

CONNECT

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BUSINESS MODEL INNOVATION

HOW TO IMPROVE
PRODUCTIVITY INNOVATIVELY AND
INNOVATION PRODUCTIVELY

INNOVATION

- Appointment of the Board of Governors of Singapore Manufacturing Federation
- Nurturing & Cultivating Young Talents with the SME Talent Programme
- SiPi Undertakes Research and Benchmarking Projects in 2014



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Dear Fellow Members

Budget 2014 sees a continuation of the Government's support for businesses to restructure, boost productivity and enhance capability development. Welcoming the incentives for SMEs to increase productivity and improve the adoption of technology, SMF is pleased to note the extension of Productivity and Innovation Credit (PIC) and the introduction of the PIC+ Scheme.

The inaugural SMF Board of Governors (BOG) comprising of Mr George Yeo, Mr Renny Yeo and Mr Bob Tan was appointed on 28th January 2014. The BOG would enhance the Federation's corporate governance and accountability and provide an additional avenue to safeguard the interests of the Federation.

SMF officially launched a new initiative 'SMF Cares' during the Chinese New Year Celebrations 2014 where SMF adopted Club Rainbow and Lion Befrienders as part of the 'SMF Cares'. The Federation aims to cultivate a spirit of volunteerism in its staff and members. As much as the industry needs to stay competitive and increase their productivity, we must also remember to actively contribute back to society and the community we are in.

Singapore Innovation and Productivity Institute (SiPi) has embarked on the research study on Human Resources Factors' Influence on Business Model Innovation and Productivity in Singapore. SiPi has also undertaken the benchmarking study on Innovation and Productivity for the local Small and Medium Enterprise in the Manufacturing Sector. This will further benefit SMEs, allowing companies to expand and for leaders to understand more about productivity levels, helping them make better informed decisions in development plans, thus showing once again SMF's vast capabilities in helping our partners grow.

It is an exciting year, inevitably filled with challenges, and also opportunities for growth. I would like to extend my greatest appreciation to all our partners and members for their support. I wish everyone a successful and fruitful 2014!



George Huang
President
Singapore Manufacturing Federation



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*Information is correct as of March 2014.



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VISITORS TO SMF



7 Jan 2014 – Mr. Zhou Shaohua, Vice Director, the Administration Committee of Su-Tong Science & Technology Park and Mr. Simon Li, Vice-President of Singapore Manufacturing Federation



16 Jan 2014 – Visit from Her Excellency Hazel Francis Ngubeni, High Commissioner of South African High Commission in Singapore

5 Feb 2014 - Mr Sam Tan, Senior Parliamentary Secretary, Ministry of Foreign Affairs & Ministry of Culture, Community and Youth & Mayor, Central Singapore District attended Chinese New Year celebrations at SMF House



13 Feb 2014 - (3rd from right): His Excellency Rogelio Granguillhome Morfin, Ambassador Extraordinary and Plenipotentiary to Singapore



14 Feb 2014 – Meeting and Lunar New Year Luncheon with Mr Bui Son Dung and Ms Nguyen Viet Chi, Commercial Counsellor of Embassy of the Socialist Republic of Viet Nam

Appointment of the Board of Governors of Singapore Manufacturing Federation



(L-R): Mr. George Yeo, Mr. George Huang, Mr. Renny Yeo

At the Annual General Meeting of Singapore Manufacturing Federation (SMF) on 20 September 2013, one of the major changes made to the SMF Constitution was the introduction of the Board of Governors (BOG). The BOG enhances the Federation's corporate governance and accountability and provides an additional avenue to safeguard the interests of the Federation.

SMF is pleased and proud to announce that the inaugural SMF Board of Governors (BOG) comprising of Mr George Yeo, Mr Renny Yeo and Mr Bob Tan was appointed on 28 January 2014.



