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PRESS RELEASE

SICCI and NewWorld Foundry Sign MoU to Launch Corridor Lab, Driving FinTech Adoption and Cross-Border SME Growth

Singapore, 13 November 2025 —
The **Singapore Indian Chamber of Commerce & Industry (SICCI)** and **NewWorld Foundry (NWF)** have signed a **Memorandum of Understanding (MoU)** at the **Singapore FinTech Festival 2025 (SFF 2025)** to accelerate SME growth and digital transformation across **Singapore, India, and ASEAN**.

The partnership was announced at the **Chamber Live Corridor Lab Showcase (Hall 5, Booth 5F-14, Singapore EXPO)** and formalises a **Policy-to-Pilot framework** that bridges policymaking, chamber advocacy, and enterprise execution. The initiative aims to translate national digitalisation and FinTech policy goals into actionable, measurable pilots for SMEs.

Transforming Policy into Practice

The **Corridor Lab** serves as a real-time demonstration of how small and mid-sized enterprises can scale through **FinTech, AI, and tokenisation**. The platform combines **SICCI's century-old chamber network** with NWF's applied innovation model to address long-standing SME challenges such as financing readiness, market access, and technology adoption.

"**This MoU marks a defining step in SICCI's mission to help SMEs digitalise, internationalise, and scale sustainably,**" said **Mr. Neil Parekh**, *Chairman, SICCI*. "By working with NewWorld Foundry, we are connecting policy direction to ground-level innovation. Our goal is to turn Singapore's leadership in financial technology into tangible support for SMEs across the Singapore–India–ASEAN corridor."

Mr. Maneesh Tripathi, *Chairman, SME Centre@SICCI*, added, "**This collaboration strengthens the foundation of what SME Centre@SICCI stands for — enabling businesses to thrive in a digital-first world.** The Policy-to-Pilot model gives SMEs access to both strategic guidance and execution support, helping them move from readiness to results."

Accelerating Cross-Border Growth

The MoU outlines three flagship initiatives:

1. **Accelerate Lab 2026 Cohort** – A 12-week cross-border program supporting 30 SMEs with market access, funding readiness, and AI-driven digital transformation.

2. **Policy-to-Pilot Track** – Joint initiatives with chambers and government partners to translate policy ideas into market-ready FinTech and innovation solutions.

3. **SME Advisory Exchange** – Integration of SME Centre@SICCI advisory services with NWF's acceleration network to provide continuous growth support.

"**Our Chamber has always focused on partnerships that create lasting enterprise value,**" said **Ms. Jamuna Rani G**, *Executive Director, SICCI*. "With NewWorld Foundry, we're not just co-hosting an event — we're building a continuous innovation corridor where SMEs can access mentorship, funding pathways, and digital expertise under one umbrella."

Execution Through Applied FinTech and AI

Co-founders of NewWorld Foundry, **Ms. Aneesha Reihana** and **Mr. Shyam Velumani**, emphasised the partnership's applied nature and measurable goals.

"**The Policy-to-Pilot Framework transforms collaboration into execution,**" said **Ms. Reihana**. "Through this partnership, we're showing how chamber advocacy and government policy can directly translate into measurable business outcomes for growth-stage enterprises."

"**Our vision has always been to help businesses move from intent to impact,**" added **Mr. Velumani**. "This MoU reinforces our shared belief that technology should make scaling simpler, faster, and more inclusive for SMEs, not harder."

From Showcase to Regional Impact

The MoU sets the foundation for the upcoming **Accelerate Lab 2026 Cohort**, which will open for applications later this month. Visitors can explore the **Chamber Live Corridor Lab Showcase** throughout the **Singapore FinTech Festival 2025 (12–14 November)** at Booth 5F-14, Hall 5, Singapore EXPO.

"**This partnership between SICCI and NewWorld Foundry demonstrates how Singapore continues to lead as a hub for enterprise innovation and collaboration,**" said Mr. Parekh. "It's a model for how policy and industry can work together to power the next wave of SME growth."

About SICCI and SME Centre@SICCI

Established in 1924, the **Singapore Indian Chamber of Commerce & Industry (SICCI)** represents a dynamic network of enterprises across industries, fostering trade, innovation, and business growth.

The **SME Centre@SICCI**, supported by Enterprise Singapore, serves as a first-stop resource for SMEs expanding locally and internationally. It provides complimentary business advisory in areas such as internationalisation, capability development, and business diagnostics.
🌐 www.sicci.com | smecentre-sicci.sg

About NewWorld Foundry

NewWorld Foundry (NWF) is a Singapore-based SME acceleration and innovation platform building structured, technology-enabled ecosystems to help small and mid-sized enterprises move from policy support to practical market execution.

