

	Lianhe Zaobao, Pg 33, 1 October 2024
	Circ: 154,900

提高服务客户能力

两协会联手培训股票经纪

股票经纪协会和证券协会星期一正式推展“股票经纪发展计划”，推出由新加坡银行及金融学院策划的培训课程，旨在进一步提高股票经纪结合现代科技和创新策略的能力，拓宽给予客户的附加增值服务。

罗美琪 报道
vicikloh@sph.com.sg

为了重新定位股票经纪的职责，以及提升对散户在投资决策方面的支持，利益相关者联手推出培训计划，帮助股票经纪把握

新的投资机会，为新加坡的资本市场注入活力。

新加坡股票经纪协会（The Society of Remisiers）和新加坡证券协会（Securities Association of Singapore）星期一（9月30日）正

式推展“股票经纪发展计划”，推出由新加坡银行及金融学院（IBF）策划的培训课程，旨在进一步提高股票经纪结合现代科技和创新策略的能力，拓宽给予客户的附加增值服务。

两家协会在今年4月开始征询经纪的反馈，制定涵盖人工智能（AI）的使用、股票组合客制化和打造个人品牌等三方面的课程，并有20多名经纪在9月的试验阶段完成课程。

协会发布文告，形容股票经纪为资本市场的重要组成部分，为散户提供高接触式服务。在时局快速变化的市场，经纪更须肩负更大的责任，帮助散户驾驭复杂多变的投资环境，提供股市变动信息、企业行动、公司报告，以及组合规划等。

林与陈证券（Lim & Tan Securities）的股票经纪陆友明是其中一名完成课程的经纪。他在接受媒体采访时说，促使他参加

培训课程的诱因是课程内容都针对行业客制，不是市场上一般的人工智能或个人品牌课程。

陆友明说：“一些导师是前股票经纪，所以我们是跟同行学习。他们了解我们的痛点，并能根据行业需求举例说明。”

面对越来越多投资者自行操作投资，导致经纪角色削弱，辉立证券股票经纪郭书庭告诉《联合早报》，经纪必须表现出与他人不同之处，并通过与客户建立坚实的关系，提供最卓越服务。这么一来，才能说服客户继续与他交易。新加坡股票经纪协会主席那

拉卡鲁班（S. Nallakuruppan）在记者会上说，经纪行业正在转型阶段，从交易型方式到提供附加值、高接触模式服务，并在往后转型到管理客户的投资组合。

他认为，许多经纪都有数十年的经验，经历过无数个经济和金融危机，必定能为投资者提供更好的附加值服务。所以只要解决执照问题再配合技能提升，客户将受益不浅。

新加坡证券协会会长林文强也透露，目前的培训课程针对在业的股票经纪，协会会致力于发展计划来吸引年轻人。

	The Business Times, Pg 6, 1 October 2024
	Circ: 42,600

Securities industry launches professional development programme for remisiers

Learning about artificial intelligence, portfolio customisation and digital marketing will enable them to support their clients better

By **Navene Elangovan**
and **Ranamita Chakraborty**
navene@sph.com.sg
ranamita@sph.com.sg

REMISERS will now be able to pick up advanced digital skills and broader trading and portfolio customisation strategies, to better support investors in grabbing opportunities.

The Society of Remisiers (Singapore), or SRS and the Securities Association of Singapore (SAS) on Monday (Sep 30) launched the Remisier Development Programme (RDP), which comprises three training courses focused on artificial intelligence, portfolio customisation and digital marketing.

The programme was developed in collaboration with the industry, and is open to members of SRS and remisiers at large.

These courses, which have already had good take up rates, are run in a workshop format and accommodate up to 30 participants in each session. Each workshop concludes with a test, requiring a minimum passing score of 60 per cent.

SAS chairman Luke Lim described the RDP as a "proactive response" to elevate the remisier profession, and complements initiatives undertaken for the development of the equities market, including the recent formation of the stock market review group.

The programme follows a modular format, so participants can choose the workshops to attend without the need to complete all three.

Each workshop is priced at \$3,800, but eligible participants can receive funding of up to 70 per cent of the course fee through the Monetary Authority of Singapore (MAS) Financial Sector Development



Securities industry representatives at the launch ceremony of the Remisier Development Programme, held at the SGX Centre on Monday (Sep 30). PHOTO: SRS AND SAS

Fund, under the Institute of Banking and Finance Standards Training Scheme. Further funding will be provided by brokers, SRS and Singapore Exchange (SGX).

Industry feedback

Remisiers told *The Business Times* (BT) that the new programme will help them keep up with changes in the industry.

Lek Yew Meng, who was among the pioneer batch of remisiers to attend the programme, said he found the session on AI useful. The remisier with Lim & Tan Securities, who has been in the job since 2011, said the course showed him how to use generative AI to serve his clients more efficiently.

The course on personal branding is also useful to older remisiers such as himself, that course taught him how to use technology to connect with his peers in the brokerage industry, he added.

For Karen Ng, a remisier with Maybank Securities, the structured nature of the programme was, for her, a huge draw.

Apart from compulsory courses that remisiers are required to undergo under SGX's regulations, she said few other training programmes catered specifically to remisiers, so she had to pick up new skills herself.