Mr George Yeo

Former Minister George Yeo is currently Chairman of Kerry Logistics and Vice Chairman of Kerry Group. His other appointments include:

- Member of the Foundation Board of the World Economic Forum, the Berggruen Institute of Governance, the Asia Pacific Advisory Board of Harvard Business School and the International Advisory Board of IESE Business School
- Independent Non-Executive Director of AIA Group Limited
- Member of the Economic Development Commission, Hong Kong
- Visiting Scholar at the Lee Kuan Yew School of Public Policy, National University of Singapore
- Patron of LASALLE College of the Arts and the Eurasian Association
- Honorary Officer of the Order of Australia
- Member of the Pontifical Commission for Reference on the Economic Administrative Structure of the Holy See
- Member of Nalanda University Governing Board and Chairman of the University's International Advisory Panel
- Advisor to the Sun Yat Sen Memorial Hall



Mr Renny Yeo

Emeritus President Mr Renny Yeo is currently Chairman of Singapore Accreditation Council, Director of SBACC and member of the SBACC Governing Council. His other appointments include:

- Council Member of Standard Council (SPRNG Singapore)
- Board Member of SPRING Singapore
- Independent Director of Oakwell Engineering Ltd
- Independent Director of Sin Heng Heavy Machinery Ltd
- Chairman of Proteam Committee for Manufacturing and Logistics Sector
- Director of Tenby Singapore Pte Ltd
- Director of Masquad Pte Ltd, Singapore
- Director of Masquad Lifestyles Pte Ltd, Singapore
- Director of Hydroball Technics (SEA) Pte Ltd
- Director of Hydroball Technics Holdings Pte Ltd
- Director of Passat Commercial Pte Ltd
- Director of Kay Lim Holdings Sdn Bhd, Malaysia
- Director of Bonanza Venture Holdings Sdn Bhd, Malaysia
- Director of Kinta Properties Holdings Sdn Bhd, Malaysia
- Director of KayLim Resources Bhd, Malaysia



Mr Bob Tan

Former Deputy President Mr Bob Tan is currently the Chairman of Jurong Engineering Ltd, Chairman of SINGNEX Holdings Pte Ltd and Chairman of Singapore LNG Corporation Pte Ltd, Vice President of SNEF and Chairman of ITE Board of Governors. His other appointments include:

- Director of SBF Holdings Pte Ltd
- Director of SMRT Corporation Ltd
- Director of CapitaMalls Asia Ltd
- President of Singapore Golf Association
- Council Member of Singapore Business Federation
- Co-Chairman of Tripartite Alliance for Fair Employment Practices
- Director of Inland Revenue Authority of Singapore
- Board Member of Ong Teng Cheong Labour Leadership Institute
- Member of NTUC Club Management Council
- Member of National Wage Council
- General Committee Member and Captain of Sentosa Golf Club

Spirit of Volunteerism Through 'SMF Cares'



Remarks by Mr. Sam Tan, Senior Parliamentary Secretary, Ministry of Foreign Affairs & Ministry of Culture, Community and Youth & Mayor, Central Singapore District

Singapore Manufacturing Federation (SMF) officially launched the new initiative 'SMF Cares' during the annual Chinese New Year Celebrations on 5 February 2014. The Federation along with 300 members and guests celebrated the festive event.

The Guest-of-Honour Mr Sam Tan, Senior Parliamentary Secretary, Ministry of Foreign Affairs & Ministry of Culture, Community and Youth & Mayor, Central Singapore District graced the launch.

Mr. George Huang, President, Singapore Manufacturing Federation wholeheartedly shared that "The main objective of 'SMF Cares' is to cultivate the spirit of volunteerism. With this initiative, SMF Secretariat plays a more active role in contributing to the community."



President George Huang and Mr. Sam Tan together with Mr Gregory Vijayendran, President of Club Rainbow (Singapore) and Mr. Richard Koong, Chairman of Lions Befrienders at the Official launch of SMF Cares Partnership

Mr Sam Tan, Senior Parliamentary Secretary, Ministry of Foreign Affairs and Ministry of Culture, Community and Youth, and Mayor, Central Singapore District similarly commended SMF for its admirable involvement in volunteering. He said "Beyond supporting the manufacturing industry, it is heartening to know that the Federation also sees to other society needs, and is actively contributing back to the community. Today, we will witness the official launch of the partnership between Singapore Manufacturing Federation, and Club Rainbow Singapore and Lion Befrienders under the 'SMF Cares' initiative."

