



About ASME

- A not-for-profit organisation established in 1986
- Outreach to over 8,000 SMEs
 - Retail 28.8%
 - Consumer Services 23.7%
 - Professional/Business Services 17.5%
 - Healthcare 10.2%
 - Distribution 9.2%
 - Manufacturing 6.8%
 - Wholesale 6.6%
 - Information Technology 5.9%
 - Construction 3.6%
 - Financials & Real Estate 3.4%
 - Transportation & Storage 2.2%

About ASME

- Equip SMEs with business knowledge to help them grow their businesses
- Provides a platform to bridge the public and private sectors to promote a more conducive business environment
- Facilitates entrepreneurship development

Singapore Prestige Brand Award

- Inaugurated in 2002 (19th year)
- Jointly organised by ASME and Lianhe Zaobao
- Honours Singapore brands that have been developed and managed effectively through branding initiatives
- More than 470 homegrown brands have received this award





Entrepreneur of the Year Award

- Launched in 1989 (32nd year)
- Jointly organised by ASME and the Rotary Club of Singapore
- Honours local entrepreneurs who have shown outstanding performance as business owners in their respective fields
- More than 300 local entrepreneurs have received this award.





ASME Post Budget Convention



Mandarin Chapter Post Budget Event



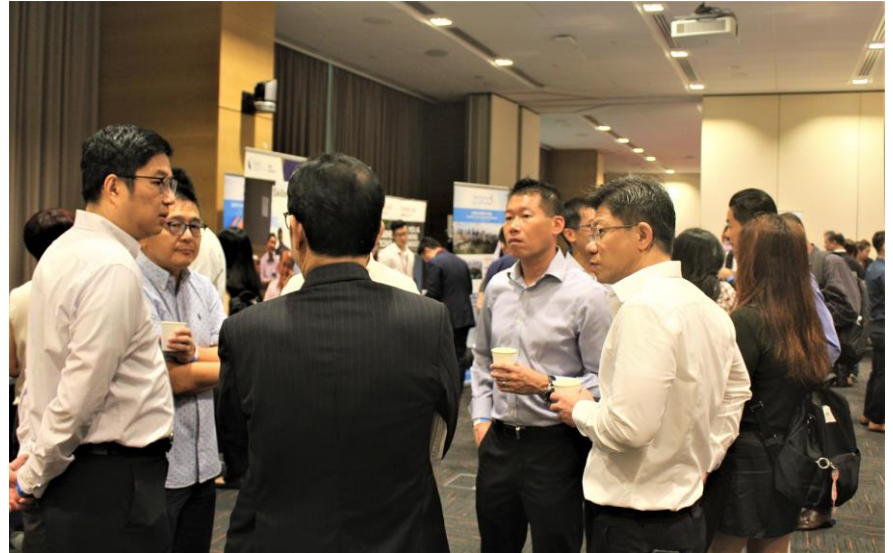
ASME Forum

An event organised to promote SMEs as the preferred employers to students of institutes of higher learning.



Business Symposium

An opportunity for SMEs to network and connect with like-minded business leaders, industry experts and solution providers.



Inter-Association Networking Night

Connects entrepreneurs and business leaders from various industries, and other trade associations and chambers.



Feedback Discussions

Discussions to gather feedback from members (from various industries) on the year's Budget.



SAF Day Combined Rededication Ceremony

- ASME has been organising the annual SAF Day Combined Rededication Ceremony for the past 10 years.
- The aim is to bring together a community of SME employers and NSmen to publicly reaffirm their commitment and support towards National Defence.



National Day Parade 2019



Overseas Trade Shows and Trade Missions

- Supports and leads Singapore SMEs through trade show platforms under the Singapore Pavilion, showcasing and outreach to potential business partners overseas.
- ASME participates in over 30 overseas trade shows every year, supported by Enterprise Singapore, under the LEAD International Fairs and Missions (IFM).
- Organises and brings Singapore SME delegations overseas, to better understand the local market and meet with potential business partners.
- Advise and connect SMEs to relevant parties to assist them with their overseas office setup.

