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MEDIA RELEASE

AMP Partners SMCCI to Introduce New Programme to Level Up Micro Businesses

1. AMP Singapore is partnering the Singapore Malay Chamber of Commerce and Industry (SMCCI) to introduce a new programme aimed at enhancing the capabilities of micro businesses with the goal of enabling these businesses to scale up. The AMP x SMCCI Intermediate Programme for Micro Businesses leverages on SMCCI Academy's extensive network of trainers and resources within the Malay/Muslim business community to support the continuous learning and growth of these businesses.
2. The three-month programme will focus on areas such as brand identity, digital commercialisation, financial forecasting, and analytics to improve business productivity. Participants will engage with industry experts, network with other like-minded micro business owners, gain valuable real-life insights on the operations of an established business, as well as receive personalised mentoring sessions. The programme will offer opportunities for successful micro business owners to mentor aspiring business owners, ultimately building a virtuous ecosystem of successful micro or home-based businesses.
3. At the conclusion of the programme, participants will submit their business marketing and financial plan to a panel of advisors. They will also be given the opportunity to set up a booth at a marketplace to gain experience in selling their products and interacting with customers.
4. The programme is aimed at small businesses that have been in operation for three to five years, including those who have graduated from AMP's Micro Business Programme. A programme fee of \$450, with available instalment options, is applicable for participants to attend and benefit from this programme.

5. President of SMCCI, Mr Farid Khan said: “SMCCI has always been a strong supporter of the micro businesses ecosystem and we believe that this is the next progression in developing the capabilities of our micro businesses. We look forward to working together with AMP to continue supporting the community.”
6. Mr Mohksin Rashid, Executive Director of AMP, said: “With over 16 years’ track record of elevating more than 600 home-based businesses through the AMP Micro Business Programme, we are pleased to partner with SMCCI again for this new programme. This significant collaboration allows us to tap on each other’s strengths to support the aspirations of home-based businesses and provide them with the help that they need in upskilling and growth. AMP is committed to supporting Malay/Muslim micro business owners in enhancing their capabilities and scaling up their businesses in the long run, which we hope will contribute to the socioeconomic upliftment of the community as a whole.”
7. **AMP is now opening registration for the AMP x SMCCI Intermediate Programme for Micro Businesses from now to 27 May 2022. The programme is open to Singapore Citizens or Singapore PRs who currently own a micro business that has been operating for three to five years. Applicants should also have a business plan ready. Those interested can apply online via bit.ly/IPMB2022.**

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