Club Rainbow (Singapore) is a registered charity committed to helping children and youths suffering from a range of chronic and potentially life-threatening illnesses. The charity organisation supports more than 600 children, youths and their families.

Lions Befrienders is a voluntary welfare organisation which was founded in 1995. The mission is to provide friendship and care for seniors to age in place with community participation, enabling them to enjoy meaningful and enriching lives.

The staff members of SMF have organised monthly birthday celebrations at Lion Befrienders and held story-telling and art-and-craft sessions for some children at the KK hospital.

"Lions Befrienders has been working constantly to encourage more corporate bodies to support its efforts. We are delighted to partner SMF in bringing cheer to the lonely elderly in our community. We look forward to having more such collaborations not only with organisations such as SMF, but also with member-companies of the SMF," shared Mr. Richard Koong, Chairman of Lions Befrienders.

"With this wonderful new volunteer initiative in the Year of the Horse, SMF through "SMF Cares" is giving back to the community in a practical, tangible and committed way for hospitalized children. Art-and-craft and story-telling provide valuable respite and recreation to the Rainbow children. These activities become a springboard for their resilience against chronic illness," said Mr Gregory Vijayendran, President of Club Rainbow (Singapore).

The celebration continued with a hearty Chinese New Year sing-a-long with SMF Council members, secretariat and guests. This was followed by distribution of ang-pows from Mayor Sam Tan to beneficiaries on SMF's behalf. This jubilant event was concluded with a round of Lo-Hei and a buffet lunch.



SMF Council Members wishing all a prosperous New Year ahead

For members' companies who are interested to join us in the volunteer work, please contact us at contact@smfederation.org.sg

Network for Young Leaders

Since the formation of SMF in 1932, SMF has seen many leaders volunteering their time and resources selflessly to the work of SMF and Singapore. The Federation is constantly on a look out for future leaders who are able to contribute positively to SMF and the nation.

The Youth Network Function Committee (SMFY) was formed. Council member Mr. Tay Jih-Hsin was appointed the Chairman and Mr. Ryan Chioh as the Deputy Chairman.

The members of the network are also encouraged to participate in an array of events organised by SMF. This would provide an early opportunity to engage the would-be leaders and allow them to have a better understanding of the work at SMF. Representatives at aged 35 or younger are welcome to join the group.

Young leaders are able to ride on this platform which not only offers to further their leadership skills and widen their network, it also allows the members to connect to the community and contribute to the industry and the society.



From left: Alan Phua, Kenneth Loh, Ong Chu Ping, Diana Ong, Claire Ariela Shen, Tay Jih-Hsin, Richard Ng, Theodore Khng, Verleen Goh, Jonathan Tan, Gjan Lim, Yu Min Jie, Ryan Chioh

For more information, please contact **Mr Jonathan Tan**, email: jonathantan@smfederation.org.sg

53rd and 54th Batch IATSS Forum Application Now Open!



Join young participants around ASEAN for an opportunity of your lifetime!

The Singapore Manufacturing Federation (SMF) invites you to apply for the 53rd and 54th International Association of Traffic and Safety Sciences (IATSS) Forum. It will be held in Japan during May - July 2015 and September - November 2015.

For those budding leaders, the IATSS Forum is a great opportunity to meet like-minded peers from around the region and to learn more about their culture. This sets a regional platform for young leaders to share and exchange ideas through seminars, field studies and group discussions to solve current issues prevalent in the ASEAN region. Held in Japan, participants will find themselves truly immersed in an enriching and unique experience during their (57-day) stay.