Ng, who has been in the industry since 2010, said the new programme makes courses relevant to

her job scope more accessible.

She has yet to attend the programme, and is particularly looking forward to the course on AI. "If we can incorporate this technology into our stockbroking and improve our portfolio for our clients, I think that's a fantastic idea," she said.

Ground-up initiative

The RDP marks the first time that SRS, SAS and SGX have come together to structure such a programme.

SRS president S Nallakuruppan said at a media briefing following

the launch of the programme: "It is a ground up initiative and so far, it is working fine. We are determined to upskill the whole industry and recruit new remisiers. It's about time we see a much more vibrant capital market."

SAS chairman Lim, who was also at the briefing, clarified that the RDP is not a "one off exercise", but just one among a number of development initiatives being lined up. He said that training is just one aspect, and "you still have other aspects like giving them platforms to acquire customers, so it's almost a year long sort of initiative".

In response to queries about whether the programme will cover ethics and regulations applying to remisiers, particularly in light of the cases of recent misconduct within the community, Nallakuruppan told BT that these topics are already being covered in the core training that remisiers must complete annually.

"Once we move up to the next phase, we can re-emphasise ethical conduct as well as money laundering aspects," he added.

Attracting young individuals to the remisier profession is also one of the RDP's key objectives, given that two thirds of SRS members are already aged 60 and above. Plans are in place for a recruitment drive across polytechnics and universities.

Lim believes that young people would appreciate the flexibility offered by the remisier profession, a plus among those looking for work-life balance.

"It fits very nicely in the gig side of economy, where you are your own boss," he added.

	The Straits Times, Pg 17 &18, 1 October 2024
	Circ: 386,100

New initiative aims to expand remisiers' skill sets

Chor Kheng Yuit
Senior Business Correspondent

Remisiers in Singapore will be able to get up to speed in artificial intelligence (AI) and digital marketing skills under a new initiative to boost their ability to support retail investors.

The Remisier Development Programme (RDP) launched on Sept 30 aims to expand remisiers' skill sets to provide portfolio customisation advice to clients.

The RDP, a joint effort by the Securities Association of Singapore (SAS) and the Society of Remisiers (SRS), with support from the Singapore Exchange (SGX), is part of efforts to add vibrancy to Singapore's equity markets.

Under the programme, most remisiers will get the full subsidy for the course, which works out to \$2,400. The Government will provide up to 70 per cent of the funding, with the rest coming from the industry.

The RDP has three main focus areas:

- Remisiers will learn how to leverage AI tools to do in-depth financial research.
- They will also learn about advanced trading strategies and how to help clients customise their investment portfolios.
- They will be equipped with digital marketing skills so they can use LinkedIn, for example, to promote their services.

Mr S. Nallakuruppan, president of SRS, said at the event that remisiers are facing the toughest of times now as brokerage fees get lower due to commoditisation, and the advent of low-cost brokerages.

A remisier is a self-employed trading representative who provides advice in stocks and share trading, and buys and sells shares on behalf of his clients. His pay comes from the commissions from the trading transactions.

There are more than 2,000 remisiers in Singapore, many of whom have decades of market experience and have developed deep and trusting relationships with clients, said Mr Nallakuruppan.

The RDP will help them to up-skill and provide higher value services, such as advisory and managing a portfolio, he said, adding that there is still a role for remisiers to play.

"When people see the markets go up, down, up, down, they are fearful. This is where the remisiers can play a useful role," he noted.

CONTINUED ON PAGE A17



Mr Lek Yew Meng was one of more than 20 remisiers who took part in the first round of the Remisier Development Programme.



Ms Karen Ng, a remisier at Maybank Securities, is particularly interested in the AI module.



(From left) Securities Association of Singapore chairman Luke Lim; Society of Remisiers president S. Nallakuruppan; Minister of State for Trade and Industry and Culture, Community and Youth Alvin Tan; and Singapore Exchange group chief executive Loh Boon Chye at the launch of the Remisier Development Programme, held at the SGX Centre on Sept 30. ST PHOTO: GAVIN FOO

Programme specially curated for broking sector

FROM A18

adding that they know their clients, such as their appetite for risks.

Mr Luke Lim, chairman of SAS, said in a speech at the RDP's launch that remisiers are a key distribution channel in the securities market, with remisier broking firms of the SAS contributing over 60 per cent of the retail trading volume on the SGX.

There are seven such remisier broking firms, including Lim & Tan Securities, Maybank Securities and Phillip Securities.

"By strengthening this channel, the programme complements initiatives to develop Singapore's ex-

curities markets, such as the formation of the stock market review group on Aug 2," he said.

The review group, which is made up of representatives from both the public and private sector, will propose measures to revitalise the Singapore stock market within the next 12 months.

Mr Lek Yew Meng was one of more than 20 remisiers who took part in the first round of the RDP, which is now available to all remisiers.

He attended the courses over three full-day weekends in September, and found the programme useful because it is specially curated for the broking industry.

"Some of the instructors are ex-

remisiers. Remisiers learning from remisier, we speak the same language. He knows our pain points," said Mr Lek, who has been a remisier with Lim & Tan Securities since mid-2011.

