



The Federation of Merchants' Associations, Singapore (FMAS) Presents
Singapore Heartland Enterprise Star Award 2023
“Towards Excellence”

Singapore, 1 December 2023

Media Release (Embargoed till 14 December 2023, 2000hrs)

1. The Federation of Merchants' Associations, Singapore organises its annual Singapore Heartland Enterprise Star Award 2023, where the Award Ceremony and Gala Dinner are scheduled to take place on 14 December 2023, at Shangri-La Hotel from 6 pm to 10 pm.
2. The Singapore Heartland Enterprise Star Award (SHESA) is an annual business awards organised by The Federation of Merchants' Associations, Singapore (FMAS) and co-organised by Shin Min Daily News to recognise the efforts and achievements of our heartland enterprises. Since its inception in 2014, SHESA has evolved into a recognized award brand.
3. Besides being a business award, SHESA is also a platform for heartland enterprises to examine their marketing strategies and share operational experiences with their peers. We hope through the award, more heartland enterprises will be inspired to further innovate and grow.
4. In 2023, with the theme of “Towards Excellence”, we aim to inspire our heartland businesses to further demonstrate their unique qualities, strengths and potential and thus aspire to new heights through the award recognition and in turn play a significant role in creating a more vibrant heartland community.
5. SHESA 2023 has three major categories namely the Luminary Enterprise Award, the Promising Enterprise Award and the Heritage Enterprise Award. Under the Promising Enterprise Award, there will be Five Overall Winners whom will emerge based on the categories of: Best Visual Merchandising, Best Customer Service, Digital Excellence, Most Innovative and Best Marketer. In addition, businesses who have participated in SHESA three times and more will be inducted into the Hall of Fame. (Please refer to Annex A for more information about the award categories)
6. There are a total of 27 participating enterprises this year with a total of 42 awards to be given out during the award gala dinner. (Please refer to Annex A for the Award Winners Listing)



Annex A

Below are the award categories for Singapore Heartland Enterprise Star Award (SHESA) 2023:

S/N	Award Categories	Description
1	Promising Enterprise Award	Five winners will emerge based on the integrated performances of the participants. There will be a winner from each of the following five categories.
1.1	Best Visual Merchandising	This category award gives due recognition to the heartland enterprise with the best store design and layout in Singapore. The winner is selected for its most optimal store layout, best space productivity, and creative visual merchandising skills.
1.2	Best Customer Service	This category award is given to the heartland enterprise in Singapore with the best customer service. The winner is recognised for its ability to maintain an excellent customer relationship. What sets this enterprise apart from others is its ability to anticipate customers' needs, and its sincerity in helping customers solve their problems.
1.3	Digital Excellence	This award acknowledges enterprises for their outstanding digital strategy, highlighting significant milestones achieved in their digital transformation journey. These enterprises demonstrate a remarkable ability to adapt to evolving digital trends and effectively leverage digital tools in their operations, showcasing a commitment to staying abreast of technological advancements in the digital landscape.
1.4	Most Innovative	This category award honours the most innovative heartland enterprise in Singapore, for its exceptionally fresh and creative business concept. This enterprise is singled out for being a first mover in its

		industry to emerge with an innovative business concept and to fill a market gap, distinctly differentiating itself from its competitors.
1.5	Best Marketer	This overall winner award rewards the heartland enterprise for being a great communicator and one of the best marketers in Singapore. The winner is acknowledged for its ability to. create engaging and effective campaigns, fulfil sales targets, and establish a strong brand presence through a distinct look that stems from its brand philosophy.
2	Luminary Enterprise Award	This award honours enterprises that have excelled in franchising, customer service, visual merchandising, marketing and innovation. Essential to this award are the enterprises' leadership role, economic impact and influence in the heartlands, as well as demonstrated social contribution to the community and have gained reputation.
3	Heritage Enterprise Award	This award recognises the heartland enterprise who has contributed significantly to conserving a legacy in Singapore for more than 25 years. The winner is an expert in the trade who has a strong desire to pass it on to the next generation of Singaporeans.
4	Hall of Fame	<p>The Hall of Fame recognises enterprises' efforts in consistently challenging themselves to excel in the Singapore Heartland Enterprise Star Award.</p> <p>Enterprises that have participated in a total of three editions of SHESA will be induct into the Hall of Fame.</p>



Annex B

Luminary Enterprise Award

No	Name
1	Epitex International Pte Ltd (Operational Excellence)

Heritage Enterprise Award

No	Name
1	Chien Chi Tow Healthcare Pte Ltd

Promising Enterprise Award

No	Name
1	5-Star Dim Sum Private Limited
2	Annie Tiang TCM Pte Ltd
3	Asam Tree Pte Ltd
4	Avante Body and Wellness Pte Ltd
5	Bee Choo Corporation Pte Ltd
6	Cool Horizon Pte Ltd
7	Damara Pte Ltd
8	G & G TCM Medical Pte Ltd
9	Hui Master International Geomancy Pte Ltd
10	JB Tai Pai Tong Seafood (Happy Garden Foodstuff)
11	Jory Employment Pte Ltd
12	Kim Hua Guan Food Industries Pte Ltd
13	Li Jie De Dian 李姐的店 - Hockka Enterprise Pte Ltd
14	A.T The Bar Pte Ltd (Major 99 - Family KTV And Entertainment Center)
15	Spring College International Pte Ltd
16	Swypebites Pte Ltd
17	Tai Ho Soon Pte Ltd
18	Nagara AMK Pte Ltd
19	Yikowei Pte Ltd

Overall Winners (under Promising Enterprise Award)

No	Name	Category
1	The Trio Movers Pte Ltd	Best Customer Service
2	Kuan Zhai Alley Pte Ltd	Best Marketer
3	HM Gallery Pte Ltd	Best Visual Merchandising
4	Superpets Trading Pte Ltd	Most Innovative
5	Lunchbox Pte Ltd	Digital Excellence

Grand Overall Winner

No	Name
1	Happy Fish Swim School Pte Ltd



For further media enquiries, please contact:

Mr Jon Lee

Assistant Executive Director
HP: (65) 9060 8047
Email: jon.lee@fmas.org.sg

Ms Corliss Ler

Project Manager
HP: (65) 8309 1909
Email: corliss.ler@fmas.org.sg

About Singapore Heartland Enterprise Star Award (SHESA)

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About The Federation of Merchants' Associations, Singapore (FMAS)

The Federation of Merchants' Associations, Singapore (FMAS) is a non-profit association formed to represent Merchants and Hawkers operating in the HDB towns, Hawker Centres under NEA's care and neighbourhood centres. To date, FMAS has 60 merchant/hawker association (MA/HA) members who represents more than 70% of Singapore heartland precincts. We also work closely with about 20,000 retailers in the HDB neighbourhood estates areas and 16,000 hawkers and stallholders in the NEA-managed hawker centres on various initiatives. For more information, please visit <https://fmas.org.sg/>.