

**MEDIA ADVISORY:**

**SCCCI set up new SME Centre@Chinatown to better support  
Chinatown merchants in digital transformation efforts**

The new SME Centre@Chinatown located at Chinatown Point, set up by the Singapore Chinese Chamber of Commerce & Industry (SCCCI), was jointly opened by Senior Minister of State Sim Ann and Minister of State Low Yen Ling at Kreta Ayer Community Club on 24 March 2021.

In recent years, with the rise of e-commerce and the spread of COVID-19 pandemic, SCCCI deeply felt that the brick-and-mortar businesses in Chinatown have been facing greater challenges. Businesses rely heavily on tourist arrivals have been severely affected. Adapting to the changing business landscape, merchants are actively leveraging on technology, resorting to new ways to expand customer base coupled with cost cutting measures. With this sense of urgency in mind, SCCCI stepped forward to collaborate with Enterprise Singapore (ESG) in setting up SME Centre@Chinatown, to complement the Chinatown Digitalisation Initiatives and to better support merchants in their transformation efforts.

With Singapore's recent signing of the Regional Comprehensive Economic Partnership (RCEP) agreement, the UK-Singapore Free Trade Agreement (UKSFTA), the UK-Singapore Digital Economy Agreement (DEA) negotiations and the Pacific Alliance-Singapore Free Trade Agreement (PASFTA) are expected to commence this year, trade cooperation between Singapore and several major economies around the world will be further deepened. This includes promoting cross-border digital connectivity and accelerating the booming growth of e-commerce in the region. The launch of the SME Centre@Chinatown, together with the various digitalisation initiatives by SCCCI and the Chinatown Digitalisation Initiatives, will provide more business opportunities for the Chinatown business community.

SCCCI President Ng said, "The birth of SME Centre@Chinatown (SME Centre) reinforces SCCCI's determination to assist local SMEs to grow stronger locally and internationally. The new SME Centre complements Chamber's vision in promoting Singapore Culture to overseas markets, as well as empowering local SMEs to tap on the global business network brought about by the new SCCCI Live Streaming Studio, the three Representative Offices in Shanghai, Chongqing, Chengdu, the Singapore Import Pavilion set up in Shanghai and the global Chinese Chambers. Chinatown was once the cradle of early migrants, it witnessed Singapore's remarkable journey from a trading port to a world-renowned business hub. SCCCI will leverage on borderless digitalisation initiatives to showcase the vibrancy of our Chinatown business community and its rich cultural heritage to the world."

The SME Centre@Chinatown is the third SME Centre set up by the SCCCI. The two other SME Centres are located at Jurong Town Hall and Toa Payoh Central respectively.

Established in 2006, the SME Centre@SCCCI is a collaboration between the SCCCI and ESG. The Centre mainly provides business and productivity advisory, organising capability workshops or providing advice to SMEs on how to tap on Government support schemes. The Centre also has a core team that specialises in business transformation plans and can help traditional businesses build digital business models in two to three years.

SME Centre@Chinatown will support Chinatown businesses through:

- One-on-one business advisory – to provide customised advice to businesses. Once the businesses' needs have been identified, Business Advisors will also support the businesses in their transformation journey.
- Capability development through workshops and events – to equip businesses with knowledge in areas such as digitalisation, capability building and financial resilience.

Trade Associations (TAs) play an important role in helping businesses tackle the challenges brought by the pandemic and in driving digital transformation. Hence, SCCCI is pleased to work with the Chinatown Business Association (CBA), one of SCCCI's Trade Association members closely.

SME Centre@Chinatown is located at Chinatown Point (Unit number #12-06). Businesses can set up an appointment with a Business Advisor from SME Centre@Chinatown on the SME Centre's Appointment Booking Page: <https://partnersengage.enterprisesg.gov.sg/book-appointment> or via email at [chinatown@smecentre-sccci.sg](mailto:chinatown@smecentre-sccci.sg).

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### **About Singapore Chinese Chamber of Commerce & Industry**

Established in 1906, the Singapore Chinese Chamber of Commerce & Industry (SCCCI) is an internationally renowned business organisation and the apex body of the Chinese business community in Singapore. It is the founder of the biennial World Chinese Entrepreneurs Convention, a global business convention. It plays a key and pro-active role in representing the interests of the local business community.

The SCCCI has a membership network comprising 5,000 corporate members and has more than 160 trade association members, representing over 40,000 companies including large financial and business organisations, multinational corporations, government-linked companies, and small and medium enterprises from a wide spectrum of trades and industries. These members together provide vast resources and opportunities which enable the SCCCI to develop an influential global Chinese business network for business, education, culture and community development. In return, they share a strong sense of pride and identity together and benefit immensely from the SCCCI's membership services, facilities and activities.