



新加坡邻里企业峰会

Singapore Heartland Enterprise Summit

The Federation of Merchants' Associations, Singapore (FMAS) Presents the  
**Singapore Heartland Enterprise Summit 2024**  
**“Innovate & Elevate”**

**Singapore, 3 May 2024**

**Media Release & Invite**

1. The Federation of Merchants' Associations, Singapore (FMAS) organises its annual Singapore Heartland Enterprise Summit 2024 that is scheduled to take place on 27 June 2024, at HUB Hub Convention Centre Auditorium at Basement 1 (480 Toa Payoh Lor 6, Singapore 310480) from 11.45 am to 5 pm.

2.. The theme for SHES 2024 is "Innovate & Elevate". The theme for this year encourages innovation and the fostering of collaboration and partnership. In today's rapidly evolving global landscape, the success of businesses hinges upon their ability to innovate, adapt, and collaborate effectively. Innovation serves as the cornerstone of progress, enabling enterprises to thrive amidst challenges and uncertainties. Through collaboration and partnership, the impact of innovation is amplified, unlocking new possibilities and synergies that propel enterprises forward and drive greater value creation for both enterprises and communities alike. Through the summit, we aim to share success stories of homegrown businesses to inspire our heartland businesses to scale beyond their current model.

3. More than 300 business owners will convene for this day of enriching sharing sessions and panel discussions, offering invaluable insights, knowledge, and networking prospects to advance their personal and business growth.

4. *"The Singapore Heartland Enterprise Summit 2024 aims to highlight the resilience of our local businesses and their enterprising spirit and invaluable contributions to our heartlands. We want to use the summit as a platform to continue to inspire our heartland businesses to continue to learn, collaborate, innovate and grow so that they can strive towards excellence and at the same time preserve the unique heritage of our heartlands."* says Mr. Yeo Hiang Meng, BBM, President of FMAS.

5. Prior to the summit, there was a Learning Journey that had taken place on 26 April to Happy Fish Swim School, which was also the Grand Overall Winner of last year's Singapore Heartland Enterprise Star Award 2023. The learning journey brought across learning points with regards to the inspiration and motivation behind the establishment of Happy Fish Swim School and how the owner implemented innovative ideas to enhance customer experience and



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satisfaction as well as establish collaborative partnerships with brands, companies, and Key Opinion Leaders (KOLs) to enhance marketing strategies.

6. The second pre-Summit Learning Journey is scheduled to take place on 30 May 2024 to NTUC Fairprice Finest at Clarke Quay. This exciting journey will specifically showcase the creative use of retail space, unique collaborations as well as tailored customer experience.

7. At the Summit itself, Guest-of-Honour, Ms Low Yen Ling, Senior Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth will deliver a keynote speech. Distinguished Speakers Mr. Loh Jwee Poh (Founder & CEO of Mr Bean), Ms. Yvon Bock (Founder & CEO of Hegen) and Mr. Tan Jian Yong (Founder & CEO of Happy Fish Swim School); all of whom will share their entrepreneurial journeys as well as partake in an insightful panel discussion moderated by Ms. Chew Mok Lee (Enterprise Fellow of Enterprise Singapore and Advisor to FMAS).

8. There will also be exhibition booths and sharing sessions by our partners. This provides a platform for knowledge sharing, networking, business opportunities, market insights, inspiration and professional development, all of which can contribute to the growth and success of the participants and the retail industry as a whole.

9. We would like to invite you and / or your journalist(s) to join us for the event:

**Singapore Heartland Enterprise Summit 2024**

**Date** : 27 June 2024, Thursday

**Time** : 11.45am to 5.00pm

**Venue** : HDB HUB Convention Centre Auditorium at Basement 1 (480 Toa Payoh Lor 6, S310480)

Please RSVP your attendance with Cliff at [cliff.ang@fmas.org.sg](mailto:cliff.ang@fmas.org.sg) or +65-94567789 ideally by Thursday, 20 June 2024, 6pm.

10. We look forward to your favourable reply. Thank you.

**- End -**



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**About Singapore Heartland Enterprise Summit (SHES)**

The Singapore Heartland Enterprise Summit is organised by The Federation of Merchants' Associations, Singapore, supported by the Heartlands Enterprise Centre Singapore. This annual event is organised specifically for heartlands merchants, which aims to inspire them to showcase their unique qualities, strengths, and potential, thereby striving for new heights of success. This year's theme is "Innovate & Elevate" (创意无限, 飞跃新高).

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

The Federation of Merchants' Associations, Singapore (FMAS) is a non-profit association formed to represent Merchants and Hawkers operating in the HDB towns, Hawker Centres under NEA's care and neighbourhood centres. To date, FMAS has 62 merchant/hawker association (MA/HA) members who represents more than 70% of Singapore heartland precincts. We also work closely with about 20,000 retailers in the HDB neighbourhood estates areas and 16,000 hawkers and stallholders in the NEA-managed hawker centres on various initiatives. For more information, please visit <https://fmas.org.sg/>