Ms Karen Ng, a remisier at Maybank Securities, is keen to join the RDP and is particularly interested in the AI module because she thinks it will allow her to provide her clients with better research and advice.

"They need to work nine to five so they will not have time to monitor their stocks," she said.

According to the SRS, about two-thirds of its 400 members are 60 years or older.

SAS' Mr Lim said: "We are work-

ing out some programmes to attract the young people."

Mr Michael Syn, president of SGX Group, said less seasoned investors may prefer the customised human touch, and the calm and reassurance they can get from a person, especially during volatile market cycles.

"Human assurance is the unique proposition remisiers offer, born of market intuition honed over years of interaction and dealing with the stock market," he added.

Mr Alvin Tan, Minister of State for Trade and Industry and Culture, Community and Youth, was the guest of honour at the event.

khengchor@sph.com.sg

	The Straits Times, 30 September 2024
	Online

New programme to help remisiers upskill and to add vibrancy to Singapore’s equity markets



SINGAPORE - Remisiers in Singapore will be able to get up to speed in artificial intelligence (AI) and digital marketing skills under a new initiative to boost their ability to support retail investors.

The Remisier Development Programme (RDP) launched on Sept 30 aims to expand remisiers’ skill sets to provide portfolio customisation advice to clients.

The RDP, a joint effort by the Securities Association of Singapore (SAS) and the Society of Remisiers (SRS), with support from the Singapore Exchange (SGX), is part of efforts to add vibrancy to Singapore’s equity markets.

Under the programme, most remisiers will get the full subsidy for the course, which works out to \$2,400. The Government will provide up to 70 per cent of the funding, with the rest coming from the industry.

The RDP has three main focus areas:

Remisiers will learn how to leverage AI tools to do in-depth financial research. They will also learn about advanced trading strategies and how to help clients customise their investment portfolios.

They will be equipped with digital marketing skills so they can use LinkedIn, for example, to promote their services.

Mr S. Nallakaruppan, president of SRS, said at the event that remisiers are facing the toughest of times now as brokerage fees get lower due to commoditisation, and the advent of low-cost brokerages.

A remisier is a self-employed trading representative who provides advice in stocks and share trading; and buys and sells shares on behalf of his clients. His pay comes from the commissions from the trading transactions.

There are more than 2,000 remisiers in Singapore, many of whom have decades of market experience and have developed deep and trusting relationships with clients, noted Mr Nallakaruppan.

The RDP will help them to upskill and provide higher-value services, such as advisory and managing a portfolio, he said, adding that there is still a role for remisiers to play.

“When people see the markets go up, down, up, down, they are fearful. This is where the remisiers can play a useful role,” he noted, adding that they know their clients, such as their appetite for risks.

Mr Luke Lim, chairman of SAS, said in a speech at RDP’s launch that remisiers are a key distribution channel in the securities market, with remisier broking firms of the SAS contributing over 60 per cent of the retail trading volume on the SGX.

There are seven such remisier broking firms, including Lim & Tan Securities, Maybank Securities and Phillip Securities.

“By strengthening this channel, the programme complements initiatives to develop Singapore’s equities markets, such as the formation of the stock market review group on Aug 2,” he said.

The review group, which is made up of representatives from both the public and private sector, will propose measures to revitalise the Singapore stock market within the next 12 months.

Mr Lek Yew Meng was one of more than 20 remisiers who took part in the first round of the RDP, which is now available to all remisiers.

He attended the courses over three full-day weekends in September and found the programme useful because it is specially curated for the broking industry.

“Some of the instructors are ex-remisiers. Remisiers learning from remisier, we speak the same language. He knows our pain points,” said Mr Lek, who has been a remisier with Lim & Tan Securities since mid-2011.

Ms Karen Ng, a remisier at Maybank Securities, is keen to join the RDP and is particularly interested in the AI module because she thinks it will allow her to provide better research and advice to her clients.

“They need to work nine to five so they will not have time to monitor their stocks,” she said.

Even as it moves to upskill remisiers, the industry is exploring ways to encourage a fresh wave of talent to join.

According to the SRS, about two-thirds of its 400 members are 60 years or older.

SAS’ Mr Lim said: “We are working out some programmes to attract the young people.”

Mr Michael Syn, president of SGX Group, said less seasoned investors may prefer the customised human touch; and the calm and reassurance they can get from a person, especially during volatile market cycles.

“Human assurance is the unique proposition remisiers offer, born of market intuition honed over years of interaction and dealing with the stock market,” he noted.

Mr Alvin Tan, Minister of State for Trade and Industry and Culture, Community and Youth, was the guest of honour at the event.

[New programme to help remisiers upskill and to add vibrancy to Singapore’s equity markets | The Straits Times](#)

	The Business Times, 30 September 2024
	Online

Securities industry launches professional development programme for remisiers



REMISIERS will now be able to pick up advanced digital skills and broader trading and portfolio customisation strategies, to better support investors in grabbing opportunities.

The Society of Remisiers (Singapore), or SRS, and the Securities Association of Singapore (SAS) on Monday (Sep 30) launched the Remisier Development Programme (RDP), which comprises three training courses focused on artificial intelligence, portfolio customisation and digital marketing.

The programme was developed in collaboration with the industry, and is open to members of SRS and remisiers at large.

