

STRENGTHENING INDUSTRY BONDS: THE SBMA MEMBER ENGAGEMENT INITIATIVE

By CLARA CHANG, *Marketing & Communications Executive, SBMA*

The Singapore Bullion Market Association (SBMA) is launching a dedicated Member Engagement initiative aimed at strengthening ties with our members, particularly those who have been less active in recent times.

“As the precious metals industry continues to evolve in response to shifting global trends, it is more important than ever for industry stakeholders to remain connected, informed, and actively engaged,” SBMA CEO Albert Cheng explained.

WHY MEMBER ENGAGEMENT MATTERS

We believe that an engaged membership base is key to fostering a dynamic and resilient precious metals ecosystem. Our members form the backbone of the industry, contributing expertise, innovation, and leadership that drive growth and sustainability. However, we also understand that business priorities, market challenges, and evolving industry landscapes can sometimes lead to reduced engagement over time.

With this in mind, our Member Engagement Initiative is designed to connect with our members, gain insights into their current needs, and ensure they are fully aware of the resources, opportunities, and strategic initiatives that SBMA has in place for 2025 and beyond.

By fostering meaningful dialogue, we aim to enhance the value that SBMA brings to each of its members while reinforcing our collective industry voice.

GOALS AND OBJECTIVES

Through this initiative, we are setting out to achieve several key objectives:

- 1. Connecting with members** – We want to touch base with members – particularly those that have been less engaged in recent years, as well as others with new or changing needs. This initiative provides an opportunity to understand their perspectives, discuss any challenges they face, and explore ways in which SBMA can better support them.
- 2. Sharing SBMA's vision for 2025** – SBMA has a dynamic agenda planned for 2025, including industry events, advocacy efforts, market insights, and networking opportunities. By meeting with our members, we can ensure they are up to date on these initiatives and understand how they can benefit from participating in them.
- 3. Understanding member needs** – No two businesses are alike, and each SBMA member has unique objectives and requirements. By engaging directly with members, we can gather valuable insights into what they need from SBMA, whether it be more networking opportunities, educational resources, or advocacy on specific industry issues.

- 4. Providing exposure and visibility** – To support our members' businesses, we are offering opportunities for increased exposure through our communications channels. This includes featuring members in our articles, offering advertorials to publicise their companies, and providing platforms for thought leadership within the industry.

HOW WE ARE ENGAGING WITH MEMBERS

The SBMA Secretariat will be conducting member visits as a key component of this initiative. These visits will serve as a platform for open discussions, providing members with a direct line to the SBMA secretariat, while allowing us to better understand their evolving needs. Additionally, we will explore digital engagement methods to ensure that even those who may not be available for in-person meetings can still participate in this initiative.

As part of our commitment to offering tangible value, members who participate in these discussions will have the opportunity to be featured in our industry articles, where we highlight their contributions, innovations, and perspectives on the market. Additionally, we will be providing members with advertorial opportunities to further promote their businesses and services.

Margaret Wong, Business Director of SBMA, highlighted the benefits of engagement: “This initiative is about listening, learning, and ensuring our members feel the tangible value of being part of SBMA. We are excited to explore new ways to support their growth and success.”

RECENT MEMBER VISITS

In the last quarter, the SBMA Secretariat has already taken significant steps toward this initiative by visiting several members. More member visits will be lined up in the coming months.

In January, our team, accompanied by SBMA Vice-Chairman Vinh Nguyen, Head of Precious Metals, Asia, StoneX APAC Pte Ltd, and Jeradine Ong from StoneX APAC Pte Ltd, visited Bhavesh Mahesh Lankapati and Dhanesh Mahesh Lankapati, directors at Mahesh & Co Pte Ltd.

“AT SBMA, WE SEE OUR MEMBERS AS THE CORE OF THE PRECIOUS METALS INDUSTRY. THIS INITIATIVE IS ABOUT REINFORCING OUR COMMITMENT TO THEM, ENSURING THEY ARE WELL-SUPPORTED, AND BRINGING THEM THE BEST OPPORTUNITIES AVAILABLE IN 2025.”



The team from SBMA visited Mahesh & Co. as part of the 2025 SBMA member outreach programme.

The Secretariat also met with Khun Yong at SEA Bullion, which allowed us to gain valuable insights into Thailand's gold market.



From left: Albert Cheng, CEO, SBMA; Wuthiphong Charnchanaroj (Yong), SEA Bullion Pte Ltd; Margaret Wong, Business Director, SBMA; Clara Chang, Marketing and Communication Executive, SBMA.



Albert and Margaret highlighting SBMA's market development efforts to SEA Bullion's Wuthiphong

SBMA secretariat also visited Mustaq Ahmad, founder of Mustafa, and Ronnie Faizal Tan, Overseas Project in Charge, who graciously provided an enlightening tour of Mustafa's operations—an experience that showcased the scale and success of one of Singapore's most iconic businesses.



From left: Ronnie Faizal Tan, Overseas Project in Charge, Mustafa's Pte Ltd; Albert Cheng, CEO, SBMA; Mustaq Ahmad, Founder of Mustafa, Mustafa's Pte Ltd; Margaret Wong, Business Director, SBMA; Clara Chang, Marketing and Communication Executive, SBMA.



From left: Mustaq Ahmad and Albert Cheng.

The SBMA Secretariat also visited HydraX. We extend a special thank you to Jingkai Peng for the warm welcome, insightful discussions, and a brief office tour that underscored HydraX's pivotal role in financial technology and digital asset solutions.



From left: Clara Chang, Marketing and Communication Executive, SBMA; Albert Cheng, CEO, SBMA; JingKai Peng, SVP Account Management, Hydra X Pte Ltd; Margaret Wong, Business Director, SBMA.

A COLLABORATIVE FUTURE

SBMA's strength lies in our members, and by fostering greater engagement, we can ensure that our collective industry voice remains strong and influential. Through our efforts, we hope to build a more vibrant and collaborative ecosystem where all stakeholders can thrive.

We encourage all members, whether highly active or not, to take advantage of this opportunity to engage with us. By doing so, you can gain greater visibility, access new opportunities, and play an active role in shaping the future of the precious metals industry.

If you are interested in participating or would like to schedule a visit, please reach out to us. We look forward to hearing from you and working together to strengthen our industry ties.