Accommodation, flights and food are all fully sponsored by IATSS Forum. A great chance not to be missed! Closing date is 10th June 2014. Please contact the secretariat at iatssforum@smfederation.org.sg to apply.

Further information:
<http://www.iatssforum.jp/en/>



Nurturing & Cultivating Young Talents with the SME Talent Programme

14 February 2014 marks the inaugural Award Ceremony to recognize the pioneer batch of SME Talent Programme (STP) award recipients. The STP Award Ceremony, held at Raffles City Convention Centre, was graced by Mr Teo Ser Luck, Minister of State for Trade & Industry. A total of 16 recipients who came on-board the STP with Singapore Manufacturing Federation (SMF) received their certificates of award from Mr Teo Ser Luck during the Award Ceremony. Several of the STP recipients are expected to begin employment with the respective sponsoring SMEs upon graduation in May 2014.

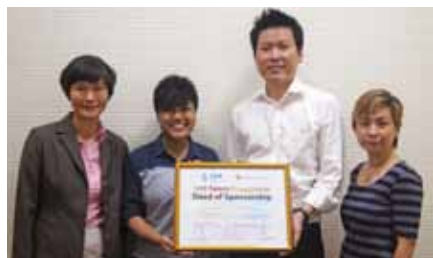
To date, the STP team has approved 28 SMEs for the programme, with 16 students successfully matched to 11 companies from a database of 250 students. In 2014, the STP team is focused on building a stronger pipeline of 'work-ready' STP candidates for approved SMEs by targeting graduating female students and National Servicemen completing their national service stint. The STP team is also targeting to increase the pool of approved SMEs to 60 by end-2014.



STP@SMF recipients

Stay tuned for the next STP write-up as the team shares more details behind the STP processes and tips on how to identify and shortlist the perfect candidate.

FarEastFlora.com



(L-R): Ms. Syon Yock Chun, Chief Finance Officer, Ms. Lee Mei Ling, Year 3 student in Ngee Ann Polytechnic pursuing Aerospace and minor in Business, Mr. Ryan Chioh, Managing Director, Ms. See Pei San, General Manager

"It is a good programme, a life-changing decision I have made. The sponsorship could fund the university education I aim to pursue in the near future. I have always been interested in Business and Marketing. I am delighted that FarEastFlora.com has given me the opportunity to get the on-job experience," Ms. Lee Mei Ling, pursuing a Diploma in Aerospace and minor in Business.

Ban Choon Marketing Pte Ltd

Mr. Lim Thiam Lye, Asst. HR & Admin Manager, Ban Choon Marketing Pte Ltd and Mr. Brian Ng, Year 2 student pursuing Diploma in Supply Chain Management at Republic Polytechnic



"I took up the STP as I would like to grab the opportunity. I think it is a good programme for students fresh from the school. The programme offers an on-job training which is a great learning curve for students," said Mr. Brian Ng, pursuing Diploma in Supply Chain Management at Republic Polytechnic.

"It has always been a challenge to attract younger generation among SMEs. With STP, we hope to attract more young talents to join our organization. We welcome the younger generation to join us. We are ready to provide the necessary training. The young workforce creates a vibrant working environment. They could contribute new ideas and bring the organisation to the next level of growth," said Mr. Lim Thiam Lye, Assistant HR & Admin Manager, Ban Choon Marketing Pte Ltd.

Freshening Industries Pte Ltd



Freshening Industries Pte Ltd is delighted to welcome the scholars on-board

"I have interest in the design of advertisements and graphics. I am delighted to receive the scholarship offered by Freshening Industries Pte Ltd. The opportunity allows me to build upon my creativity and innovativeness during the on-job experience. Furthermore, with the sponsorship given, I would be able to pursue further studies after the hands-on training in the company," shared Ms. Lin QiuPing, final year student in Temasek Polytechnic, pursuing a Diploma in Business Process & Systems Engineering.

"This is a good programme, it allows students to plan ahead. Freshening has offered a structured career path. I am delighted to join the company as the flexibility among management would definitely enhance the learning experience," said Mr. Rayson Sim, final year student in Ngee Ann Polytechnic, pursuing a Diploma in Electrical Engineering.