These courses, which have already had good take-up rates, are run in a workshop format and accommodate up to 30 participants in each session. Each workshop concludes with a test, requiring a minimum passing score of 60 per cent.

SAS chairman Luke Lim described the RDP as a “proactive response” to elevate the remisier profession, and complements initiatives undertaken for the development of the equities market, including the recent formation of the stock market review group.

The programme follows a modular format, so participants can choose the workshops to attend without the need to complete all three.

Each workshop is priced at S\$800, but eligible participants can receive funding of up to 70 per cent of the course fee through the Monetary Authority of Singapore (MAS) Financial Sector Development Fund, under the Institute of Banking and Finance Standards Training Scheme. Further funding will be provided by brokers, SRS and Singapore Exchange (SGX).

Industry feedback

Remisiers told *The Business Times* (BT) that the new programme will help them keep up with changes in the industry.

Lek Yew Meng, who was among the pioneer batch of remisiers to attend the programme, said he found the session on AI useful. The remisier with Lim & Tan Securities, who has been in the job since 2011, said the course showed him how to use generative AI to serve his clients more efficiently.

The course on personal branding is also useful to older remisiers such as himself; that course taught him how to use technology to connect with his peers in the brokerage industry, he added.

For Karen Ng, a remisier with Maybank Securities, the structured nature of the programme was, for her, a huge draw.

Apart from compulsory courses that remisiers are required to undergo under SGX's regulations, she said few other training programmes catered specifically to remisiers, so she had to pick up new skills herself.

Ng, who has been in the industry since 2010, said the new programme makes courses relevant to her job scope more accessible.

She has yet to attend the programme, and is particularly looking forward to the course on AI. "If we can incorporate this technology into our stockbroking and improve our portfolio for our clients, I think that's a fantastic idea," she said.

Ground-up initiative

The RDP marks the first time that SRS, SAS and SGX have come together to structure such a programme.

SRS president S Nallakaruppan said at a media briefing following the launch of the programme: "It is a ground-up initiative and so far, it is working fine. We are determined to upskill the whole industry and recruit new remisiers. It's about time we see a much more vibrant capital market."

SAS chairman Lim, who was also at the briefing, clarified that the RDP is not a "one-off exercise", but just one among a number of development initiatives being lined up. He said that training is just one aspect, and "you still have other aspects like giving

them platforms to acquire customers, so it's almost a year-long sort of initiative".

In response to queries about whether the programme will cover ethics and regulations applying to remisiers, particularly in light of the cases of recent misconduct within the community, Nallakaruppan told BT that these topics are already being covered in the core training that remisiers must complete annually.

"Once we move up to the next phase, we can re-emphasise ethical conduct as well as money laundering aspects," he added.

Attracting young individuals to the remisier profession is also one of the RDP's key objectives, given that two-thirds of SRS members are already aged 60 and above. Plans are in place for a recruitment drive across polytechnics and universities.

Lim believes that young people would appreciate the flexibility offered by the remisier profession, a plus among those looking for work-life balance.

"It fits very nicely in the gig side of economy, where you are your own boss," he added.

[Securities industry launches professional development programme for remisiers \(businesstimes.com.sg\)](https://www.businesstimes.com.sg)

	The Edge, 30 September 2024
	Online

Remisier, broking associations launch workshops on AI, trading strategies, personal branding for the ‘modern remisier’



Three new workshops aim to teach Singapore’s 2,000-odd remisiers how to use generative artificial intelligence (GenAI) tools, improve their trading strategies and leverage social media to engage with clients.

The Society of Remisiers (Singapore) (SRS) and Securities Association of Singapore (SAS) launched the Remisier Development Programme (RDP) on Sept 30. Accredited by the Institute of Banking & Finance Singapore (IBF), this marks the first remisier development that is open to non-members of the SRS.

According to SRS president S Nallakaruppan, the organisers began gathering feedback from remisiers in April. About 20 remisiers from various brokerages attended the initial run of the course over three full-day sessions held on weekends in September.

Following the official launch, the three workshops will be held monthly over three separate sessions, says Luke Lim, SAS chairman and managing director of Phillip Securities.

Each module costs \$800, and the Monetary Authority of Singapore’s (MAS) Financial Sector Development Fund will subsidise up to 70% of the course fee. SRS will provide funding to cover the remaining cost for its members, thanks to a grant by the Singapore Exchange S68(SGX).

“Remisiers have been the backbone of the brokerage industry all these years but due to the commoditisation of brokerage rates, they are facing the toughest of times at this juncture,” says Nallakaruppan in his opening speech at the SGX’s securities market opening on Sept 30. “My vision for the brokerage industry and the remisier profession as a whole is to move up the value chain and provide value-added services like managing client portfolios with a wealth of experience that remisiers have built.”

Speaking at a media briefing following the ceremony, Nallakaruppan says he hopes “20% to 25%” of Singapore’s 2,000 remisiers will undergo the optional course.

Participants can attend the three modules separately over the coming months. The “AI advantage: A practical guide for brokerages” module will begin the October intake, with a full-day session scheduled for Oct 5 at ISCA House. The “Essentials of securities trading: Portfolios, strategies and opportunities” module will follow on Oct 12 at SGX Centre 1; while the “Personal branding: Leveraging digital marketing for client engagement” module will be held at ISCA House on Oct 19.

