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BAZAAR BELI-BELAH: A SOCIAL ENTERPRISE FAIR FOR LOCAL ENTREPRENEURS

Bazaar Beli-Belah offers graduates from AMP's Micro Business Programme a business opportunity to trade wares at mall atriums

Singapore, Singapore: Bazaar Beli-Belah is a collaborative Social Enterprise Fair between Encik Tan and the Association of Muslim Professionals (AMP). A pioneer effort between the two organisations, Bazaar Beli-Belah is a lifestyle fair, consisting of booths featuring local businesses as well as graduates from AMP's Micro Business Programme. The fair will be held at West Mall Atrium from 3 – 9 April 2017, and Waterway Point Event Space @ B2 from 24 – 30 April 2017.

Gracing the fair to support the micro business owners on Saturday, 8 April 2017 at 2.00pm at West Mall is Mr Murali Pillai, Member of Parliament for Bukit Batok SMC.

A total of 21 micro business owners who had undergone AMP's Micro Business Programme will be selling their wares, which include food products, instant food pastes, handmade handicrafts and more. The fair will be an opportunity to further establish themselves as entrepreneurs and expand their business networks.

Mr Mohd Anuar Yusop, AMP's Executive Director, says, "This fair will offer our programme graduates the valuable opportunity to gain real experience in how to run a stall or a shop. This collaboration also exemplifies how larger and more successful businesses can help start-ups and smaller businesses to thrive and make the industry a more competitive and interesting one. As such, we are grateful to the Fei Siong Group for offering this platform to help our budding entrepreneurs enhance their business skills and knowledge further."

Encik Tan, known for its halal-certified Chinese food among the Muslim community, is a subsidiary brand under its parent company, Fei Siong Group. Mr Tan Kim Siong, Fei Siong's Group Managing Director, shares his aspirations where he mentions "We hope to give back to the Muslim community for supporting us all this while through our Encik Tan brand, by creating business opportunities for local Malay entrepreneurs."

This is further echoed by Mr Tan Kim Leng, Fei Siong's Director, who pointed out Fei Siong's humble beginnings at a rented stall in a hawker centre, before it grew to what the company is now. Fei Siong Group will also have an employment booth for members of the public who are looking for jobs.

Bazaar Beli-Belah promises to be an all-encompassing lifestyle fair, with booths featuring local brands. Through this fair, AMP's Micro Business Programme alumni will not only be given a business opportunity, but a platform for them to market their wares to a bigger audience, and build their brand name and businesses further.

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About the AMP Micro Business Programme

The AMP Micro Business Programme aims to assist individuals from less privileged households with trade, business and IT skills to start a home-based business as an alternative source of income for the household. Grants are also awarded to those who have a viable and sustainable business model.

In 2010, AMP inked a memorandum of understanding with the Singapore Malay Chamber of Commerce & Industry (SMCCI) to formalise both organisations' commitment in enhancing the capabilities and growth of businesses under the Micro Business Programme. With the partnership, participants under the programme are able to tap on SME Centre's wide range of business advisory services and business diagnosis in the areas of business and IT processes throughout the different phases of the programme.

About Encik Tan

The concept behind Encik Tan arose from the desire to let our Muslim counterpart savour local popular food prepared using halal ingredients, while retaining the nostalgic flavour and taste. The first Encik Tan outlet started at Kallang Wave Mall, and has currently expanded to a total of 14 outlets.

It is a food establishment that serves popular local food like (amongst many others) oyster omelette, fried carrot cake, wanton noodles. At Encik Tan, you can get halal-certified hawker fare with nostalgic flavour and taste in an air-conditioned setting at a reasonable price.

About Fei Siong Group

Fei Siong Group was founded in 1993 by Mr Tan Kim Siong, Fei Siong's Group Managing Director. Mr Tan started his own business with a rental stall in the hawker centre just outside the former National Library at Stamford Road, selling fishball noodles.

From its modest beginnings, Fei Siong Group has continually expanded and reinvented itself over the years to become one of the numerous success stories in the local food and beverage industry. Fei Siong Group has successfully carved a niche for itself in the local food and beverage scene on the unwavering premise to serve authentic food with a taste of nostalgia and at affordable prices.