Some trade shows that ASME participated in



First row (from left to right): CBME China, Kind + Jugend, Jewellery Arabia
Second row (from left to right): PhilBeauty, CES, Intersec Dubai

Trade mission to Yangon, Myanmar



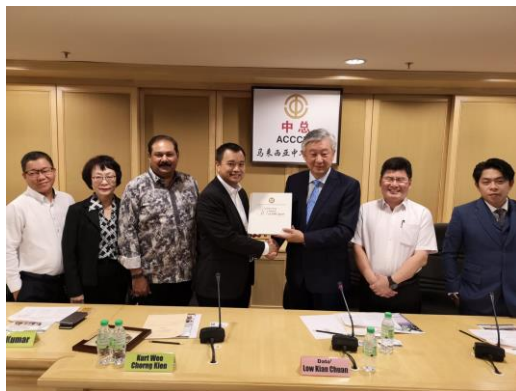
Trade mission to Phnom Penh, Cambodia



Trade mission to Ho Chi Minh City, Vietnam



Trade mission to Kuala Lumpur, Malaysia



Trade mission to Vientiane, Laos



Global Ready Talent Programme

- An initiative supported by Enterprise Singapore to build a pipeline of global-ready talent for Singapore enterprises through exposing more Singaporeans to internships and overseas work opportunities.
- Supported 2,186 local internships
- Matched almost 600 SMEs with interns

**GLOBAL
READY TALENT**
PROGRAMME

P-Max

- A Workforce Singapore initiative
 - Help place job-seeking PMETs into suitable SME job roles
 - Assist SMEs to recruit, train, manage and retain newly-hired PMETs
 - Promote progressive human resource practices within the SME ecosystem
- Placed almost 2,000 PMETs



SBF-ASME Pro-Enterprise Panel Clinic

- Launched on 17 April 2019
- Serves as a convenient one-stop platform for businesses to provide valuable suggestions on government regulations, business ecosystems and business feedback
- Reduces the number of touchpoints SMEs have with public agencies



SME Centre@ASME

- Opened the first Enterprise Development Centre in 2005, now known as SME Centre
- Provided over 30,000 SMEs with free business advisory



Digital Technology Hub (DTH)

- An IMDA initiative, DTH provides specialised digital technology advisory to SMEs
- More than 1000 SMEs have benefitted from the advisory services
- Almost 80 SMEs have adopted digital solutions



DashBod

- A cloud-based integrated software solution developed by our subsidiary, with the support of Enterprise Singapore, ACRA and IRAS
- Streamlines accounting and human resources processes
- Direct seamless filing with ACRA and IRAS
- PEPPOL e-invoicing
- OCBC Bank Feed Integration
- Auto bank reconciliation



Fair Tenancy Framework Industry Committee (FTFIC)

- To address the growing imbalance in the relationship between institutional landlords and tenants.
- Chaired by Mr Kurt Wee, President of ASME.
- A position paper containing key recommendations for fair tenancy legislation had been submitted to MTI and MinLaw.
- Established the FTFIC-PEP Fair Tenancy Regulatory Clinic.



Fundraising for Migrant Workers' Assistance Fund

- During the height of Covid-19 in Singapore, ASME rallied the SME business community to support migrant workers who had been affected by the pandemic.
- ASME led a fundraising initiative for the Migrant Workers' Centre's (MWC) charity, the Migrant Workers' Assistance Fund, and exceeded its target of S\$300,000.
- With SBF Foundation's matching donation of S\$200,000, a total of over S\$500,000 was raised.

Ongoing Activities

- Disseminating updated government Covid-19 advisories to SMEs
- Answering queries on government advisories that we receive from SMEs
- Promoting the advisory services provided by our DTH consultants
- Together with IMDA, actively encouraging SMEs to adopt digital solutions
- Virtual international trade exhibitions
- Informative webinars for SMEs on sustainability and digital transformation