

# *theSME* magazine

THE BUSINESS TIMES

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“INNOVATION  
WILL STRENGTHEN  
AN ORGANISATION,  
GIVE IT COMPETITIVE  
ADVANTAGE AND  
MAKE A BRAND  
GREAT AGAIN.”

– LUKE LIM, FOUNDER  
AND MANAGING DIRECTOR,  
LOUKEN GROUP

# THE OPPORTUNITY OF A CRISIS

**B**USINESSES both big and small have felt the effects of the slowing economy and its impact. With disruptions and growing protectionism taking place around the world, many are uncertain about what lies ahead and how they can survive, much less compete.

But as the saying goes: Where there is a crisis, there also lies opportunity.

Many small and medium-sized enterprises (SMEs) are, in fact, taking this period to innovate, upgrade, move into new markets and the like. It is also during such times where some of the best deals can be found.

In this issue of *The SME Magazine*, we take a look at services catering to SMEs and their latest offerings. In Top Story, we see how these service providers are reaching out to SMEs in this economic downturn, dangling more competitive and diverse deals to woo this group of customers.

We ask financial institutions, educational institutes as well as technology and telecommunication providers the all-important question: are our SMEs taking the bait?

In our Towkay section, we feature Luke Lim, founder and group CEO of Louken Group which specialises in branding. He has been the driving force behind many of our SMEs' branding strategies and campaigns. Mr Lim shares his company's experience in

moving to the digital space and how it keeps up with the many agencies out there.

The Cutting Edge section features two companies that have been innovating and carving a niche for themselves in the digital technology space. Digital marketing firm Hashmeta and IT infrastructure firm Cactoz have been making an impact in their industries from their location at Mapletree's Inno.Centre at Bukit Merah.

This issue's Budding Entrepreneurs features the two young founders of MyWork Global, a growing start-up with an app that matches job seekers with businesses that require on-demand workers. They talk about the inspiration behind their product and how they can fill a gap in the market.

Moving on to Smart Capital, our guest contributor from KPMG examines the types of help available for SMEs to keep pace with today's economy as they look to future-proof and build their company's capabilities.

One key concern for SMEs has to do with rents, and this is what we cover in our Space section. We find out what the rental outlook is and what options are available. In Legal Adviser, we examine the proactive steps that companies should take to guard against fraud.

We hope you find this issue useful.

**Vivien Shiao**  
EDITOR

Photography: Ching, GreenPlasticSoldiers Styling: JC Hair & Makeup: Sharon Pow from Living Beauty Wardrobe: H&M



## ON THE COVER

Photography: Ching, GreenPlasticSoldiers  
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