Through its flagship initiative, the **Chamber Live Corridor Lab**, NWF designs and deploys applied frameworks that connect government policy, chamber networks, and private-sector innovation. The platform leverages **FinTech, tokenisation, and AI automation** to improve SME financing, capability building, and digital readiness.

Its upcoming **Accelerate Lab 2026 Cohort** will support 30 SMEs across Singapore, India, and ASEAN with market access, funding readiness, and scalable digital enablement. NWF operates at the intersection of innovation and inclusion — helping enterprises adopt next-generation financial technologies that make scaling measurable, sustainable, and inclusive.
🌐 www.newworldfoundry.sg

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Hall 5, Booth 5F-14, Singapore EXPO

2. MEDIA EVENT INVITE

Official MoU Signing — SICCI × NewWorld Foundry

Driving FinTech Adoption and Cross-Border SME Growth

Date: Thursday, 13 November 2025
Time: 4:30 PM – 5:15 PM
Venue: Singapore FinTech Festival 2025, Hall 5, Booth 5F-14 (Next to FutureMatters Stage)

You are cordially invited to the **official signing ceremony** between the **Singapore Indian Chamber of Commerce & Industry (SICCI)** and **NewWorld Foundry (NWF)** at the **Singapore FinTech Festival 2025**.
This milestone marks the formal launch of the **Chamber Live Corridor Lab**, a *Policy-to-Pilot* initiative that bridges policymakers, chambers, and innovators to accelerate SME growth through FinTech, tokenisation, and AI-enabled transformation.

The partnership aims to create measurable impact for SMEs across Singapore, India, and ASEAN — translating policy direction into practical, fundable innovation pilots.

Event Agenda

Time	Programme
4:30 PM	Arrival and Networking
4:45 PM	Chairman arrives; Opening Remarks by SICCI
4:50 PM	MoU Signing Ceremony
5:00 PM	Photo & Media Q&A
5:15 PM	Booth Walkthrough and Interviews

Key Speakers

- **Mr. Neil Parekh**, Chairman, Singapore Indian Chamber of Commerce & Industry (SICCI)
- **Mr. Maneesh Tripathi**, Chairman, SME Centre@SICCI
- **Ms. Jamuna Rani G**, Executive Director, SICCI
- **Ms. Aneesha Reihana**, Co-Founder, NewWorld Foundry
- **Mr. Shyam Velumani**, Co-Founder, NewWorld Foundry

RSVP Details

Please confirm your attendance by **Wednesday, 12 November 2025**.
Media Contact:
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For press kits and background materials, visit:
🌐 SICCI x NewWorldFoundry - Press Release - 13 November 2025

3. MEDIA HUB SUMMARY (≤300 words)

Headline:
SICCI and NewWorld Foundry Sign MoU to Launch Corridor Lab, Driving FinTech Adoption and Cross-Border SME Growth

Summary:
The **Singapore Indian Chamber of Commerce & Industry (SICCI)** and **NewWorld Foundry (NWF)** will formalise their partnership at **Singapore FinTech Festival 2025** with the signing of a **Memorandum of Understanding (MoU)** to accelerate SME innovation and digitalisation across **Singapore, India, and ASEAN**.

The announcement marks the official launch of the **Chamber Live Corridor Lab** — a Policy-to-Pilot framework connecting chambers, policymakers, and entrepreneurs. The initiative helps SMEs adopt FinTech, tokenisation, and AI solutions to enhance financing, scale readiness, and market access.

The Corridor Lab will serve as a live showcase of how policy direction and technology innovation can converge to address real-world SME challenges. The partnership also lays the groundwork for the upcoming **Accelerate Lab 2026 Cohort**, a 12-week cross-border program supporting 30 SMEs with funding and digital transformation.

Quotes from SICCI and NewWorld Foundry leaders highlight the shared goal of converting policy into measurable enterprise outcomes and bridging the gap between government advocacy and business execution.

The MoU signing and launch ceremony will take place at **Hall 5, Booth 5F-14** on **13 November 2025 (4:45 PM – 5:15 PM)** during the Singapore FinTech Festival.

For interviews, photo opportunities, and press materials, contact:
press@newworldfoundry.sg | partnerships@newworldfoundry.sg