8日，在逸濠酒店举行的2023年亚洲活动奖颁奖礼上，第二届邻里节在最佳社区聚焦/公益相关活动组别中获颁铜牌奖，并在最佳综合活动组别中获投选为入围者。活动组织公司AMC ASIA!荣幸接过奖项，并颁发给新加坡邻里企业中心。

Heartlands Festival 2022-23 received the Bronze Winner Award in the Best Community-Focused / Cause-Related Event Category and nominated as Finalist for Best Integrated Event Campaign at the Marketing Events Awards 2023 held at Equarius Hotel on 8 September 2023. Event organiser AMC Asia! proudly received the award and presented it back to HECS.



财政预算案对话会 Post-Budget Dialogue

2023年3月13日，新加坡邻里企业中心在财务大厦礼堂主办2023年财政预算案对话会，主宾兼论坛成员是刘燕玲政务部长，主讲人兼论坛主持人是RSM合伙人兼私人客户服务部主管戴恩德，另一位论坛成员是新加坡全国商联总会会长杨向明BBM。对话会讨论了预算对本地企业的影响，以及本地企业应如何迎接变革并提高可持续性。



Organised by HECS, a post-budget dialogue session was held at The Treasury Auditorium on 13 March 2023. The Guest of Honour cum panelist was Minister of State Ms Low Yen Ling. Speaker cum moderator for panel discussion was Mr Tay Woon Teck, RSM Partner and Head of Private Client Services. Another panelist was FMAS President Mr Yeo Hiang Meng BBM. The session discussed at lengths on the impact of budget on local enterprises, and how our businesses should be prepared to embrace changes and improve sustainability.

考察数码化成果 Survey on Heartlands Go Digital



2023年7月11日，沈颖高级政务部长和刘燕玲政务部长走访宏茂桥中心的邻里商店，实地了解邻里企业数码化计划3.0的成果。两人拜访了四家邻里企业，并与宏茂桥区商联会会员们交流。这项实地考察的活动是由宏茂桥区商联会、新加坡邻里企业中心和企业发展局联办。

On 11 July 2023, Senior Minister of State Ms Sim Ann and Minister of State Ms Low Yen Ling visited the heartland enterprises in Ang Mo Kio Central to learn about the results of Heartlands Go Digital 3.0. They visited four heartland shops and exchanged views with members of Ang Mo Kio Constituency Merchant's Association. This walkabout was jointly organised by the association, HECS and Enterprise Singapore.

公共服务署官员来访 Visit by PSD Officers

2023年8月3日，新加坡邻里企业中心、淡滨尼西商联会和新加坡企业发展局，在淡滨尼西接待来访的公共服务署官员。他们考察了这三方与总会的共同努力所完成的具影响力的工作。此活动是为了支持公共服务署的“发现Good@Work工作冲刺”计划，此计划让政府部门和法定机构的不同官员能更好地理解彼此的工作范围。

On 3 August 2023, HECS, Tampines West Merchants' Association (TWMA) and Enterprise Singapore were delighted to welcome Government officers from Public Service Division (PSD) to Tampines West, where they observed the impactful work accomplished through the joint efforts of TWMA, HECS, FMAS and Enterprise Singapore. This is in support of PSD's Discovering Good@Work Job Sprint programme which aims to enable Government officers from various ministries and statutory boards to better understand and appreciate each other's job scopes.



与马来工商会交流 Discussion with SMCCI

2023年8月1日，新加坡全国商联总会—新加坡邻里企业中心代表与新加坡马来工商会代表就双边合作事宜进行初步的探讨。新加坡马来工商会代表是副会长Abdul Malik与秘书长Nadiyah。总会—中心代表是中心董事Akbar Kader、总会秘书长兼中心主管赖承毅、总会助理秘书长李庆文、中心区域主管林焯胜。



On 1 August 2023, FMAS and HECS had an initial discussion with Singapore Malay Chamber of Commerce and Industry (SMCCI) on bilateral collaboration in the future. Representatives from SMCCI were Vice-President Mr Abdul Malik and Executive Director Ms Nadiyah. Representatives from FMAS-HECS were HECS Director Mr

Akbar Kader, FMAS Executive Director and HECS Centre Director Mr Lai Cheng Yi, FMAS Asst Executive Director Mr Jon Lee and HECS Precinct Director Mr Lim Wei Sen.

企业学习之旅 Enterprise Learning Journeys

2023年6月8日，在新加坡邻里企业中心的安排下，一群邻里食品商家拜访新加坡理工学院的食物创新与资源中心。大家共同探索创新和维持食品产品的方法，以提供更好的服务和产品给顾客。

8月12日，总会和新加坡邻里企业中心联办一场前往Gardenasia的学习之旅。访问团成员包括邻里商家和商联会会长。Gardenasia第四代继承人——董事兼首席顾问翁琢深接待访问团。双方就家族企业传承、超越传统的业务多元化等议题进行分享和讨论，并了解构建农贸市场的现代创意理念。访问团过后还参观了农场。

9月21日，新加坡邻里企业中心主办一场企业学习之旅，带领企业主拜访波拿酥饼与蛋糕店私人有限公司，参观者有机会一窥该公司的成功秘诀，并与该公司总裁黎良殷进行交流。

9月29日，新加坡邻里企业中心主办另一场企业学习之旅，带领企业主拜访坐落在淡马锡理工学院内的无人智慧便利店Octobox。Octobox私人有限公司创办人兼总裁孙清华与淡马锡理工学院商学院副院长Jackson Ng向来宾们讲解无人智慧便利店的具体操作。

On 8 June 2023, a group of heartland food enterprises visited Food Innovation & Resource Centre of Singapore Polytechnic with the arrangement made by HECS. Together, they explored ways to innovate and



sustain their food products to provide better services and offerings to the customers.

FMAS and HECS led a learning journey to Gardenasia on 12 August 2023. The visiting delegation comprised of heartland business owners and merchant associations' chairpersons, and was hosted by Mr Kenny Eng, the fourth-generation owner, Director and Principal Consultant of Gardenasia. Both parties shared and discussed on topics pertaining to family business succession, business diversification beyond traditions and understood the modern and creative concept of organising farmer's markets. The delegation was also hosted to a tour around the farm.

On 21 September 2023, a learning journey was conducted by HECS to Polar Puffs & Cakes Pte Ltd. It was a rare glimpse inside the company and visitors had the chance to interact with its CEO Mr Francis Looi.

On 29 September 2023, another learning journey was organised by HECS to Octobox, an unmanned smart convenience store in Temasek Polytechnic. A presentation on the operation was jointly conducted by Mr Jeffrey Sun, Founder & CEO of Octobox Pte Ltd and Mr Jackson Ng, Asst Director of School of Business, Temasek Polytechnic.



吃喝购物在邻里 Heartland Tours

新加坡邻里企业中心与《联合早报》联办的邻里旅游“吃喝购物在邻里”系列活动，第二轮第四条路线在2022年11月27日于马林百列举行。当天上午，人力部长兼劳工部第二部长陈诗龙医生莅临现场，与民同乐。第二轮第五条路线在2022年12月10日于金文泰市中心、金文泰中心小贩中心举行，金文泰中心巴刹小贩联合会为每位访客提供总值10元的餐券。

Jointly organised by HECS and Lianhe Zaobao, the fourth route of the second series of the Heartland Tours was held on 27 November 2022 at Marine Parade. This event was graced by Dr Tan See Leng, Minister for Manpower and Second Minister for Trade and Industry. The fifth route was held on 10 December 2022 at Clementi Town Centre



and Clementi Centre Hawker Centre. Free dining vouchers worth \$10 were given to each visitor by Clementi Centre Market Hawkers' Association.