The modern remisier

Faced with online brokerages that compete on low or zero fees, SAS’s Lim touts the “modern remisier” as the “brains, bridge and builder” for today’s clients. “While institutional investors typically focus on blue-chip stocks, let’s not forget that many of the market’s stock darlings were first discovered by remisiers before any market coverage. Remisiers are truly the vanguard of stock picking, the tip of the spear, searching for the next winning stock.”

Nallakaruppan says SRS is “transforming the remisier profession from a transaction-based approach to a more value-added, advisory approach”. Remisiers can “move up the value chain” with this “high-touch approach”, he adds.

According to Nallakaruppan, remisiers are “even better” than private banks’ relationship managers when it comes to trading equities and fixed income, “because we do day in, day out”.

He also points to the experience of Singapore’s remisiers, where two-thirds are aged 60 and above. “We have experience not in terms of years but decades. I joined the industry 30 years ago, in 1994. There are many like me, so there’s a wealth of experience; we can add value to the clients.”

SGX Group president Michael Syn hopes “new blood” will join the securities industry. Speaking at the ceremony, Syn adds: “The industry will benefit as younger professionals join with fresh perspectives and digital-native fluency. This injection of vitality, combined with the experience of veteran remisiers, will help ensure the long-term health and growth of the securities sector in Singapore.”

Lim is among 15 members of the regulatory workstream in MAS’s equities market review group. The regulator unveiled in August the 31 members of its two workstreams, the other being the enterprise and markets workstream.

Along with the 10 members of the review group, they will engage stakeholders and announce their recommendations in phases within 12 months, according to MAS.

Nallakaruppan wrote in a LinkedIn post from Aug 28 that he was “sadly disregarded” from the review group. “I was clearly excluded from these committees when I've been the one strongly advocating forming one for the longest time.”

At the Sept 30 media briefing, Nallakaruppan says MAS is gathering feedback from remisiers, just “not in the formalised committees”.

In response to The Edge Singapore, Lim says there are “channels” for feedback. “The idea is that there’s a review committee, but there are various workstreams that they do consult with us. So, I don't think [remisiers] are left out.”

[Remisier, broking associations launch workshops on AI, trading strategies, personal branding for the ‘modern remisier’ \(theedgesingapore.com\)](https://theedgesingapore.com)

	CNA, 30 September 2024
	Online

New training programme for remisiers as part of efforts to boost Singapore stock market, transform profession



SINGAPORE: It was a double whammy for remisiers. The Singapore stock market became subdued after the so-called glory days in the 1990s, and online brokerages with cheaper commissions emerged.

"I've been in the industry for 30 years already, it's one of the tougher times - toughest times, in fact," said Mr S Nallakaruppan, president of the Society of Remisiers (Singapore) (SRS).

"Generally speaking, incomes have dropped tremendously. Last time, what we used to do in one day, now we even struggle to do in one month. That is how tough it is," he said, though he added that some are still doing well.

He hopes that after hitting "rock bottom", the only way to go would be up.

"(We're) waiting for strong positive measures to turn things around," he told CNA on Monday (Sep 30).

Remisiers are licensed trading representatives who receive commission for transactions they handle.

In the past, an active stock market meant that remisiers would be busy with transactions. But with the rise of financial technology firms offering online brokerage

services, remisiers have to move up the value chain, said Mr Nallakaruppan.

That's why the SRS and the Securities Association of Singapore (SAS) launched the new Remisier Development Programme, which aims to help remisiers gain new skills and provide more services to their clients.

"We are actually transforming this remisier profession from a transaction-based approach to a more value-added, value-advisory approach," he said.

Licensing for the industry will evolve as well, and this is the transition period before remisiers eventually start managing client portfolios, said Mr Nallakaruppan.

"We want to rejuvenate the brokerage as well as the remisier profession," he said. "Make it exciting, interesting, sexy and all that, so that new entrants can come in."

Remisiers are better than private bankers and relationship managers in the equities and fixed income space, according to him. "We do (this) day in, day out," he said, noting that many remisiers have decades of experience. Two-thirds of SRS members are 60 years old and above.

The Singapore stock market could also benefit, said Mr Nallakaruppan.

"Remisiers are a microcosm of the market - so once remisiers can add value to clients, clients can make money, it rejuvenates the stock market," he said, adding that it works in tandem with other efforts. "It's not in silos."

SAS chairman Luke Lim said the new programme complements other initiatives to develop the stock market in Singapore, including the formation of a review group announced by the Monetary Authority of Singapore.

It addresses the needs of existing remisiers while encouraging new talent to join the industry and build a robust and resilient capital market, he said.

Remisiers can help drum up excitement for healthy initial public offerings in the market, and drive engagement after the stock is listed.

"Remisiers will be the human behind the stock, talking to clients," he said. "There's a key role to play here."

"There are many cylinders firing, but it's important that we do our part."

REMISIER DEVELOPMENT PROGRAMME

Following consultations in April, the SRS and SAS developed three training courses for remisiers to learn how to use artificial intelligence, trade securities and improve their "personal branding".