"The STP aids Freshening Industries in our long term business planning. We have a structured career path for the students coming on-board. The STP helps in the matching of student talents we need. It scales down the time to search for an appropriate worker. The programme prepares our company in the expansion plans, and likewise, it is beneficial for students to plan ahead. We provide extensive training for the student during their term of service in order to enhance their learning journey with us," shared Ms. Shermaine Tay, Marketing Executive, Freshening Industries Pte Ltd.

"We are selective in the hiring process. We are willing to invest in the right candidate who has the right attitude. We have projected a 45% growth in 2014, therefore we constantly source for talents to join our ever-growing business," said Mr. Jonathan Phoon, Executive Director, Freshening Industries Pte Ltd.

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Singapore Manufacturing Federation Welcomes Budget 2014



The Singapore Manufacturing Federation (SMF) welcomes Budget 2014 which was released on 21 February 2014, after days of building anticipation.

With the Pioneer Generation Package taking the spotlight, Budget 2014 addressed the key concerns of the nation, living up to its theme “Opportunities for the Future, Assurance for our Seniors” as Singapore strives towards a more equitable society.

In Budget 2014, concerns within the business groups had been aptly addressed. The budget provides more support for businesses that are facing the pressures of restructuring their operations and the constraints of the labour market. Past budget policies were revised to enhance greater support in the business sector, especially supporting productivity and growth for Small and Medium Enterprises (SMEs).

In light of the pre-budget talks and forums, SMF conducted a survey garnering feedback concerning the budget. The survey involved SMF’s 10 Industry Groups and 6 Centres of Excellence as well as 140 company representatives, with more than 90% of the respondents from the SMEs.

SMF is pleased to welcome these changes presented by Budget 2014, most notably the extension of the Productivity and Innovation Credit (PIC) scheme from year of assessment 2015 to 2018. This was one of the feedback initially noted by SMF, whereby according to its annual survey, 100% wanted an extension of the PIC scheme.

The feedback also expressed concern that the PIC criteria were difficult to meet and would thus like it to be reduced. This has been adequately addressed through the introduction of the PIC+ scheme for SMEs. Through this scheme, the expenditure cap was increased from S\$400,000 to S\$600,000 per year. This would be highly beneficial in aiding SMEs cover for necessary financial costs to implement their business models.

With the extension of the PIC scheme, businesses can now focus more on sustainability and long term productivity, furthermore, with the increased expenditure cap, smaller SMEs are given more financial assistance to cover costs required for growth. SMF will continue to aid businesses especially through this time of change, by helping them to expand their capacity and capability.

SMF feels that increasing productivity based on technology alone may not be sufficient for some companies. At SMF, we promote Business Model Innovation (BMI) to assist companies in transforming and growing their business in a sustainable manner. With the enhancement of existing policies, such as the enhancement of the Research and Development (R&D) scheme and the refining of the Land Intensification Allowance (LIA) scheme, it gives businesses more opportunities to improve and effectively implement their BMIs.

Singapore will continue to experience a tight labour market and a high cost environment. As such, SMF welcomes the incentives provided by Budget 2014 which promote growth in business productivity.



Mr Douglas Foo, BBM, Deputy President, SMF, Mr. Philip Lee, Honorary Treasurer, SMF, Mr Birch Sio, Chairman, SMF Health, Safety, Security & Environment Function Committee, and Mr Adam Hamid, Council Member, SMF discussing on Budget 2014

SiPi Think Tank Dialogue 2014



The annual SiPi Think Tank Dialogue 2014, organised by the Singapore Innovation and Productivity Institute (SiPi), was held on 21 February at SMF Auditorium. Themed “Business Model Innovation (BMI)”, the dialogue was very well attended by more than 60 senior management representatives from the business community.