穿街走巷访邻里 Heartland Explorer Series



新加坡邻里企业中心与《新明日报》联办的“穿街走巷访邻里”在2022年6月推出，并获得总会会员商联会的踊跃支持。第一系列参与的会员商联会包括亚历山大村商联会、文庆路上段小贩与商店联谊会、实龙岗北商联会、裕华区31街商店小贩联谊会、芽笼东中心商联会、蔡厝港商联会、淡滨尼西区商联会、沈氏坊/沈氏通道小贩与商店联谊会、裕廊东商业城联谊会、维多利亚街批发中心商联会、后港村商联会、锦茂巴刹商店联谊会。

第二系列从2023年3月开始，参与的会员包括如切坊商联会、义顺岭N4商联会、忠邦城商联会、杨厝港商联会、宏茂桥628小贩联谊会 and 丰加商店联谊会等。

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

Jointly organised by HECS and Shin Min Daily News, Heartland Explorer Series were launched in June 2022 with the support of FMAS member associations. The first series were inclusive of Alexandra Village Business Association, Upper Boon Keng Road Stallholders and Shopowners Association, Serangoon North Merchants' Association, Yuhua Constituency Street 31 Shop-Proprietors & Hawkers Association, Geylang East Centre Merchants' Association, Chua Chu Kang Merchants' Association, Tampines West Merchants' Association, Sims Place / Drive Stallholders & Shop Owners Association, Jurong East Town Centre Merchant Association, Victoria Street Wholesale Centre Merchants' Assn, Hougang Village Merchants' Association and Ghim Moh Market & Shops Merchants' Association.

The second series commenced in March 2023. The participating members were inclusive of Joo Chiat Complex Traders' Association, Nee Soon Link N4 Merchants' Association, Chong Pang City Merchant and Hawker's Association, Yio Chu Kang Merchants Association, Ang Mo Kio Blk 628 Hawkers Association and Hong Kah Shop-Proprietors Association etc.

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

邻里社区专题培训 In-Precinct Training

2023年3月22日至23日，新加坡邻里企业中心与丹戎巴葛坊商联会联办2023年第一场邻里社区专题培训，把培训师带到邻里教授数码营销课程。商家们对课程反馈良好。新加坡邻里企业中心将继续与商联会和培训师们研发更多适合的课程，带入邻里。

HECS and Tanjong Pagar Plaza Traders' Association jointly organised the first 2023 In-Precinct Training on 22 and 23 March 2023. The 2-day Digital Marketing Course was conducted by the trainers in the heartlands. Responses from the participating merchants were



encouraging. HECS will be developing more suitable courses with the merchants' associations and trainers that to be conducted in the heartlands.

基本财务管理101 & 102研讨会 Basic Financial Management 101 & 102 Workshop



2023年6月27日、7月27日和9月20日，新加坡邻里企业中心先后与百胜楼商联会、裕华区31街商店小贩联谊会 and 芽笼东中心商联会联办基本财务管理101 & 102研讨会。

从2023年6月开始，新加坡邻里企业中心推出在个别邻里商店内进行一对一的基本财务管理101 & 102培训服务。

HECS jointly organised Basic Financial Management 101 & 102 Workshops with Bras Basah Complex

Merchants' Association, Yuhua Constituency Street 31 Shop-Proprietors & Hawkers Association and Geylang East Centre Merchants' Association on 27 June, 27 July and 20 September 2023 respectively.

HECS also launched one-to-one In-shop Training on Basic Financial Management 101 & 102 for individual heartland shops since June 2023.

邻里购物券计划推介会 Launch of CDC Vouchers Scheme

2023年1月3日，以总会会长杨向明BBM为首的总会代表团，受邀出席副总理兼财政部长黄循财担任主宾的第三轮社理会邻里购物券计划推介仪式。出席仪式的嘉宾是五位市长：中区市长潘丽萍、西南区市长刘燕玲、西北区市长任梓铭、东南区市长阙贺米、东北区市长朱倍庆。

On 3 January 2023, led by President Mr Yeo Hiang Meng BBM, FMAS Delegation was invited to attend the launch of CDC Vouchers Scheme where Deputy Prime Minister and Finance Minister Mr Lawrence Wong was the Guest of Honour. The guests of the launch were inclusive of five mayors of Singapore, Ms Denise Phua Lay Peng, Mayor of Central Singapore District; Ms Low Yen



Ling, Mayor of South West District; Mr Alex Yam, Mayor of North West District; Mr Mohd Fahmi Aliman, Mayor of South East District and Mr Desmond Choo, Mayor of North East District.

企业论坛

2023年5月19日，新加坡邻里企业中心、企业发展局与《联合早报》在终身学习学院联办主题为《家族企业，精益求精，传承无疆》的华语论坛，邀请两个家族企业的继承人分享企业管理和创新经营理念和经验。他们分别是油条与油炸小食企业西得利的第四代继承人许环杰和许美玲兄妹，以及鸿鸣窗帘总汇私人有限公司的第二代继承人林榕舫和林泓壹姐弟。论坛的特别嘉宾是金山岭集团第三代继承人洪启强。主持人是《联合早报》财经新闻记者项雪。



2023年7月14日，新加坡邻里企业中心、PwC Singapore和企业发展局，在该局办事处联办主题为《探索卓越服务在今日的必要性》的英语论坛。论坛成员是PwC Singapore数码解决方案伙伴Tan Chi Siang、昇菘

集团有限公司执行董事Lin Ruiwen、波拿酥饼与蛋糕店私人有限公司学习与发展经理Cherry Bajaro、泉水湿巴刹总经理Neo June He。论坛主持人是企业发展局的周沫丽。

企业讲座

总会和新加坡邻里企业中心从2022年10月至今所主办的讲座如下。这些讲座在于增进邻里商家的知识。

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

Date	Topic	Partner Organisation	Speakers and/or Panelists
18 Oct 2022	Power Up Your Sales Turnover with DBS Start Digital Programme 通过星展银行的“数码化启动计划”计划加速您的业务增长	DBS	• Mr Gordon, CEO, Talenox
27 Oct 2022	Power Up Your Marketing Campaigns with TikTok Shop and WhatsApp to Win Customers and Sales (Online) 运用抖音商店和WhatsApp强大的营销功能赢得新顾客群及快速提升销售额 (线上)	Singapore Institute of Retail Studies (SIRS)	• Ms Lina Wong, Senior Lecturer, SIRS • Mr Simon Woon, Founder, SME Marketing
7 Dec 2022	Enhancing HR Management Capabilities in compliance to Progressive Wage Model 加强人力资源管理能力以符合渐进式薪金模式	Singapore National Employers Federation (SNEF) Cadence HR Consulting Pte Ltd	• Mr Tan Hong Seng, Director of HR & Industrial Relations, SNEF • Ms Adeline Choo, General Manager, Cadence HR Consulting Pte Ltd
23 Feb 2023	Transformation, Breakthrough, Business Continuation (Online) 转型·突破·传承 (线上)	SkillsFuture Singapore South East Community Development Council RMA Group	• Mr Teo Kah Min, Director of Marketing and Branding, RMA Group • Ms Michelle Lim, Founder, Chatsworth Mediar Academy / M.A.D. School
23 Mar 2023	Open doors to new market for your business with Chinese social media platforms (Online) 如何利用中文社交媒体开拓新消费市场 (线上)	Deren Marketing Pte Ltd	• Mr Lou Peng (娄鹏), Founder, Deren Marketing Pte Ltd • Ms Kate Zhao (赵梓彤), Business Manager, Aimo Haute Jewelry • Ms Kelly Xu (徐小艳), Founder, Kelly Oriental
26 Apr 2023	How to make every customer a loyal customer & self-assess your service standard (Online) 如何让每位顾客成为回头客及自我评估服务水平 (线上)	Cadence HR Consulting Pte Ltd	• Mr Jerri Li (李志明), Director, Cadence HR Consulting Pte Ltd