Each course is a full-day session conducted in person by trainers, including a former remisier.

The Financial Sector Development Fund will provide funding of up to 70 per cent of the course fee of S\$800 (US\$625) to eligible participants. For SRS members, the remaining 30 per cent of the fees will be sponsored for now.

SRS has around 400 members, and the industry has around 2,000 remisiers.

Mr Lek Yew Meng, a remisier at Lim and Tan Securities, attended all three courses in September as part of the soft launch of the programme.

He said he was interested in attending it because the courses are designed for remisiers.

"It's not a typical personal branding course or AI course which we can get elsewhere," he said. The course covers AI research tools for stockbrokers and for analysis of financial data,

Mr Lek added that having a former remisier conduct the class was helpful as well.

"We speak the same language, he knows our pain points (and) he illustrates based on industry needs," he told reporters after the launch of the programme.

Mr Louis Koay, a remisier at Phillip Securities, said he plans to attend the courses after hearing what Mr Lek shared.

"I also used to go online and learn (more by) myself, Google, just learn whatever I can," he said. "But usually after I learn, it's a generic concept, I still have to tweak it, apply it to my role."

[New training programme for remisiers as part of efforts to boost Singapore stock market, transform profession \(channelnewsasia.com\)](https://www.channelnewsasia.com/news/singapore/new-training-programme-for-remisiers-as-part-of-efforts-to-boost-singapore-stock-market-transform-profession-1234567)

	LianheZaobao, 30 September 2024
	Online

两协会推出股票经纪培训课程 提高服务客户能力



新加坡证券领域加强对散户的支持，推出“股票经纪发展计划”提升经纪技能、拓宽给予客户的附加值服务。贸工部兼文化、社区及青年部政务部长陈圣辉（前排中）是推展仪式主宾。出席推展仪式的包括新加坡证券协会会长林文强（前排左四）、新加坡股票经纪协会主席那拉卡鲁班（S. Nallakaruppan）（前排左五）、新加坡交易所首席执行官罗文才（前排右五）、新加坡交易所总裁冼显明（前排右一）。（新加坡股票经纪协会与新加坡证券协会提供）

为了重新定位股票经纪的职责，以及提升对散户在投资决策方面的支持，利益相关者联手推出培训计划，帮助股票经纪把握新的投资机会，为新加坡的资本市场注入活力。

新加坡股票经纪协会（The Society of Remisiers）和新加坡证券协会（Securities Association of Singapore）星期一（9月30日）正式推展“股票经纪发展计划”，推出由新加坡银行及金融学院（IBF）策划的培训课程，旨在进一步提高股票经纪结合现代科技和创新策略的能力，拓宽给予客户的附加值服务。

制定涵盖 AI 使用等三方面课程

两家协会在今年4月开始征询经纪的反馈，制定涵盖人工智能（AI）的使用、股票组合客制化和打造个人品牌等三方面的课程，并有20多名经纪在9月的试验阶段完成课程。

协会发布的文告，形容股票经纪为资本市场的重要组成体，为散户提供高接触式服务。在时局快速变化的市场，经纪更须肩负更大的责任，帮助散户驾驭复杂多变的投资环境，提供股市变动信息、企业行动、公司报告，以及组合规划等。

林与陈证券（Lim & Tan Securities）的股票经纪陆友明是其中一名完成课程的经纪。他在接受媒体采访时说，促使他参加培训课程的诱因是课程内容都针对行业客制，不是市场上一般的人工智能或个人品牌课程。

陆友明说：“一些导师是前股票经纪，所以我们是跟同行学习。他们了解我们的痛点，并能根据行业需求举例说明。”

股票经纪行业正在转型阶段

面对越来越多投资者自行操作投资，导致经纪角色被削弱，辉立证券股票经纪郭书庭告诉《联合早报》，经纪必须表现出与他人不同之处，并通过与客户建立坚实的关系，提供最卓越的服务。这么一来，才能说服客户继续与他交易。

新加坡股票经纪协会主席那拉卡鲁班（S. Nallakaruppan）在记者会上说，经纪行业正在转型阶段，从交易型方式到提供附加值、高接触模式服务，并在往后转型到管理客户的投资组合。

他认为，许多经纪都有数十年的经验，经历过无数个经济和金融危机，必定能为投资者提供更好的附加值服务。所以只要解决执照问题再配合技能提升，客户将受益不浅。

新加坡证券协会会长林文强也透露，目前的培训课程针对在职的股票经纪，协会会致力于发展计划来吸引年轻人。

[两协会推出股票经纪培训课程 提高服务客户能力 | 联合早报 \(zaobao.com.sg\)](https://www.zaobao.com.sg)

	LianheZaobao, 30 September 2024
	Online

新加坡股票经纪协会和证券协会推出人工智能等培训课程 提升股票经纪服务水平

为了重新定位股票经纪的职责，以及提升对散户在投资决策方面的支持，利益相关者联手推出培训计划，帮助股票经纪把握新的投资机会，为新加坡的资本市场注入活力。

新加坡股票经纪协会（The Society of Remisiers）和新加坡证券协会（Securities Association of Singapore）星期一（9月30日）正式推展“股票经纪发展计划”，推出三方面的课程培训股票经纪，旨在进一步提高经纪结合现代科技和创新策略的能力，拓宽给予客户的附加值服务。