In his opening speech, Mr Lam Joon Khoi, Secretary-General of SME, insightfully remarked that “Innovation is not rocket science, rather it is figuring out which business model is best for you and how to apply it.” He also emphasised that the obstacle is not in creating a new business model, but in thinking of ways to implement it.



Dr Michael Teng, Assistant Secretary-General of SMF (standing on right), giving a demonstration on how David eventually defeated Goliath

In his presentation titled “Business Model Innovation - How the Small can Beat the Big Companies”, Dr Michael Teng, Assistant Secretary-General of SMF, shared how SMEs can overcome their larger competitors by drawing analogy from the story of David and Goliath. His enlightening and witty presentation was accompanied by an enjoyable demonstration of how David defeated Goliath with the strategy of targeting the right niche and executing with innovativeness and productivity with BMI. Dr Teng explained that “Productivity is a given necessity in companies and in business. In order to remain competitive, one will need more than just productivity, and that is innovation.”

During the Main Dialogue session, the participants were clustered into four workgroups to discuss the influences of the implementation of innovative business model, namely Corporate culture and leadership, Family business vs. Professional management, External environment and factors, and Strategy development.

The first workgroup “Corporate culture and leadership”, discussed on risk management and reward systems, and emphasised that employee engagement is more effective

than monetary rewards. “Family business vs. Professional management” discussed on talent management, and how to incorporate external employees within a family run business. “External environment and factors” highlighted influences such as government policies and overseas competition and regulations. Lastly, “Strategy development” discussed the importance of differentiation with market niche.

Following the brainstorming session, participants presented their discussions and opened for questions and discussions. The participants also shared the best practices that their companies are currently exploring, providing great practical insights and enabling an impromptu exchange of feedback and suggestions.

“It is a good platform to meet business entrepreneurs. The guidance given is an encouragement to many of us. The speakers provide informative knowledge which helps to tackle problems faced by SMEs. They provide good examples and business leaders are able to re-formulate it for their respective companies. In short, the dialogue session offers a clearer picture for all business leaders and help us to clear the doubts faced in the business,” said Mr. Siew Yit Foong, Managing Director, Cititech Industrial Engineering Pte Ltd.

“The SiPi Think Tank Dialogue session allows us to have a better understanding on SMF and its offerings. We understand that SMF works with various government agencies and assist SMEs in their business process. The assistance is beneficial to all SMEs especially in their expansion plans. We look forward to more sessions to share the perception and knowledge among the business leaders. I hope to see more MNCs joining the session as they would be able to share on different perspective and offer the necessary support to SMEs,” shared Mr. Michael Lim, General Manager, Oilfield Services & Supplies Pte Ltd.



Mr Chang Phuan Heng (standing), Senior Manager of SiPi, leading a table discussion on Corporate Culture and Leadership with participants

SiPi Undertakes Research and Benchmarking Projects in 2014



As part of the strategy to generate new knowledge on innovation and productivity, Singapore Innovation and Productivity Institute (SiPi), the productivity centre in SMF, has awarded two landmark studies to Frost & Sullivan, and Murdoch University respectively for the Research and Benchmarking projects in the first quarter of 2014.

The objective of the nine-month study is to research into the impact of human resource factors such as corporate culture, leadership on Business Model Innovation and Productivity in Singapore.



The signing ceremony with Mr. Peter Waring, Associate Professor, Singapore Dean, Murdoch Singapore Office and Mr. Douglas Foo, Chairman of SiPi Board of Directors, Deputy President, Singapore Manufacturing Federation

manufacturers and businesses enhance their competitiveness, and address current and future challenges,” said Mr Manoj Menon, Managing Director of Frost & Sullivan.

On the other hand, Murdoch University was awarded the one-year benchmarking project for productivity. The study aims to characterise industry performance through the establishment of top 5 to 8 indicators in innovation and productivity and building a good benchmarking database of local Small and Medium Enterprise (SME) manufacturing and engineering services companies. The collaboration also includes the development of an online benchmarking analytics portal that allows companies to self-assess and benchmark their productivity and competitiveness vis-à-vis industry peers.