Enterprise Forums



On 19 May 2023, HECS, Enterprise Singapore and Lianhe Zaobao jointly held a Chinese forum with the theme "Succession for Family Business" at Lifelong Learning Institute. The owners of two family businesses shared their business management and innovative management philosophy and experience. They were Mr Adrian Koh and Ms Valerie Koh, the fourth-generation

owners of the deep-fried dough sticks and snacks company Xi De Li, and Ms Shereen Lim and Mr Lim Hong Yi, the second-generation owners of Hong Ming Pte Ltd. Special guest of the forum was Mr Andy Hoon, the third-generation owner of Kim San Leng Group. Moderator was Ms Eva Xiang, a Business Journalist from Lianhe Zaobao.

On 14 July 2023, HECS, PwC Singapore and Enterprise Singapore jointly held an English forum with the theme "Exploring the Relevance of Service Excellence Today" at the office of Enterprise Singapore. The panelists were Mr Tan Chi Siang, Partner of Digital Solutions of PwC Singapore; Ms Lin Ruiwen, Executive Director of Sheng Siong Group Ltd; Ms Cherry Bajaro, Learning & Development Manager of Polar Puffs & Cakers Pte Ltd and Mr Neo June He, General Manager of Quan Shui Wet Market. The moderator was Ms Chew Mok Lee from Enterprise Singapore.

Enterprise Workshops

Date	Topic	Partner Organisation	Speakers and/or Panelists
10 May 2023	Mitigating the Impact of Progressive Wage Model (PWM) for Heartland Enterprises (Online) 缓解渐进式薪金模式对零售业的影响 (线上)	Singapore Institute of Retail Studies (SIRS)	• Mr CH Fong (冯俊汉), Senior Lecturer, SIRS • Mr Kelvin Tan (陈俊更), Committee Member, Singapore Minimart Association • Ms Celeste Tan (陈惠敏), Business Development, SIRS
15 Jun 2023	Discovering Food Innovation & Resource Centre's Capabilities (Online) 发现食品创新与资源中心的能力 (线上)	Food Innovation & Resource Centre, Singapore Polytechnic	• Mr Joel Chan, Account Manager, Business Development, Food Innovation & Resource Centre, Singapore Polytechnic
27 Jun 2023	Micro-Innovation Tips to Drive Business Enhancement (Online) 推动业务提升的微创新技巧 (线上)	Habridge Institute of Management	• Mr Soon Qi Wei, Senior Associate Consultant, Habridge Institute of Management
20 Jul 2023	The Importance of Financial Management (Online) 你不理财，财不理你 (线上)	UOB Well Link Probusiness Service Pte Ltd	• Ms Chan Boon Hwee (曾文慧), CEO, Well Link Probusiness Service Pte Ltd
15 Aug 2023	Jobs Transformation Map for Singapore's Retail Sector and Jobs-Skill Integrator for Retail Sector (Online) 探索与了解零售业工作转型指南及就业与培训协调处 (线上)	NTUC Learning Hub	• Mr David Lee (李志威), NTUC Learning Hub
25 Aug 2023	Introducing Enhanced Visual Merchandising Programme (Online) 视觉营销，辞旧迎新，客似云来 (线上)	Singapore Institute of Retail Studies (SIRS) Font Creative Pte Ltd	• Ms Nikki Chua (蔡诗婷), Sales Director, Font Creative Pte Ltd • Mr Eugene Loh, Visual Merchandising Consultant, SIRS • Mr Resendos Yew, Visual Merchandising Consultant, SIRS
4 Sep 2023	A.I. for your Business: Making Marketing Easier with ChatGPT (Online) 采用人工智能简化市场营销构思 (线上)		• Mr Darren Tjan, Consultant & Trainer

小贩生产力补助金调整 Hawkers' Productivity Grant

2023年3月8日，总会小贩部代表出席国家环境局召开的关于小贩生产力补助金的讨论会议。这项补助金已调高到每个摊位80%，上限为7000元，所涵盖的项目扩大到数码服务解决方案，包括：电子订单、排队管理等。

FMAS Hawkers' Division was invited to attend a discussion meeting held by National Environment Agency (NEA) on 8 March 2023. The discussion with NEA centred around the Hawkers' Productivity Grant where the funding support is now up to 80% capped at \$7000 per stallholder. The grant now also covers an additional component which is Digital Services Solution that include solutions such as e-ordering and queue management etc.



了解小贩中心的清洁服务 Table Cleaning and Dishwashing



2023年3月22日，总会小贩部代表参观下列四个小贩中心，以了解其餐桌清洁服务和洗碗服务的情况和发展：裕廊东24街小贩中心(大牌254)、裕廊东1道小贩中心(大牌347)、德曼花园路小贩中心(大牌37A)、文礼坊小贩中心(大牌221A/221B)。

Representatives from FMAS Hawkers' Division visited the following hawker centres on 22 March 2023 to discuss and further understand their current table cleaning and centralised dishwashing arrangements: Blk 254, Jurong East St 24, Blk 347 Jurong East Ave 1, Blk 37A Teban Gardens Road and Blk 221A/221B Boon Lay Place.

考察榜鹅综合小贩中心 Visit to One Punggol Hawker Centre

2023年5月29日，以杨向明BBM会长、刘福记PBM副会长为首的总会小贩部，考察榜鹅综合社区中心小贩中心的中央碗碟清洗设施，并与社会企业Timbre集团代表进行交流。

On 29 May 2023, headed by President Mr Yeo Hiang Meng BBM and Vice President Mr Anthony Low PBM, FMAS Hawkers' Division visited the centralised dishwashing facility of One Punggol Hawker Centre and exchanged opinions with representatives of the social enterprise Timbre Group.



小贩参加美食展 Hawkers' participation in Trade Fairs



2022年11月11日至13日，The Planner Affairs私人有限公司在滨海湾金沙会展中心主办美食展，邀请新加坡全国商联总会安排小贩摊位参展。参展的小贩摊位包括：海南小吃、糗好吃、西得利、天記萝卜糕、福建面、宝洲红龟粿、新生五香、Brotern、Lagoon In A Bowl、Western Barbeque、Gerai Nenek Obek。

2023年5月25日至27日，Conference & Exhibition Management Services私人有限公司在同样一个地方主办亚洲餐馆行业展2023，邀请总会安排小贩摊位参展。

A food fair was organised by The Planner Affairs Pte Ltd at Marina Bay Sands Singapore Expo & Convention Centre from 11 to 13 November 2022. FMAS was invited to take part in the fair. The ten participating hawker stalls were: Brotern, Gerai Nenek Obek, Hainan Cuisine & Snacks, Kueh Ho Jiak, Lagoon In A Bowl, Poh Cheu Kitchen, Tian Kee Carrot Cake & Hokkien Mee, Western Barbeque, Xi De Li, and Xin Sheng Ngoh Hiong.