这三个课程涵盖人工智能（AI）的使用、股票组合管理、以及打造个人品牌。

两家协会是在今年4月开始征询经纪的反馈，制定培训课程。第一批约30名经纪已经在试验阶段完成课程，接下来会开放给更多股票经纪报名参加。协会预计每个课程每月开班一次。

文告说，股票经纪是资本市场的重要组成体，为散户提供高接触服务。在时局快速变化的市场，经纪须要肩负更大的责任，帮助散户驾驭复杂多变的投资环境，提供股市变动与企业行动信息、公司报告，以及组合规划等服务。

[新加坡股票经纪协会和证券协会推出人工智能等培训课程 提升股票经纪服务水平 | 联合早报 \(zaobao.com.sg\)](#)

	Klse screener, 30 September 2024
	Online

新加坡两协会推培训课程 股票经纪迎 AI 时代

（新加坡 30 日讯）为了重新定位股票经纪的职责，以及提升对散户在投资决策方面的支持，利益相关者联手推出培训计划，帮助股票经纪把握新的投资机会，为新加坡的资本市场注入活力。

新加坡股票经纪协会（The Society of Remisiers）和新加坡证券协会（Securities Association of Singapore）星期一（30 日）正式推展“股票经纪发展计划”，推出三方面的课程培训股票经纪，旨在进一步提高经纪结合现代科技和创新策略的能力，拓宽给予客户的附加值服务。

这三个课程涵盖人工智能（AI）的使用、股票组合管理、以及打造个人品牌。

两家协会是在今年 4 月开始征询经纪的反馈，制定培训课程。第一批约 30 名经纪已经在试验阶段完成课程，接下来会开放给更多股票经纪报名参加。协会预计每个课程每月开班一次。

文告说，股票经纪是资本市场的重要组成体，为散户提供高接触服务。在时局快速变化的市场，经纪须要肩负更大的责任，帮助散户驾驭复杂多变的投资环境，提供股市变动与企业行动信息、公司报告，以及组合规划等服务。

[新加坡两协会推培训课程 股票经纪迎 AI 时代 | KLSE Screener](#)

	OrientalDaily, 30 September 2024
	Online

新加坡两协会推培训课程 股票经纪迎 AI 时代



（新加坡 30 日讯）为了重新定位股票经纪的职责，以及提升对散户在投资决策方面的支持，利益相关者联手推出培训计划，帮助股票经纪把握新的投资机会，为新加坡的资本市场注入活力。

新加坡股票经纪协会（The Society of Remisiers）和新加坡证券协会（Securities Association of Singapore）星期一（30 日）正式推展“股票经纪发展计划”，推出三方面的课程培训股票经纪，旨在进一步提高经纪结合现代科技和创新策略的能力，拓宽给予客户的附加值服务。

这三个课程涵盖人工智能（AI）的使用、股票组合管理、以及打造个人品牌。

两家协会是在今年 4 月开始征询经纪的反馈，制定培训课程。第一批约 30 名经纪已经在试验阶段完成课程，接下来会开放给更多股票经纪报名参加。协会预计每个课程每月开班一次。

文告说，股票经纪是资本市场的重要组成体，为散户提供高接触服务。在时局快速变化的市场，经纪须要肩负更大的责任，帮助散户驾驭复杂多变的投资环境，提供股市变动与企业行动信息、公司报告，以及组合规划等服务。

[新加坡两协会推培训课程 股票经纪迎 AI 时代 | 财经 | 東方網 馬來西
亞東方日報 \(orientaldaily.com.my\)](#)

	RedHot.sg, 30 September 2024
	Online

New training programme for remisiers as part of efforts to boost Singapore stock market, transform profession



SINGAPORE: It was a double whammy for remisiers. The Singapore stock market became subdued after the so-called glory days in the 1990s, and online brokerages with cheaper commissions emerged.

"I've been in the industry for 30 years already, it's one of the tougher times - toughest times, in fact," said Mr S Nallakaruppan, president of the Society of Remisiers (Singapore) (SRS).

"Generally speaking, incomes have dropped tremendously. Last time, what we used to do in one day, now we even struggle to do in one month. That is how tough it is," he said, though he added that some are still doing well.

He hopes that after hitting "rock bottom", the only way to go would be up.

"(We're) waiting for strong positive measures to turn things around," he told CNA on Monday (Sep 30).

Remisiers are licensed trading representatives who receive commission for transactions they handle.

In the past, an active stock market meant that remisiers would be busy with transactions. But with the rise of financial technology firms offering online brokerage

services, remisiers have to move up the value chain, said Mr Nallakaruppan.

That's why the SRS and the Securities Association of Singapore (SAS) launched the new Remisier Development Programme, which aims to help remisiers gain new skills and provide more services to their clients.

"We are actually transforming this remisier profession from a transaction-based approach to a more value-added, value-advisory approach," he said.

Licensing for the industry will evolve as well, and this is the transition period before remisiers eventually start managing client portfolios, said Mr Nallakaruppan.

