

MEDIA FACTSHEET

New wave of heartland businesses to bring fresh concepts to Sprout@AMK

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Singapore, Sunday, 6 September 2026

1. Senior Minister of State, Ministry of Trade and Industry and Ministry of Culture, Community and Youth Ms Low Yen Ling, and Senior Minister of State, Ministry of National Development and Ministry of Transport Ms Sun Xueling today welcomed 10 new heartland businesses to Sprout@AMK, with four more set to join in Q4 2026. From a *zichar* store experimenting with ready-to-eat meals, to a carnival event company launching Do-It-Yourself event kits, these businesses form the new cohort of the 12-month Heartland Innovation and Transformation (HIT) programme by Enterprise Singapore (EnterpriseSG).
2. Through the HIT programme, the businesses – which span Food & Beverage, Retail and Lifestyle Services – will test fresh concepts at the Sprout@AMK site (refer to Annex for the full list of business). The programme also includes workshops and 1-on-1 consultations conducted by Binomial Consulting and Bravo Creative, to support the new cohort in refining their go-to-market and branding strategies. Each participant is also paired with an industry mentor, who will continually provide guidance over the course of their innovation journey at Sprout@AMK.
3. With the support of EnterpriseSG, Housing & Development Board (HDB), the Ang Mo Kio Constituency Merchants' Association (AMKCMA), Heartland Enterprise Centre Singapore (HECS), and their mentors, Sprout@AMK provides a low-risk platform for heartland businesses to innovate and meet the changing needs and preferences of their customers. Community experiences like craft workshops and cultural celebrations will also be a key feature of second cohort – beyond their individual concepts, participants will be conducting workshops and demonstrations, co-creating opportunities for community engagement. By combining training, mentorship, and

access to community spaces like workshop pods for collaborative activities, the HIT programme complements EnterpriseSG's broader efforts to rejuvenate the heartlands and inject innovation and vibrancy into Singapore's neighbourhoods.

4. "As consumer expectations evolve, our heartland enterprises must continually refresh how they engage customers and create value. Through the HIT programme, EnterpriseSG provides a platform for collaboration and innovation, supporting heartland merchants in developing new capabilities, testing innovative concepts and translating promising ideas into sustainable businesses," said **Jason Lim, Director, Food Services and Heartland Enterprises, EnterpriseSG**.
5. Upon completing the programme and their leases at Sprout@AMK, participating businesses may apply for direct allocation of vacant HDB shop spaces under the HDB Enhanced Entrepreneur Scheme. They will also be able to receive a 10% rental discount on the first term of a three-year tenancy.

Annex A: List of Participating Heartland Businesses

Annex B: List of Mentors

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About Enterprise Singapore

Enterprise Singapore is the government agency championing enterprise development.

The agency partners committed companies to build capabilities, innovate, and go global. It drives growth – empowering local businesses and shaping industries, anchoring Singapore as a trade and startup hub, and establishing trust in products through quality and standards.

Enterprise Singapore is here for wherever businesses are growing. Visit www.enterprisesg.gov.sg for more information.

ANNEX A e

List of Participating Companies

S/N	Company	Sprout@AMK Concept
1	Baby Angel	A baby and parenting brand offering traditional remedies (e.g., crocodile broth) and curated services for young children and families (e.g., nutrition consultations, parenting workshops).
2	Borderlessbutter	A specialty food brand selling handcrafted compound butters and flavoured spreads and conducts butter crafting workshops.
3	Deli.Casse	A homebased confectionary business selling 3D jelly art cakes, floral pastries, and conducts floral piping workshops.
4	DooDeeDum	A fast-casual halal food concept serving customisable briyani and kebab wraps. The company will also conduct cooking demonstrations and retail RTE food pastes.
5	Honeymill	A specialty honey company that sells Asian-influenced honey drinks and honey products.
6	Kueh Ho Jiak	A traditional confectionary shop offering handmade local kuehs and heritage snacks with modern flavours, where customers can make their own kuehs on-site with customised flavours.
7	Silver Smart Life Centre	An elderly products and services company that will operate an elderly gym and wellness hub to empower senior citizens through fitness, therapy and community engagement.
8	Room by Say Real	A social enterprise launching an experiential concept with products facilitating meaningful conversation and engagement, creating a community space for authentic connection.
9	RingoBox	A carnival event company retailing DIY flat-packed carnival play kits to be used at home or for personal events (e.g., birthday parties).
10	Westlake 西湖小吃	A heritage Chinese restaurant with a grab-and-go kiosk with RTE food items such as kong ba pau and hot and sour soup.

List of Mentors

SN	Name	Experience
1	Loh Jwee Poh Founder, Super Bean International Pte Ltd	Jwee Poh is the founder of Mr Bean. Established in 1995, Mr Bean started out as a one-operator humble hawker stall retailing traditional soybean milk and bean curd. Over the years, it has grown into a chain of more than 60 stores now. Mr Bean has evolved from selling only traditional soya milk and bean curd to developing new, innovative soy-based products such as variety of pre-packed soybean drinks (e.g. fruity soymilk and soy coffee), ice cream, snacks and meals for consumers. Mr Bean has also gained recognition and was awarded the Enterprise 50 awards for three consecutive years in 2017-2019, as well as the Singapore Prestige Brand Award in 2006-2008 and 2016. Moving forward, Mr Bean has plans to grow its presence locally and expand in the region.
2	Joe Tan Managing Director, Joe T Consulting	Joe Tan is a Singapore-based entrepreneur, business strategist and ecosystem builder with extensive experience spanning the food and beverage, consulting, social enterprise and international business sectors. Over the course of his career, he has founded, operated and advised businesses across multiple industries.
3	Jesher Loi Director, Branding and Marketing	Jesher Loi is the 3rd generation business owner and brand guardian of Ya Kun International. Ya Kun International is a regional brand that serves Singapore's heritage breakfast of kaya toast and local coffee. They are currently in 8 countries with close to 150 outlets worldwide. Jesher oversees the branding elements of each outlet and ensures brand consistency throughout its operations. He is also actively involved in the regional expansion strategy as Ya Kun goes beyond Singapore's shores.
4	Sharon Wong Founder & CEO, motherswork	Driven by a passion for the safety and happiness of mothers and children, Sharon built motherswork over 25 years into a leading omni-channel retailer specialising in premium mother, baby, and kids' products, with stores in Singapore and China. In 2024, Sharon decided to "scale at 60" by finalising the acquisition of motherswork by The Parentinc, where she now leads the company's regional expansion. Beyond entrepreneurship, Sharon is a passionate advocate for women's empowerment, Chairwoman of MITAS, and creator of initiatives including "motherswork Gives Back," the "motherswork Giving

		Tree Program," and the "Empowering Entrepreneurs Program."
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