From 25 to 27 May 2023, Restaurant Asia 2023 was held by Conference & Exhibition Management Services Pte Ltd at the same venue. FMAS was invited to take part in the fair.

邻里企业之星奖助一臂之力 SHESA enables enterprises

“我参加新加坡邻里企业之星奖是为了宣传，让更多人知道我的公司。在邻里，有很多障碍和视觉缺陷。但是通过邻里企业之星的评选，给了我们公司很大的曝光率和公信力。我觉得参奖就像给我们这样的小公司一把大剑，去打未来的仗。

我真心鼓励所有邻里企业都参加这个奖项。我非常感谢2022年有这个机会。我希望更多人认可我的公司以及新加坡全国商联总会为中小企业所做的事情。”

2022年新加坡邻里企业之星奖优秀企业奖组别的最高荣耀之星奖(最佳创意)得主The Art People私人有限公司创办人Xavier Bulner在受访时，如是指出。

该公司是由Xavier和苏心怡夫妇，以及洪惠菁三人合办。2010年，Xavier曾在私立美术学校受过训练的朋友洪惠菁，向他提起开办儿童绘画班的建议。Xavier和太太苏心怡积极跟进，很快地就在2011年创办The Art People。该公司从在组屋邻里设绘画班出发，口碑良好，过去13年来已在四个邻里设有中心，每年收生大约500名。

该公司主要提供三至五岁基础、五至七岁初级，以及七岁以上的美术课程，一路来强调绘画技巧，包括握笔、力道以及坐姿的掌控。

该公司从宏茂桥6道第727座起步，2011年在美世界购物中心，2013年在淡滨尼21街第201D座，2021年在马林百列中心第81座增设分行。

The Art People也参加2023年邻里创新挑战，并与所匹配的新加坡理工学院SP 1队携手赢得第四名。

“I participated in Singapore Heartland Enterprise Star Award because of publicity and to let more people to know my company. Being in the heartlands, there are a lot of obstacles and visual shortfalls. But through SHESA, it gave our company a lot of exposures and credibility. I feel that it's equipping small companies like us a big sword to fight future battles ahead of us.

I really encourage all heartland enterprises to take part in this award. I am very thankful for this opportunity in 2022. I hope more people will recognise my company and what FMAS is doing for the small companies.”

Said Mr Xavier Bulner, Founder of The Art People Pte Ltd,



the Overall Winner (Most Innovative) in Promising Enterprise Award Category of SHESA 2022, during an interview.

The company is co-founded by Xavier, Ms Soh Xinyi and Ms Ang Hwee Chen. In 2010, Xavier's friend Hwee Chen, who had trained in a private art school, suggested to him to open a children's painting class. Xavier and his wife Xinyi actively followed up and soon founded The Art People Pte Ltd in 2011. The company started from setting up painting classes in HDB estate, and has a good reputation. In the past 13 years, it has set up centres in four heartlands, admitting about 500 students each year.

The company mainly provides three-to-five-year-old basic, five-to-seven-year-old beginners, and art courses for over seven-year-olds, emphasizes painting skills along the way, including the control of pen holding, strength and sitting posture.

The company started at Blk 727 of Ang Mo Kio Ave 6, followed by outlets opened at Beauty World Shopping Centre in 2011, Blk 201D of Tampines St 21 in 2013 and Blk 81 of Marine Parade Centre in 2021.

The Art People Pte Ltd also took part in Heartland Innovation Challenge (HIC) 2023. Matched with the student team from Singapore Polytechnic SP 1, the company ranked fourth place, among the five winning teams, in the challenge.

我们的会员 FMAS Member Associations

- 新加坡大巴窑中心商联会
The Singapore Toa Payoh Central Merchants Association
- 文礼小贩协会
Boon Lay Hawkers' Association
- 文礼商联会
Boon Lay Merchants Association
- 碧山商联会
Bishan Merchants Association
- 亚历山大村商联会
Aexandra Village Business Association
- 裕华区31街商店小贩联谊会
Yuhua Constituency Street 31 Shop-Proprietors & Hawkers Association
- 金文泰镇商联会
Clementi Town Shop-Owners' Association
- 百胜楼商联会
Bras Basah Complex Merchants' Association
- 宏茂桥区商联会
Ang Mo Kio Constituency Merchant's Association
- 芽笼东中心商联会
Geylang East Centre Merchants' Association
- 维多利亚街批发中心商联会
Victoria Street Wholesale Centre Merchants' Assn
- 文庆路上段小贩与商店联谊会
Upper Boon Keng Road Stallholders and Shopowners Association
- 忠邦城商联会
Chong Pang City Merchant and Hawker's Association
- 厦门街熟食中心小贩商联会
Amoy Hawkers' Association
- 牛车水大厦小贩商联会
Chinatown Complex Hawkers Association
- 后港村商联会
Hougang Village Merchants' Association
- 丹戎巴葛坊商联会
Tanjong Pagar Plaza Traders' Association
- 珍珠百货商场联合会
People's Park Traders Association
- 武吉甘柏商联会
Bukit Gombak Traders' Association
- 裕廊镇商店及小贩联谊会
Jurong Town Shop-Proprietors & Hawkers' Association
- 新加坡勿洛中心商联会
Singapore Bedok Town Centre Merchants' Association
- 丰加商店联谊会
Hong Kah Shop-Proprietors' Association
- 蔡厝港商联会
Chua Chu Kang Merchants' Association
- 宏茂桥第四道N1商联会
Ang Mo Kio Avenue 4 (Neighbourhood 1) Shopkeepers' and Hawkers' Association
- 宏茂桥628小贩联谊会
Ang Mo Kio Blk 628 Hawkers Association
- 阿逸拉惹商店及小贩商联会
Ayer Rajah Constituency Shopowners and Hawkers Association
- 勿洛北216熟食中心暨巴刹小贩联谊会
Bedok North Block 216 Food Centre and Market Hawkers' Association
- 勿洛北538小贩及巴刹商联会
Bedok 538 Hawkers' and Merchants' 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
- 锦茂巴刹商店联谊会
Ghim Moh Market & Shops Merchants' Association
- 海格路小贩与商店联谊会
Haig Road Hawkers and Merchants Association
- 如切坊商联会
Joo Chiat Complex Traders' Association
- 裕廊东(大牌254)吧刹小贩联谊会
Jurong East (Blk 254) Hawkers' 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
- 加东如切商联会
Katong-Joo Chiat Business Association
- 吉丰253商联会
Keat Hong 253 Merchants' Association
- 高文城商联会
Kovan City Merchants' Association
- 麦波申循环商店联谊会
Macpherson Circuit Merchants Association
- 马林百列商联会
Marine Parade Merchants' Association
- 玛丽蒙碧山北商联会
Marymount Bishan North Merchants' Association
- 美玲 / 史德林商联会
Mei Ling / Stirling Business Association
- 义顺岭N4商联会
Nee Soon Link N4 Merchants' Association
- 巴西立四和六道商家和小贩联谊会
Pasir Ris Drive 4 & 6 Merchants and Hawkers Association
- 拉丁马士小贩商店联谊会
Radin Mas Hawkers' And Merchants' Association
- 实龙岗北商联会
Serangoon North Merchants' Association
- 沈氏坊 / 沈氏通道小贩与商店联谊会
Sims Place / Drive Stallholders & Shop Owners Association
- 淡滨尼N2商联会 (2018)
Tampines N2 Merchants Association (2018)
- 淡滨尼N4商店及小贩联合会
Tampines N4 Shop & Hawker Association
- 淡滨尼十一街小贩暨商店联谊会
Tampines Street 11 Hawkers & Merchants Association
- 淡滨尼西区商联会
Tampines West Merchants' Association
- 丹戎巴葛坊小贩熟食公会
Tanjong Pagar Plaza Market and Cooked Food Centre Association
- 大巴窑七巷商店市场联谊会
Toa Payoh Lorong 7 Shopkeepers & Hawkers Association
- 维斯达坊548商联会
Vista Point 548 Merchant Association
- 白沙西厦商联会
West Plaza Merchants' Association
- 兀兰商联小贩联谊会
Woodlands Town Centre Merchants' Association
- 杨厝港商联会
Yio Chu Kang Merchants Association
- 义顺中商联会
Yishun Central Merchant Association

