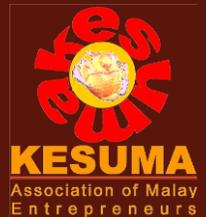


# ASSOCIATION OF MALAY ENTREPRENEURS KESUMA



Breeding Entrepreneurs  
Business Conference  
Business Mission  
Overseas Trade Fair  
Trade Mission

Simplifying Business



# Entrepreneurs' Scene in Singapore

## Breeding Entrepreneurs through YESCOM

Yescom started in 2005 with 20 teams. Participants consisted of 14 teams from National Schools, 4 teams from Madrasahs and 2 teams from the youth groups.

The launching of Yescom was officiated by Mr. Mohd Maidin BPM, former Senior Parliamentary Secretary Home Affairs and former MP for Marine Parade GRC at Wisma Indah on 13 May 2006.

Following the launching was the Making of an Entrepreneurs Seminar held at SPH Auditorium. Students were presented with the skills of becoming entrepreneurs by the SMU students and basic legal aspects of starting a business by Mr. Suhaimi Lazim and Mr. Rohim Harith; solicitors from Shook Lin and Bok. Basic accounting was also taught by the SMU students as all participating teams needed to prepare their own statement of account at the end of the day.

A week after the seminar began; they had their first direct contact and exposure with consumers. They were given an on job assignment at the Singapore Expo. Points were given to each team depending on the number of crowd they managed to attract to the said booth.

The Grand Finale was held at an open field between the Tampines CPF building and Tampines MRT station at Tampines Central on the 2<sup>nd</sup> of July 2005. The participating teams were given a booth each to display and sell their products to the public. The participating teams managed to sell some S\$25,000 worth of goods during the 8 hours event. All profits went directly to the individual teams. Although tired, the participants were happy and looking forward to another event.

The Award Presentation Night was held at SPH auditorium on 3th September 2005. The Champion received S\$1000 cash and trophy, First runner up received S\$600 cash and trophy and Third runner up received S\$400 cash and trophy. Fourth to 10th position received S\$200 cash and trophy so as the most dedicated team.

The Champion :

2005 – 2007 - Yangzheng Primary School

2008 - Madrasah Al-Maarif Al-Islamiah

2009 - Yangzheng Primary School

2010 - West View Primary School

### ALL ABOUT YESCOM

- Launching
- Seminar
- Job Assignment
- Grand Finale
- Award Presentation



## ISLAMIC FINANCE CONFERENCE

7 Dec 2010

Raffles City Convention Centre  
Singapore



*Mr Sani Hamid*

*Financial Alliance's director of wealth management*



*Participants from Corporate, university students ,  
lecturers and SMEs*



*Former Senior Minister for Education Mr Sidek  
Saniff and Tun Dr. Mahathir Mohamad.*



*Former Malaysian Prime Minister Tun Dr. Mahathir Mohamad*

Speaking at an Islamic finance conference organized by Kesuma at Raffles Convention Centre, Tun Dr. Mahathir said that Shariah compliant lending can succeed where the West has failed.

Tun Dr. Mahathir has big expectations from how the industry is likely to shape up in the region. He said; "Being unwilling to borrow large sums of money from the Western banking system has hindered the progress of the Muslims but now with the founding of Islamic banks, the Muslims can now borrow money to do business. The borrowing however, is done in a slightly different way from the Western banking system.

He added that the future is looking bright for Islamic banking in ASEAN, as roughly 50 per cent of the population is Muslim. With the total population of ASEAN being about half a billion and with Islamic banks being available, there is capital which is now accessible to Muslims who do not want to be involved with ribak (interest).

Tun Dr Mahathir added that "And it's not just the Muslim communities in ASEAN that are tapping into the potential of Islamic finance".

Tun Dr Mahathir also said that if Singapore should require information to grow in its Islamic banking sector, it can seek help from Malaysia which is a far bigger centre of Islamic finance.

Mr. Sani Hamid, Financial Alliance's director of wealth management, said; " I think overall ASEAN is growing very fast in terms of Islamic finance. As you can see, Singapore and even Hong Kong slightly outside of ASEAN are trying to be a hub for Islamic finance.

"There is a move to try and attract more and more Middle Eastern funds into ASEAN to try and help with the issuance of companies" sukuks and so forth. From that point of view, we are going to see ASEAN as one of the key players where Middle Eastern money is going to come in via the Singapore or Hong Kong route."

## BREEDING ENTREPRENEURS THROUGH KESUMA

### Ten Weeks Certificate Course on Entrepreneurship

Among the Subject Coved

- What is an entrepreneur?
- Market Analysis
- Understanding Your Customer
- Product/Service Formation
- Determining the Right Product price
- Promoting Your Business
- Distribution of Product
- Selecting the Right Business Location
- Preparing Your Business Plan

Other Courses Available

- Microsoft Office
- Microsoft Excel
- Basic Movie Production
- Basic Internet
- Basic Internet Marketing
- The Secret to Success



**KESUMA**  
Association of Malay  
Entrepreneurs

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