

Media Release

(For immediate release, 29 June 2011)

**Enhancing the Professional Standards of Management
of Local Trade and Business Associations**

*Singapore Chinese Chamber Institute of Business (SCCIOB) hopes to achieve
this through its Certificate in Trade Association Management programme*

Singapore, 29 June 2011 – Following the successful completion of two runs of its Certificate in Trade Association Management programme conducted since September last year, SCCIOB will be conducting another 2 runs of this programme in July and August this year. Whilst the July intake would be catered specifically for the Federation of Merchants' Associations, Singapore, the August intake would be open to the Secretariat and volunteers from local Trade and Business associations.

SCCIOB is the first in Singapore to offer such a Trade Association Management programme for local Trade and Business Associations' Secretariat and volunteers. Apart from being an all-in-one comprehensive management training programme designed to upgrade professional standards of service, it also aims to promote awareness and appreciation of the concepts, principles and legal framework that are relevant and applicable to the management of Trade and Business Associations. Participants will gain a good understanding of contemporary corporate governance requirements and learning outcome which will develop the core competencies and skills required in the day to day running of Trade and Business Associations. Detailed information of the programme is found in Annex 1.

SCCIOB – being the training arm and subsidiary of Singapore Chinese Chamber of Commerce & Industry (SCCCI)- had mainly focused its efforts on recruiting the Secretariat and volunteers from the pool of about 140 Trade and Business Associations which are SCCCI members for the programme's first 2 intakes. **Importantly for this year, SCCIOB hopes to widen the reach of this programme to non-SCCCI Trade and Business Association members.** SCCIOB believes that this would number at least 60 or more, given that ¹there are more than 200 of such entities listed on 'eGuide Singapore', a local online business directory.

¹ Source: Singapore Government's EnterpriseOne website

SCCIOB's General Manager and Principal, Ms Josephine Lee, said: **“We believe that professionally and well run Trade and Business Associations and Chambers of Commerce can positively contribute especially towards the development of Small and Medium Enterprises (SMEs). We hope that the Executive Council of these associations would see the value in training and developing their Secretariat and volunteers as well as in working together with SCCCI for the greater good of local SMEs and the business community in Singapore at large.”**

Interested participants could contact SCCIOB at 63341080 and/or info@scciob.edu.sg for more information on its Certificate in Trade Association Management programme.

Issued by:

Singapore Chinese Chamber Institute of Business (SCCIOB)

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About Singapore Chinese Chamber Institute of Business (SCCIOB)

SCCIOB is a subsidiary of Singapore Chinese Chamber of Commerce & Industry (SCCCI) and an ISO 9001:2008 certified not-for-profit training and education body registered under the Registry of Societies (ROS 0212/1990). The Institute's history as a training and education provider can be traced back to 1984 when it first started as a Training Centre with governmental aid. It upgraded to its current status, the Institute of Business, in 1996. SCCIOB caters to the learning and development needs of a wide variety of trainees and students, including industry/company leaders and senior managers, working professionals and academic students, both local and international. The programmes offered can be broadly classified under business studies, language & cultural programmes, skill training, customised corporate programmes and China immersion programmes. For more information on the courses that SCCIOB offers, please refer to www.scciob.edu.sg.

About Singapore Chinese Chamber of Commerce & Industry (SCCCI)

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 and the World Chinese Business Network (www.wcbs.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 of 139 trade associations and 4,000 corporate entities including large financial and business organisations, multinational corporations, government-linked companies, 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.

Certificate in Trade Association Management

Target Audience

Secretariat and volunteers of Trade and Business Associations

Objectives

- To promote awareness and appreciation of the concepts, principles and legal framework that are relevant and applicable to the management of Trade and Business Associations
- To provide participants with a good understanding of contemporary corporate governance requirements and enhance their performance through learning outcome which will develop the core competencies and skills in the running of their Trade and Business Associations

Course Content

This 2 ½ -month programme covers 10 modules:

- Effective Writing Skills
- Managing and Leading Volunteers and Volunteer Board
- Public Relations and Media Management
- Branding and Marketing
- Duties & Responsibilities of Management Committee / Council Members
- Corporate Governance and Law relating to Trade Associations
- Assistance and Incentive Schemes from Government Agencies
- Productivity and Innovation Strategy
- Event Management
- Corporate and Strategic Planning

A total of 3 training hours is dedicated for each of the above modules. In all, a total of 30 training hours is provided for the entire programme.

Medium of Instruction

The course is conducted in either English or Mandarin, depending on the intake.

Course Fees, Grants and Subsidies

The total course fee is \$374.50 (inclusive of GST).

Singapore citizens and PRs sponsored by their respective local trade and business associations are eligible for SDF's training grant amounting to S\$60. Staff members and volunteers from trade and business associations who are members of SCCC I would be entitled to a subsidy of S\$150 which is funded by Singapore Chinese Chamber of Commerce Foundation.

Attendance Requirement

Participants who fulfill at least 75% of class attendance for the whole course will be awarded Certificate of Attendance by Singapore Chinese Chamber Institute of Business. There is no assessment for this course.

Programme Schedule (Upcoming August 2011 Intake)

Period of Programme:	1 August to 3 October 2011
Medium of Instruction:	Mandarin
Class schedule:	Every Mondays, from 2-5pm
Class venue:	47 Hill Street, #08-01, SCCC I Building Singapore 179365

Registration and Enquiries

For registration and enquiries, please contact SCCIOB at 63341080 or email info@scciob.edu.sg