"We want to rejuvenate the brokerage as well as the remisier profession," he said. "Make it exciting, interesting, sexy and all that, so that new entrants can come in."

Remisiers are better than private bankers and relationship managers in the equities and fixed income space, according to him. "We do (this) day in, day out," he said, noting that many remisiers have decades of experience. Two-thirds of SRS members are 60 years old and above.

The Singapore stock market could also benefit, said Mr Nallakaruppan.

"Remisiers are a microcosm of the market - so once remisiers can add value to clients, clients can make money, it rejuvenates the stock market," he said, adding that it works in tandem with other efforts. "It's not in silo..."

[New training programme for remisiers as part of efforts to boost Singapore stock market, transform profession - Red Hot Singapore](#)

	Yahoo Finance, 30 September 2024
	Online

Remisier, broking associations launch workshops on AI, trading strategies, personal branding for the ‘modern remisier’



Remisiers are “even better” than private banks’ relationship managers when it comes to trading equities and fixed income, “because we do day in, day out”, says SRS president S Nallakaruppan.

Three new workshops aim to teach Singapore’s 2,000-odd remisiers how to use generative artificial intelligence (GenAI) tools, improve their trading strategies and leverage social media to engage with clients.

The Society of Remisiers (Singapore) (SRS) and Securities Association of Singapore (SAS) launched the Remisier Development Programme (RDP) on Sept 30. Accredited by the Institute of Banking & Finance Singapore (IBF), this marks the first remisier development that is open to non-members of the SRS.

According to SRS president S Nallakaruppan, the organisers began gathering feedback from remisiers in April. About 20 remisiers from various brokerages attended the initial run of the course over three full-day sessions held on weekends in September.

Following the official launch, the three workshops will be held monthly over three separate sessions, says Luke Lim, SAS chairman and managing director of Phillip

Securities.

Each module costs \$800, and the Monetary Authority of Singapore's (MAS) Financial Sector Development Fund will subsidise up to 70% of the course fee. SRS will provide funding to cover the remaining cost for its members, thanks to a grant by the Singapore Exchange S68 (SGX).

“Remisiers have been the backbone of the brokerage industry all these years but due to the commoditisation of brokerage rates, they are facing the toughest of times at this juncture,” says Nallakaruppan in his opening speech at the SGX's securities market opening on Sept 30. “My vision for the brokerage industry and the remisier profession as a whole is to move up the value chain and provide value-added services like managing client portfolios with a wealth of experience that remisiers have built.”

Speaking at a media briefing following the ceremony, Nallakaruppan says he hopes “20% to 25%” of Singapore's 2,000 remisiers will undergo the optional course.

Participants can attend the three modules separately over the coming months. The “AI advantage: A practical guide for brokerages” module will begin the October intake, with a full-day session scheduled for Oct 5 at ISCA House. The “Essentials of securities trading: Portfolios, strategies and opportunities” module will follow on Oct 12 at SGX Centre 1; while the “Personal branding: Leveraging digital marketing for client engagement” module will be held at ISCA House on Oct 19.

The modern remisier

Faced with online brokerages that compete on low or zero fees, SAS's Lim touts the “modern remisier” as the “brains, bridge and builder” for today's clients. “While institutional investors typically focus on blue-chip stocks, let's not forget that many of the market's stock darlings were first discovered by remisiers before any market coverage. Remisiers are truly the vanguard of stock picking, the tip of the spear, searching for the next winning stock.”

Nallakaruppan says SRS is “transforming the remisier profession from a transaction-based approach to a more value-added, advisory approach”. Remisiers can “move up the value chain” with this “high-touch approach”, he adds.

According to Nallakaruppan, remisiers are “even better” than private banks' relationship managers when it comes to trading equities and fixed income, “because we do day in, day out”.

He also points to the experience of Singapore's remisiers, where two-thirds are aged 60 and above. “We have experience not in terms of years but decades. I joined the industry 30 years ago, in 1994. There are many like me, so there's a wealth of experience; we can add value to the clients.”

SGX Group president Michael Syn hopes “new blood” will join the securities industry. Speaking at the ceremony, Syn adds: “The industry will benefit as younger professionals join with fresh perspectives and digital-native fluency. This injection of

vitality, combined with the experience of veteran remisiers, will help ensure the long-term health and growth of the securities sector in Singapore.”

Review group

Lim is among 15 members of the regulatory workstream in MAS’s equities market review group. The regulator unveiled in August the 31 members of its two workstreams, the other being the enterprise and markets workstream.

Along with the 10 members of the review group, they will engage stakeholders and announce their recommendations in phases within 12 months, according to MAS.

Nallakaruppan wrote in a LinkedIn post from Aug 28 that he was “sadly disregarded” from the review group. “I was clearly excluded from these committees when I’ve been the one strongly advocating forming one for the longest time.”

At the Sept 30 media briefing, Nallakaruppan says MAS is gathering feedback from remisiers, just “not in the formalised committees”.

In response to The Edge Singapore, Lim says there are “channels” for feedback. “The idea is that there’s a review committee, but there are various workstreams that they do consult with us. So, I don’t think [remisiers] are left out.”

[Remisier, broking associations launch workshops on AI, trading strategies, personal branding for the ‘modern remisier’ \(yahoo.com\)](#)