会员活动 Members' Activities

维斯达坊548商联会 Vista Point 548 Merchant Association

2022年10月29日, 维斯达坊548商联会在汕头酒楼举行第8届理事会就职晚宴。以杨向明会长为首的九位总会代表受邀出席。2023年1月14日, 该会在维斯达坊举行新春欢度会, 主宾是三巴旺集选区国会议员维凯。

Vista Point 548 Merchant Association held its 8th EXCO Inauguration Ceremony at Sawtow Restaurant on 29 October 2022. Led by President Mr Yeo Hiang Meng, a group of nine FMAS representatives were invited to attend the dinner. On 14 January 2023, the association held Chinese New Year Celebration at Vista Point. Guest of Honour was Mr Vikram Nair, Member of Parliament for Sembawang GRC.



马林百列商联会 Marine Parade Merchants' Association



马林百列商联会在2022年11月27日于马林百列中心小贩中心旁主办歌台之夜, 在2023年7月31日于东皇大酒樓

举行第18届理事会就职晚宴。主宾是人力部长兼贸工部第二部长陈诗龙医生, 贵宾包括荣誉国务资政吴作栋。总会理事受邀出席晚宴。

Marine Parade Merchants' Association organised a Getai Night next to Marine Parade Central Hawker Centre on 27 November 2022. The association held its 18th EXCO Inauguration Ceremony at Roland Restaurant on 31 July 2023. Guest of Honour was Dr Tan See Leng, Minister for Manpower and Second Minister for Trade and Industry. Emeritus Senior Minister Goh Chok Tong graced the occasion. FMAS was invited to attend the dinner.

后港村商联会 Hougang Village Merchants' Association

2022年12月3日, 后港村商联会主办白色圣诞的亮灯仪式。2023年1月7日, 该会与宏茂桥一后港基层组织在后港61街公园举行新春亮灯仪式和歌台。2月5日, 该会在同一公园举行庆祝成立11周年纪念、第六届理事会就职典礼及新春元宵联欢宴会。2月26日, 宏茂桥集选区(后港区)新春妆艺花车游行, 后港村商联会积极参与。3月16日, 该会捐出5000元, 作为父母在印度旅行遭遇车祸双亡的一位新加坡籍印度男孩的教育费。7月22日, 该会与茨园民众俱乐部在邻里公园联办宏茂桥一后港国庆亮灯仪式与歌台表演, 主宾是宏茂桥集选区国会议员杰乐。

Hougang Village Merchants' Association lighted up a White Christmas on 3 December 2022. It jointly organised Chinese New Year Light-up Getai with Ang Mo Kio-Hougang Grassroots Organisations at Hougang St 61 Garden on 7 January 2023. The association also organised a dinner on its 11th Anniversary, 6th EXCO Inauguration Ceremony and Chinese New Year Celebration on 5 February 2023, and participated in Ang Mok Kio-Hougang Chingay 2023 @ Heartlands on 26 February 2023. On 16 March 2023, it

donated \$5000 as the education fund for a Singapore Indian boy whose parents passed away in a car accident occurred in India. On 22 July 2023, it jointly organised National Day Light-up Getai with Ci Yuan Community Club at the Neighbourhood Garden. Mr Darryl David, Member of Parliament for Ang Mo Kio GRC, was the Guest of Honour.



宏茂桥628小贩联谊会与杨厝港商联会

Ang Mo Kio Blk 628 Hawkers Association and Yio Chu Kang Merchants Association



Mo Kio Blk 628 Market and Cooked Food Centre launched the "Say No to Disposable" programme. Prime Minister Lee Hsien Loong visited the site with the company of Mr Yip Hon Weng, Member of Parliament for Yio Chu Kang SMC.

On 18 December 2022, Yio Chu Kang Merchants Association held its launch and 1st EXCO Inauguration Ceremony at The Grassroots' Club.

Guest of Honour was Mr Yip Hon Weng. Led by Mr Yeo Hiang Meng, FMAS delegation was invited to attend the dinner.

2022年12月4日，宏茂桥628小贩联谊会与杨厝港商联会联办一项活动。宏茂桥大牌628巴士与熟食中心推出“拒绝使用一次性塑料”计划。李显龙总理在杨厝港单选区国会议员叶汉荣的陪同下，走访参与这项计划的摊贩。

2022年12月18日，杨厝港商联会在基层领袖俱乐部举行成立及第一届理事会就职晚宴，主宾是叶汉荣议员。以杨向明会长为首的总会代表团受邀出席晚宴。

Ang Mo Kio Blk 628 Hawkers Association and Yio Chu Kang Merchants Association jointly organised an event on 4 December 2022. Ang



亚历山大村商联会

Alexandra Village Business Association



会。2023年6月11日，该会在女皇镇民众联络所主办敬老尊贤庆双亲节歌舞表演。活动主宾是文化、社区及青年部兼社会及家庭发展部高级政务次长蔡瑞隆。总会会员代表与秘书处职员应邀出席。

Alexandra Village Business Association organised Alexandra Village Care & Share Singing Day at the open space next to Alexandra Village Food Centre on 4 December 2022. The association organised Happy Parents' Day performance at Queenstown Community Centre on 11 June 2023. Guest of Honour was Mr Eric Chua, Senior Parliamentary Secretary, Ministry of Culture, Community and Youth and Ministry of Social and Family Development. FMAS was invited to attend the events.

亚历山大村商联会在2022年12月4日于亚历山大村美食中心隔邻空地举办亚历山大村关怀弱势群体分享歌唱联欢

武吉甘柏商联会

Bukit Gombak Traders' Association

武吉甘柏商联会在2023年1月8日于武吉甘柏第31街举行新春亮灯仪式，主宾是刘燕玲政务部长。8月6日，该会在武吉巴督5道主办2023年武吉甘柏大热卖歌台之夜。

Bukit Gombak Traders' Association organised Chinese New Year Light-up Ceremony at Bukit Gombak St 31 on 8 January 2023. Guest of Honour was Minister of State Ms Low Yen Ling. It held Great Bukit Gombak Sales 2023 Getai Nite at Bukit Batok Ave 5 on 6 August 2023.