With a baseline of productivity performance from at least 200 local SME manufacturing companies in the first year, the study seeks to offer visibility on industry progress in innovation and productivity improvements.

“The benchmarking study is beneficial for SMEs in the long run. Companies will be able to assess their level of innovation and productivity through this portal. It is useful for leaders to understand the company’s relative level of productivity before embarking on its development plans,” said Mr Douglas Foo, Chairman of SiPi Board of Directors.

Both research and benchmarking findings will be shared at the Singapore Innovation and Productivity Conference 2014.



(L-R): The signing ceremony with Mr Tim Chuah, Principal Consultant, Frost and Sullivan, Mr Manoj Menon, Managing Director, Frost and Sullivan, Mr Lam Joon Khoi, Secretary-General, SMF, and Director, SiPi Board, Dr Michael Teng, Assistant Secretary-General, SMF

Mr Lam Joon Khoi, Director of SiPi Board, and Secretary-General of Singapore Manufacturing Federation explained the Human Resource focus of this forward-looking study: “SMEs in Singapore are operating in an increasingly challenging environment with escalating cost and labour shortage. They need to be innovative in their business models to sustain their operations and improve productivity. However, good business model and productivity initiatives often fail because of poor implementation particularly due to human factors. Hence, this study is a practical look into the drivers for application.”

The service provider, Frost & Sullivan, believes the study findings will help guide the development of manufacturing enterprises in Singapore and support their transformation. “The study will explore various businesses, cultural and human factors that contribute to Business Model Innovation (BMI) in firms. This will increase our understanding on how businesses can foster a dynamic environment that creates new products, services and business models to deliver higher growth. Shifting the focus beyond productivity to BMI will help Singapore

Fast-Tracking Your Academic Journey with WSQ Credit Value



**SMF Institute
of Higher Learning**

Working adults, who wish to upgrade to a Diploma, can now use their WSQ Certificate credits to apply for the Foundation Course for SMF Institute of Higher Learning's Diploma programmes. The 6-month Foundation course prepares GCE "O" Level graduates for the Institute's Diploma programmes. Students will be given a solid foundation in "Ideas and Critical Analysis", "Introduction to Management", "Introduction to Accounting" and "Fundamentals of Economics". A maximum of 2 modules exemptions will also be possible, allowing the Foundation course to be completed within 3 - 4 months.

The Institute's Academic Board has compared the WSQ competency with SMF academic curriculum and concluded that the WSQ qualifications can be recognised as a complementary to the GCE 'N' and 'O' Level admission criteria required for the Foundation level. This will allow many employees among SMF member companies or those from other industries such as Tourism and Food & Beverages, a possible pathway to upgrade their academic qualifications. "This articulation allows those who missed the opportunity for further education a second chance to gain a Diploma and thus open up more career opportunities and yield a higher income," says Dr Chey Chor Khoo, Acting Academic Director at SMF Institute of Higher Learning.

The institute offers a wide range of Diploma courses that allows graduates to proceed into the 2nd Year of the institute's partner Universities such as Murdoch University. These diploma courses include Diploma in Business Administration, Diploma in Business Management, Diploma in Mass Communication, Professional Diploma in Security Management and Diploma in Information Technology. The Institute also offers a Specialist Diploma in Psychology which allows specialisation in Childhood, Counselling or Business Psychology. By the end of 2014, the institute will introduce a new specialisation - Sports Psychology.



Students at SMF Institute have unique opportunities to interact with the SMF Industry Group leaders

(L-R): Mr. Billy Wong, Chairman of the Automation Technology Industry Group, SMF, Mr. Rowan Tan, Co-Chairman of the Building Products and Construction Materials Industry Groups, SMF and Mr. Cheong Chung Kin, Chairman of Food & Beverages Industry Group, SMF

The Institute's Diplomas are unique as they are the only private Diplomas in Singapore endorsed by over 10 Industry Groups under Singapore Manufacturing Federation. The Institute works closely with these Industry Groups to review and align the curriculum to ensure our graduates receive a robust education that will make them "Work-ready". Students also have the opportunity to get tips from industry leaders on how to succeed in the different sectors. The institute continues to evolve and look for new opportunities to offer courses that serve the aspirations of our younger generation and the demand for a quality workforce.

