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Press Release
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Media Advisory:
Industry Upgrading via Enhancing Trade Association Secretariat Capability

On 23 November 2016, SCCC I organised a dialogue session for trade associations with Minister of State (MOS) for Manpower, Mr Teo Ser Luck, in conjunction with the closing of the Trade Association Management Course.

The Trade Association Management Course was conducted by the Singapore Chinese Chamber Institute of Business (SCCIOB) to enhance their leadership capacities, strategic planning and management skills of trade association leaders and managers. Conducted weekly over a 10-week period from 21 September 2016 to 23 November 2016, the course was attended by 31 participants representing 18 trade associations. Course fees were funded by Workforce Singapore and supported by the Singapore Chinese Chamber of Commerce Foundation.

The dialogue with MOS Teo was a key highlight of the course, and provided a valuable opportunity for participants to engage MOS Teo on issues and challenges facing the trade associations. A total of 70 attendees engaged in a lively discussion with MOS Teo. Besides the course participants, the Presidents and council members of many trade associations were present.

MOS Teo said, "Trade associations are our key partners to help local businesses transform and adopt lean-manpower practices. MOM will continue to work with them to strengthen their capabilities so that they are better equipped to support local SMEs in their efforts to transform and grow."

The course is part of the Trade Association Hub (TA Hub) initiative which is spearheaded by SCCC I. When fully operational in mid-2017, TA Hub will house more than 20 trade associations and offer purpose-built facilities for associations to organise more programmes for their industry members.

SCCCI President Mr Thomas Chua, who moderated the dialogue, said, "For trade associations to be effective in leading their industry forward, beyond the physical facilities in TA Hub, trade associations need to also build up the capability of their secretariat. The Trade Association Management Course not only helps to enhance secretariat capabilities, but also provides valuable networking opportunities among the secretariat staff."

Speaking on the relevance and effectiveness of the Trade Association Management Course, President of the Singapore Food Manufacturer's Association (SFMA), Mr Thomas Pek, said that this first all-in-one Trade Association Management programme by SCCIOB is timely as SFMA is working to transform and build up capabilities of its secretariat for the next five years. "Besides the customised modules, there were curated panel sessions and group discussions for the secretariat staff to learn about the best practices in association management, and this has enabled us to provide value-added services to the industry and our members," added Mr Pek.

His comments were also echoed by Mr Sharafdeen, President of the Container Depot Association (Singapore) [CDAS]. Said Mr Sharafdeen, "The Trade Association Management Programme is a good enrichment programme that will further enhance the association's secretariats' capability and that will enable them to provide better service to our members. I strongly support this programme."

Pioneer batch of the course's graduates also feedback that the course were relevant and useful to their work. Executive Director of CDAS, Ms Laura Lim said, "Working in CDAS for the past 24 years, I have gained the experience in managing both the administration and driving industry initiatives for the members and stakeholders in the logistics industry. The Trade Association Management Course will certainly enrich my works and I am confident that the knowledge gained through the training course will allow me to achieve a better goal and able to bring the association to grow stronger."

Shared Mr Max Hu, Manager in the secretariat of the SFMA, "The 10 weeks programme was comprehensive and covered bite-sized modules that were related to my work at SFMA. The case studies and training materials were customised and relevant, and it provided a better understanding of trade association management, branding & marketing and member engagement. The small group discussions and networking sessions have also facilitated cross learning which can be applied in the course of my work."

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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 chamber and the apex body of the Chinese business community in Singapore. It is the founder of the biennial World Chinese Entrepreneurs Convention and the World Chinese Business Network (www.wcbn.com.sg), a global online business information portal. It plays a key and pro-active role in representing the interests of the local business community. In its continued drive for service excellence, the SCCCI has become the first business chamber in the region that has been awarded ISO 9001:2000 certification since 1995. In 2009, the Chamber successfully upgraded its ISO certification to ISO 9001:2008.

The SCCCI has a membership network comprising over 4,000 corporate members and 153 trade association members, representing over 40,000 companies including large financial and business organizations, multinational corporations, government-linked companies, and small and medium enterprises from a wide spectrum of trades and industries. Together, they provide the business community with vast resources and an influential global Chinese business network for business, culture and education.