淡滨尼西区商联会 Tampines West Merchants' Association



2022年12月10日，淡滨尼西区商联会举办白色圣诞活动。社会及家庭发展部长兼卫生部第二部长马善高莅临现场，与民同乐。2023年1月6日，该会举行新春亮灯仪式，主宾是马善高部长和许宝琨高级政务部长。6月10日和11日，该会在淡滨尼81街主办家庭欢乐日，并启动TampJob手机应用程序，为社区带来工作和人力资源的对接平台。8月25日，该会在淡滨尼81街大牌823组屋前面的大广场主办中元会歌台。

Tampines West Merchants' Association lighted up a White Christmas on 10 December 2022. Mr Masagos Zulkifli, Minister for Social and Family Development and Second Minister for Health graced the event. On 6 January 2023, it held Chinese New Year Light-up Ceremony. Guests of Honour were Minister Masagos Zulkifli and Senior Minister of State Dr Koh Poh Koon. On 10 & 11 June 2023, it held Family Fun Fiesta at Tampines St 81, and at the same time launched TampJob, an application that provides a matching platform for job opportunities and the human resources in the precinct. It held Lunar 7th Month Getai at the open space in front of Blk 823 Tampines St 81 on 25 August 2023.

裕华区31街商店小贩联谊会

Yuhua Constituency Street 31 Shop-Proprietors & Hawkers Association



2022年12月17日，裕华区31街商店小贩联谊会在裕廊东31街呈献圣诞节歌舞欢庆节目，送出200张面值10元的裕华礼券给年长居民，协助他们学习使用电子礼券。2023年1月29日，该会主办裕华商场双狮迎新春节庆祝会，主宾是永续发展与环境部长傅海燕。8月19日至9月3日，该会主办国庆展售活动。

On 17 December 2022, Yuhua Constituency Street 31 Shop-Proprietors & Hawkers Association organised Christmas Variety Show at Jurong East St 31, and donated 200 pieces of Yuhua Vouchers, each at a value of \$10, to the elderly in the area, to help them learn to use e-vouchers. On 29 January 2023, it held Chinese New Year Celebration. Guest of Honour was Ms Grace Fu, Minister for Sustainability and the Environment. It held National Day Sales from 19 August to 3 September 2023.

勿洛北216熟食中心暨巴刹小贩联谊会

Bedok North Block 216 Food Centre and Market Hawkers' Association

2022年12月18日，勿洛北216熟食中心暨巴刹小贩联谊会举行新办公室启用兼新春亮灯仪式。主宾是陈杰豪高级政务部长。

Bedok North Block 216 Food Centre and Market Hawkers' Association held the Official Opening of its new office and Chinese New Year Light-up Ceremony on 18 December 2022. Guest of Honour was Senior Minister of State Mr Tan Kiat How.



阿逸拉惹商店及小贩商联会

Ayer Rajah Constituency Shopowners and Hawkers Association

2023年1月1日，阿逸拉惹商店及小贩商联会在德曼坊举行新春亮灯仪式。1月29日，该会举行新春团拜。活动主宾是西海岸集选区国会议员胡美霞。

Ayer Rajah Constituency Shopowners and Hawkers Association held Chinese New Year Light-up Ceremony at Teban Place on 1 January 2023. It also held Chinese New Year Celebration on 29 January 2023. Guest of Honour was Ms Foo Mee Har, Member of Parliament for West Coast GRC.



百胜楼商联会

Bras Basah Complex Merchants' Association

百胜楼商联会与八大画廊联办的百胜楼艺术周于2023年1月7日至15日举行，开幕仪式是在1月7日，主宾是哥本峇鲁单选区国会议员郭献川。1月8日，该会在百胜楼呈献Love 97.2FM《谢谢你爱我》歌唱会。5月26日至6月4日，该会与八大书商联办百胜楼书展，开幕仪式在5月28日举行，主宾是惹兰勿剎集选区国会议员潘丽萍。

Held from 7 to 15 January 2023, Bras Basah Art Week was jointly organised by Bras Basah Merchants' Association and eight galleries. Its opening ceremony was held on 7 January 2023 and Guest of Honour was Mr Kwek Hian Chuan Henry, Member of Parliament for Kebun Baru SMC. On 8 January 2023, the association presented Love 97.2 FM Celebration @ Bras Basah Complex. From 26 May to 4 June 2023, it jointly organised Bras Basah Complex Book Exhibition with eight book stores. The opening ceremony was held on 28 May 2023 and Guest of Honour was Ms Denise Phua, Member of Parliament for Jalan Besar GRC.



宏茂桥区商联会

Ang Mo Kio Constituency Merchant's Association



宏茂桥区商联会在2023年1月14日于宏茂桥中心舞台举行新春欢庆会，主宾是李显龙总理。1月26日，该会主办捞鱼生欢庆会。4月1日，该会在宏茂桥中央舞台主办宏茂桥区商联会歌台欢乐夜。

Ang Mo Kio Constituency Merchant's Association held Chinese New Year Celebration at Ang Mo Kio Central Stage on 14 January 2023. Guest of Honour was Prime Minister Lee Hsien Loong. It held Yusheng Celebration on 26 January 2023, and held Ang Mo Kio Constituency Merchant's Association Getai Nite at Ang Mo Kio Central Stage on 1 April 2023.

文庆路上段小贩与商店联谊会

Upper Boon Keng Road Stallholders and Shopowners Association

2023年1月14日，文庆路上段小贩与商店联谊会主办大地回春迎新年现场挥春活动，通讯及新闻部长兼内政部第二部长杨莉明部长与民同乐。1月28日，该会主办捞鱼生欢庆会。

Upper Boon Keng Road Stallholders and Shopowners Association held Chinese New Year Celebration and Calligraphy Event on 14 January 2023. This event was graced by Mrs Josephine Teo, Minister for Communications and Information and Second Minister for Home Affairs. It held Yusheng Celebration on 28 January 2023.



武吉知马巴刹小贩联谊会

Bukit Timah Market Hawkers' Association

2023年1月15日，武吉知马巴刹小贩联谊会与武吉知马基层组织联办迎春送春联活动，主宾是沈颖高级政务部长。

Bukit Timah Market Hawkers' Association and Bukit Timah Grassroots Organisations jointly held Chinese New Year Celebration and Calligraphy Event on 15 January 2023. Guest of Honour was Senior Minister of State Ms Sim Ann.



大巴窑七巷商店市场联谊会

Toa Payoh Lorong 7 Shopkeepers and Hawkers Association



2023年1月17日，大巴窑七巷商店市场联谊会举行新春亮灯仪式，主宾是碧山一大巴窑集选区国会议员安迪。

Toa Payoh Lorong 7 Shopkeepers and Hawkers Association held its Chinese New Year Light-up Ceremony on 17 January 2023. Guest of Honour was Mr Saktiandi Supaat, Member of Parliament for Bishan-Toa Payoh GRC.

实龙岗北商联会

Serangoon North Merchants' Association

2023年1月11日至20日，该会主办实龙岗北村新春欢庆会，1月20日压轴节目的主宾是实龙岗公民咨询委员会顾问陈惠慧PBM。1月29日，该会向区内商家和居民拜年。6月13日至25日，该会主办实龙岗北村大减价。6月26日至7月10日，该会主办哈芝节夜市。

Serangoon North Merchants' Association held Serangoon North Village Spring Celebration from 11 to 20 January 2023. Guest of Honour for 20 January 2023 event was Ms Chan Hui Yuh PBM, Advisor of Serangoon Citizens' Consultative Committee. The association held its Lunar New Year outreach to the merchants and residents on 29 January 2023. It held Serangoon North Village Sales from 13 to 25 June 2023, and held Hari Raya Haji Pasar Malam from 25 June to 10 July 2023.



