



Media Release



ASME Forum 2016 @ SIM enhances career prospects for university students

Singapore, 17 October 2016 – The ASME Forum 2016 @ SIM presents university students an elevated opportunity to explore and secure their career with Small and Medium Enterprises (SMEs) in Singapore. This career fair is specially catered to undergraduates and graduates to boost their employment prospects in the current difficult economy and at the same time raise the profile of local enterprises to the younger talents.

Ms Irene Boey, Chairman of ASME Forum, Association of Small & Medium Enterprises (ASME), said, "In the current economic downturn, university fresh graduates may find it difficult to land a job. The slower job market is expected to have a greater supply of job seekers than the number of job positions available. We recognise and understand the concerns of these students and the ASME Forum is targeted to give them a boost in securing a career with SMEs."

"More importantly, I believe young talents today seek a meaningful career where they can gain practical hands-on skills and enjoy autonomy in completing tasks. SMEs are able to meet the needs of these young talents with its leaner structure and more varied job scope. Similarly, when SMEs bring young talents on board, local enterprises earn a competitive edge in the industry with the younger workers bringing in fresh ideas and creativity to the workplace."

Dr Lee Kwok Cheong, CEO, SIM Global Education, said, "My advice to young graduates in today's challenging job environment is this - be humble and hungry. Every job is a training ground and every experience counts in growing one's career."

"In Singapore, SMEs employ 70% of our workforce and make up 99% of our businesses. Many of these homegrown enterprises also have a growing presence in the region. A major stumbling block to the successes of SMEs has been the challenge in attracting talents. I believe the ASME Forum is a good platform to bring together SMEs from diverse industries to market themselves to students."



The ASME Forum 2016 @ SIM exhibitors come from diverse industries such as real estate, human resource services, healthcare, security services, F&B and others, and many of them offer quality fresh hire job positions and internships.

The event also has a student dialogue session for students to learn about career advices, SME hiring practices and experiences working in SMEs. With the theme of "Career exploration with SMEs - Perspectives and Point of Views", the dialogue session is held together with the Guest-of-Honour, Minister of State, Ministry of Manpower, Mr Teo Ser Luck, SME representatives and students.

ASME Forum is an annual one-day event that raises the profile of quality SMEs to students, and provides a platform for young graduates to start a career with homegrown enterprises. First launched in 2012, ASME Forum is currently into its fifth year. The ASME Forum 2016 @ SIM is organised by the Association of Small & Medium Enterprises (ASME) in collaboration with SIM Global Education (SIM GE), and supported by SPRING Singapore.

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LIST OF COMPANIES EXHIBITING AT ASME FORUM 2016 @ SIM

No.	Company Name	Industry
1	ABR Holdings Limited	Food & Beverage
2	APBA Pte Ltd	Human Resource Services
3	Camp Challenge	Education
4	Capita Pte Ltd	Human Resource Services
5	Co Wealth Advisory Group Pte Ltd	Financial Services
6	Earth Arts Pte Ltd	Building and Design
7	eBeeCare Pte Ltd	Healthcare
8	Elitez Pte Ltd	Human Resource Services
9	Erect Group (Singapore) Pte Ltd	Building and Construction
10	IFIS Asia Holdings Pte Ltd	Financial Technology
11	Intellisearch HR Solutions Pte Ltd	Human Resource Services
12	LHN Limited	Real Estate and Logistics
13	McCoy Holdings Pte Ltd	Business Management
14	Porcelain Pte Ltd	Beauty Services
15	Promiseland Independent Pte Ltd	Financial Services
16	Remnant Holdings Pte Ltd	Food & Beverage
17	Secura Group Limited	Security Services
18	Twinrock	Security Services
19	361 Degree Consultancy Pte Ltd	Advisory and Consultancy Services
20	Mugo by Singapore Carpentry	Interior Design



ABOUT ASME FORUM

ASME Forum is an annual one-day event to profile and raise awareness of SMEs, highlighting the importance of the role of SMEs in Singapore's economy and showcasing successful SMEs, SME growth and employment opportunities.

The ASME Forum has two main activities: an Exhibition to showcase SMEs, and a Forum where SME entrepreneurs and speakers will share their experiences, success stories and discuss on a wide spectrum of SME-related topics. The ASME Student Entrepreneur Award will also be presented to students with outstanding achievements in entrepreneurship. The award seeks to profile young entrepreneurs with good conduct and positive contributions to the school and society, and serves as an encouragement for more young talents to demonstrate their entrepreneurial spirit.

The first ASME Forum was held in November 2012 at ITE College East and achieved pilot success. It was subsequently held in October 2013 at ITE College East, October 2014 at ITE College Central and October 2015 at Temasek Polytechnic.



ABOUT ASME



ASSOCIATION OF SMALL AND MEDIUM ENTERPRISES

The Association of Small & Medium Enterprises (ASME) is a not-for-profit organisation established in 1986 for entrepreneurs, by entrepreneurs. With wide-ranging services and programmes, ASME strives to equip member SMEs with the business knowledge and market opportunities to help them grow their businesses.

ASME, as the champion of a pro-enterprise Singapore, bridges the public and the private sectors to promote a more conducive business environment which facilitates the start-up, growth and development of a larger pool of SMEs. The two ASME flagship awards – the Entrepreneur of the Year Award and the Singapore Prestige Brand Award – are enacted yearly in recognition of SMEs' successes.

ASME will continue to roll out new SME-relevant programmes to enhance its position as THE business association For Entrepreneurs, By Entrepreneurs.

www.asme.org.sg



ABOUT SIM GE



SIM GLOBAL EDUCATION (SIM GE)

SIM Global Education

SIM Global Education (SIM GE) is the leading private educational institution in Singapore. It offers more than 80 academic programmes ranging from its own diploma and graduate diploma courses to Bachelor's and Master's programmes with top ranking and reputable universities from United States, United Kingdom and Australia.

Drawing 20,000 full-time and part-time students and adult learners from over 40 countries, SIM GE adopts a holistic learning approach to equip students with a global edge. Besides building their intellect and skills needed to thrive at the workplace, SIM GE hones the soft skills of students through a wide range of career development and student life activities, amidst a culturally diverse campus environment.

www.simge.edu.sg