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MEDIA RELEASE

AMP and SMCCI Collaborate to Scale Up Micro Businesses in Community

1. AMP Singapore and the Singapore Malay Chamber of Commerce and Industry (SMCCI) signed a Memorandum of Understanding (MOU) today to mark their shared commitment towards scaling up micro businesses in the community. The MOU will enable participants of AMP's Advanced Micro Business Programme to tap on the business development expertise and resources within SMCCI, and in the long term, equip these business owners with the necessary knowledge and skills to survive and thrive in this rapidly changing business climate.
2. AMP and SMCCI will work together to develop specially-curated modules for those attending the Advanced Micro Business Programme, aimed at enhancing their core business knowledge and experience. Graduates of the programme may also be offered the opportunity to participate in apprenticeships with SMCCI's members while also leveraging on the available resources from the Chamber should they wish to scale up their home business.
3. Some 200 past graduates of the basic Micro Business Programme who are eligible to attend the advanced programme are expected to potentially benefit from this collaboration. The participants will have access to SMCCI's resources, as well as networking and consultation opportunities that will enable them to deepen their knowledge in entrepreneurship.

4. “We are heartened to formalise this collaboration with SMCCI as this will allow us to tap on each other’s strengths to benefit the community. Following the temporary ban on home-based business activities during the Circuit Breaker period, it became very apparent that many in our community rely on their small-scale business to support their families financially. As such, I hope that this collaboration with SMCCI will not only provide the support they need to sustain their business but enable them to scale it up in the long run,” said Dr Md Badrun Nafis Saion, Chairman of AMP.

5. This sentiment was echoed by SMCCI President, Mr Farid Khan, who highlighted that, “A number of SMCCI members who now run successful businesses, had their origins in the Home-based business industry.” Mr Khan further added that “This MOU is part of SMCCI’s larger strategy to collaborate with community partners in upskilling and transforming Home-based businesses. We believe, that this collaboration will allow SMCCI to expand and deepen its engagement within the industry, and we look forward to working with AMP in championing and supporting the aspirations of Home-based businesses.”

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