芽笼东中心商贩联谊会

Geylang East Centre Merchants' Association

芽笼东中心商贩联谊会在2023年1月28日向区内商贩拜年。配合国庆日，该会在7月29日为庆祝芽笼东中心巴刹和熟食中心翻新后正式重启，主办一系列商民同乐的活动。主宾是麦波申单选区国会议员陈佩玲。

Geylang East Centre Merchants' Association held its Chinese New Year greetings to the shop owners and hawkers on 28 January 2023. In conjunction with National Day, it held a series of activities to celebrate the re-opening of Geylang East Centre Market and Cooked Food Centre after renovation on 29 July 2023. Guest of Honour was Ms Tin Pei Ling, Member of Parliament for MacPherson SMC.



白沙西厦商联会

West Plaza Merchants' Association

白沙西厦商联在2023年1月29日主办新春团拜会，主宾是国务资政兼安全统筹部长张志贤。

West Plaza Merchants' Association held Chinese New Year Celebration to the shop owners on 29 January 2023. Guest of Honour was Mr Teo Chee Hean, Senior Minister and Coordinating Minister for National Security.



宏茂桥第四道N1商贩联谊会

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

宏茂桥第四道N1商贩联谊会在2023年1月29日举行新春团拜会。2023年5月7日，该会配合美华巴刹与熟食中心装修后重开，主办“美华关怀计划2023”，主宾是郭献川议员。

Ang Mo Kio Avenue 4 (Neighbourhood 1) Shopkeepers' and Hawkers' Association held Chinese New Year Celebration on 29 January 2023. In conjunction with the re-opening of Mayflower Market & Food Centre, it held Mayflower Cares 2023 on 7 May 2023. Guest of Honour was Member of Parliament Mr Kwek Hian Chuan Henry.



丰加商店联谊会

Hong Kah Shop-Proprietors' Association

丰加商店联谊会在2023年1月29日举行新春团拜会。2月5日，该会邀请乐龄人士和低收入家庭欢庆元宵节，主宾是裕廊集选区国会议员黄伟中。2月12日，该会邀请电玩游戏《原神》的年轻角色前往该区拜访商家。

Hong Kah Shop-Proprietors' Association held Chinese New Year Celebration on 29 January 2023. It invited senior citizens and low-income families in the precinct for a group celebration of Chinese New Year on 5 February 2023. Guest of Honour was Mr Shawn Huang Wei Zhong, Member of Parliament for Jurong GRC. It engaged roles of video game, Genshin Impact, to visit heartland shops in the precinct on 12 February 2023.



忠邦城商贩联谊会

Chong Pang City Merchant and Hawker's Association

忠邦城商贩联谊会在2023年1月30日协办拜天公仪式。内政兼律政部长尚穆根参与其盛。

Chong Pang City Merchant and Hawker's Association co-organised Prayer Ceremony to Jade Emperor on 30 January 2023. It was graced by Mr K. Shanmugam, Minister for Home Affairs and Minister for Law.



新加坡大巴窑中心商联会

The Singapore Toa Payoh Central Merchants Association

新加坡大巴窑中心商联会在2023年2月1日于汕头海鲜酒楼举行新春午宴。总会理事和秘书处职员受邀出席。

The Singapore Toa Payoh Central Merchants Association held its Chinese New Year Lunch at Swatow Seafood Restaurant on 1 February 2023. FMAS EXCO Members and secretariat staff were invited to attend.



金文泰镇商联会 Clementi Town Shop-owners' Association

金文泰镇商联会在2023年2月2日于裕廊战备军人协会俱乐部举行新春晚宴。总会理事和秘书处职员受邀出席。9月17日，该会与新加坡邻里企业中心在金文泰三道大牌447与448之间的空地联办96.3好FM《好想跟你唱》歌唱会。

Clementi Town Shop-owners' Association held its Chinese New Year Dinner at Jurong SAFRA Club on 2 February 2023. FMAS EXCO Members and secretariat staff were invited to attend. The association and HECS jointly organised 96.3好FM Singing Session at the open space between Blk 447 and 448 along Clementi Ave 3 on 17 September 2023.



沈氏坊/沈氏通道小贩与商店联谊会 Sims Place/Drive Stallholders & Shop Owners Association



2023年2月5日，沈氏坊/沈氏通道小贩与商店联谊会、沈氏景居民委员会，在沈氏通道熟食中心联办正月十五闹元宵，主宾是惹兰勿剎集选区国会议员文礼佳博士。当天的“快闪”创下本地“最大型音乐快闪”的纪录，列入新加坡纪录大全。

On 5 February 2023, Sims Place/Drive Stallholders & Shop Owners Association and Sims Vista Residents' Committee jointly celebrated Lantern Festival at Sims Vista Hawker Centre. Guest of Honour was Dr Wan Rizal, Member of Parliament for Jalan Besar GRC. The "flash mob" event on that day set a local record for the "largest music flash mob" and included in the Singapore Book of Records.

裕廊东24街商联会

Jurong East Street 24 Shopholders' Association

裕廊东24街商联会在2023年2月7日举办新春晚宴，主宾是傅海燕部长。

Jurong East Street 24 Shopholders' Association held its Lunar New Year Dinner on 7 February 2023. Guest of Honour was Minister Grace Fu.



丹戎巴葛坊商联会与丹戎巴葛坊小贩熟食公会

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



丹戎巴葛坊商联会与丹戎巴葛坊小贩熟食公会在2023年2月10日联办新春联欢晚宴，主宾是总理公署部长兼财政部及国家发展部第二部长英兰妮。总会会长杨向明和总务林海德受邀出席晚宴。

Tanjong Pagar Plaza Traders' Association and Tanjong Pagar Plaza Market and Cooked Food Centre Association jointly organised their Lunar New Year Dinner on 10 February 2023. Guest of Honour was Ms Indraneel Thurai Rajah, Minister in the Prime Minister's Office, Second Minister for Finance and Second Minister for National Development. FMAS President Mr Yeo Hiang Meng and Honorary Secretary Mr Lim Hai Teck were invited to attend the dinner.

新加坡勿洛中心商联会

Singapore Bedok Town Centre Merchants' Association

2023年2月17日，新加坡勿洛中心商联会举行新春团拜午宴，主宾是陈杰豪高级政务部长。总会会长杨向明、总务林海德和秘书长赖承毅受邀出席。

Singapore Bedok Town Centre Merchants' Association held its Chinese New Year Lunch on 17 February 2023. Guest of Honour was Senior Minister of State Mr Tan Kiat How. FMAS President Mr Yeo Hiang Meng, Honorary Secretary Mr Lim Hai Teck and Executive Director Mr Lai Cheng Yi were invited to attend the lunch.



珍珠百货商场联合会

People's Park Traders Association

2023年3月11日，珍珠百货商场联合会在珍珠百货商场三楼中央广场主办邻里节幸运抽奖和工艺节颁奖典礼及歌声飞扬音乐大汇演。

People's Park Traders Association held the Heartlands Festival Lucky Draws and Crafters Fair Prize Presentation Ceremony cum Singing Performance at People's Park Centre Level 3 open space on 11 March 2023.



义顺岭N4商联会

Nee Soon Link N4 Merchants' Association

2023年5月21日，义顺岭N4商联会在区内主办母亲节子女绘画比赛。该会在8月26日至9月10日在义顺环路大牌414座组屋主办小型夜市。

Nee Soon Link N4 Merchants' Association organised the Mum & Child Art Competition in the precinct on 21 May 2023. It organised Pasar Malam Mini Fair 2023 at Blk 414 Yishun Ring Road from 26 August to 10 September 2023.



牛车水大厦小贩商联会

Chinatown Complex Hawkers Association

2023年6月18日，牛车水大厦小贩商联会与新加坡艺人公会等机构在牛车水民众俱乐部联办公益活动“小贩办桌传美食，群星欢唱献爱心”，主宾是杨莉明部长。8月间，该会主办我们的社区节以吸引人潮。

On 18 June 2023, Chinatown Complex Hawkers Association and Singapore Artistes Association etc jointly organised Hawker Banquet Charity Drive at Chinatown Community Club. Guest of Honour was Minister Josephine Teo. The association organised "My Community Festival" in August 2023 to attract footfall.

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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26页)

碧山商联会

Bishan Merchants Association

2023年7月15日，碧山商联会与新加坡邻里企业中心在碧山大牌509隔邻的碧山中央广场联办96.3好FM《好想跟你唱》歌唱会。

On 15 July 2023, Bishan Merchants Association and HECS jointly organised 96.3好FM Singing Session at Bishan Central Amphitheatre next to Bishan Blk 509.



加东如切商联会

Katong-Joo Chiat Business Association



加东如切商联会在2023年7月17日于新加坡罗克西美爵酒店主办成立典礼，主办是陈诗龙部长。在杨向明会长的带领下，总会理事和秘书处职员应邀出席晚宴。

Katong-Joo Chiat Business Association held its Launch Ceremony at Grand Mercure Singapore Roxy on 17 July 2023. Guest of Honour was Minister Tan See Leng. Led by President Mr Yeo Hiang Meng, FMAS delegation was invited to attend the dinner.

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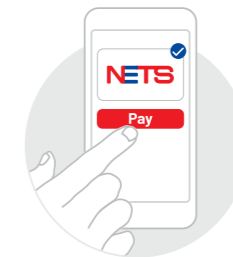


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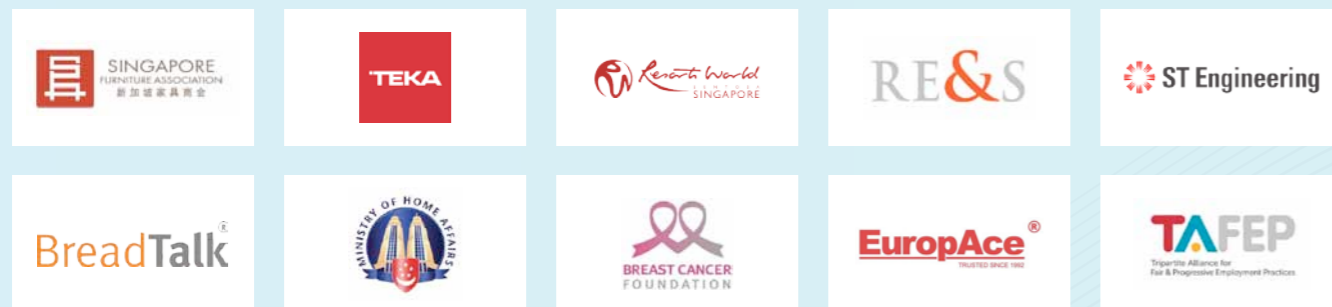


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TGS-2021007092 - 2.5 Days
- TikTok Essentials: Using the Platform and Creating Impactful Content
TGS-2021008862 - 2.5 Days
- Setting up TikTok Shop and Running Advertisements on TikTok
TGS-2022017086 - 2.5 Days
- Building Your Brand with LinkedIn Marketing
TGS-2021010428 - 2.5 Days
- Marketing on Xiao Hong Shu
TGS-2023017955 - 2.5 Days



Digital Content Creation Skills

- Social Media Marketing with Video Creation
TGS-2021005547 - 2.5 Days
- Improve Digital Marketing with Content Strategies
TGS-2020504750 - 2 Days
- Create Attractive Animated Artworks with Powtoon
TGS-2021007091 - 2 Days
- Take Impactful Photos with Your Smartphone
TGS-2021008644 - 2 Days



Creative Content Advertising Skills

- Storytelling Techniques and Theories for Creative Content Advertising
TGS-2023021975 - 2.5 Days
- Basic Storyboarding and Copywriting for Video Production on Social Media
TGS-2023022015 - 2.5 Days
- Talent Sourcing and Selection Techniques for Social Media Advertising
TGS-2023022196 - 2.5 Days



Mode of Training:
Classroom
(In-Person Hands-On Training)

Full Course Fee (2 Days):
\$800.00
(Subjected to GST: \$64)

Full Course Fee (2.5 Days):
\$1,100.00
(Subjected to GST: \$88)

Full Course Fee (3 Days):
\$1,200.00
(Subjected to GST: \$96)




星展银行数字化启动计划和 中小企业技能提升计划

在星展银行,我们致力于帮助新加坡的中小企业加快数字化转型并提升员工技能以促进业务增长。

开启您的数字化旅程

数字化启动计划

计划特性和优势




-  **提高商业效率**
通过一套数字解决方案来简化业务流程和财务管理,以满足您的业务需求
-  **促进销售**
利用云计算软件和实时数据,以建立客户意识并产生新的潜在客户
-  **确保网络安全**
利用反恶意软件、漏洞检测等保护您的网络、数字资产和数据



提升您员工的技能

中小企业技能提升计划

计划特性和优势

-  **免费咨询与服务**
确认业务挑战,免费获取员工的技能培训建议
-  **优惠价格及培训津贴**
参与新加坡精深技能发展局 (SkillsFuture Singapore) 的培训课程并享有高达90%的补贴。
-  **免费星展深造班邀请函**
获得独家机会参加由星展银行和行业专家为中小企业举办的深造班

就在今日发展
您的业务吧!






*World's Best Bank for SMEs 2022, Euromoney
Asia's Best Bank for SMEs 2022, Euromoney
Best Bank for SMEs - Treasury and Working Capital (APAC) 2023, The Asset
Best Bank for SMEs - Treasury and Working Capital (Singapore) 2023, The Asset*

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商业贷款,便捷流程



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实现烘焙事业的自动化。

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数码签订贷款程序。
-  透过Singpass,可减少 30%
的电脑操作和文书工作。
-  在一体化银行平台上
即时查看申请进度。



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*World's Best Bank for SMEs 2022, Euromoney
Asia's Best Bank for SMEs 2022, Euromoney
Best Bank for SMEs - Treasury and Working Capital (APAC) 2023, The Asset
Best Bank for SMEs - Treasury and Working Capital (Singapore) 2023, The Asset*

Hawkers Succession Scheme

小贩承前启后计划

What is the Hawkiers Succession Scheme (HSS)?

- Helps retiring veteran hawkers, who do not have suitable successors among their family members or relatives, to pass down their skills, recipes and hawker stalls to suitable aspiring successors.
- Provides aspiring hawkers the opportunity to continue the legacy of veteran hawkers' stalls and recipes through a carefully paired apprenticeship and mentorship programme.

什么是小贩承前启后计划?

- 协助有意退休，却无法在家人或亲戚中找到合适接班人的资深小贩，让他们把烹饪技能、食谱和摊位传给有心继承的人。
- 为有兴趣入行的新手小贩和有意退休的资深小贩进行配对，并在接受指导和学习厨艺以后接手摊位。

Who can join the HSS?

- Veteran hawkers: with at least 15 years of operating experience in cooked food stalls in hawker centres.

谁可以参与计划?

- 资深小贩：有至少 15 年经营小贩中心熟食摊位经验。

More details at
更多详情于以下网址
<https://www.nea.gov.sg/hawkers-succession-scheme>