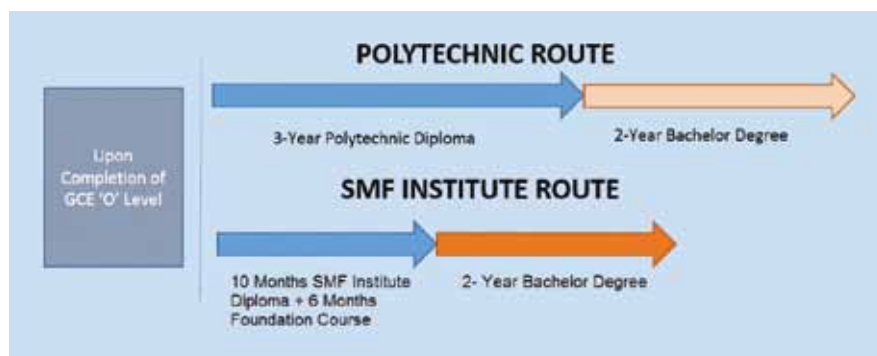


Diagram: Fast-tracking Your Academic Journey with WSQ Credit Values

For more information on the educational pathways and courses available at SMF Institute of Higher Learning, please contact **Ms Jennifer Lim** at enquiries@smf.edu.sg

Design a Training Plan for Your Employees Today!



In today's competitive business environment, employers are striving to improve human capital through training. Improving employee skills is not only about skills related to their specific field but also improving skills related to interpersonal and communication. These skills may be more important than field related abilities. Thus it is important that a training plan is devised prior to the delivery of any structured training.

Start with a Training Needs Assessment

Needs Assessment is the process to identify "gaps" between current performance and department/organizational objectives.

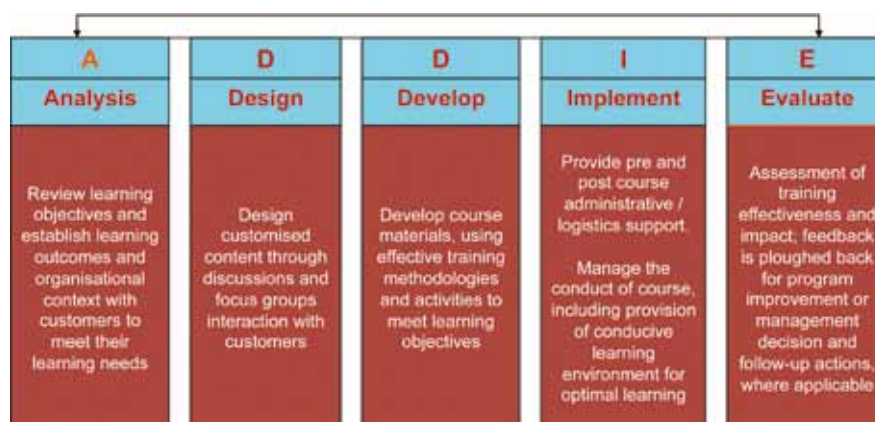
An assessment process serves as a diagnostic tool for determining what training needs are to be developed to help individuals and the organization accomplish their goals and objectives. This assessment looks at employee and organizational knowledge, skills, and abilities, to identify "gaps" or areas of need.

Once the training needs are identified, the next step is to determine and develop objectives to be accomplished by the training. These objectives will form criteria for measures of success and utility.

Managers should make recommendations for training based on performance issues or gaps between performance and objectives. This analysis can also be performed on an organization-wide level by Training and Development managers who survey the organization to identify needs.

At SMF Centre for Corporate Learning (CCL), we apply the ADDIE approach to help your company with Training Needs Assessment.

Integrated Approach to Addressing Training Needs



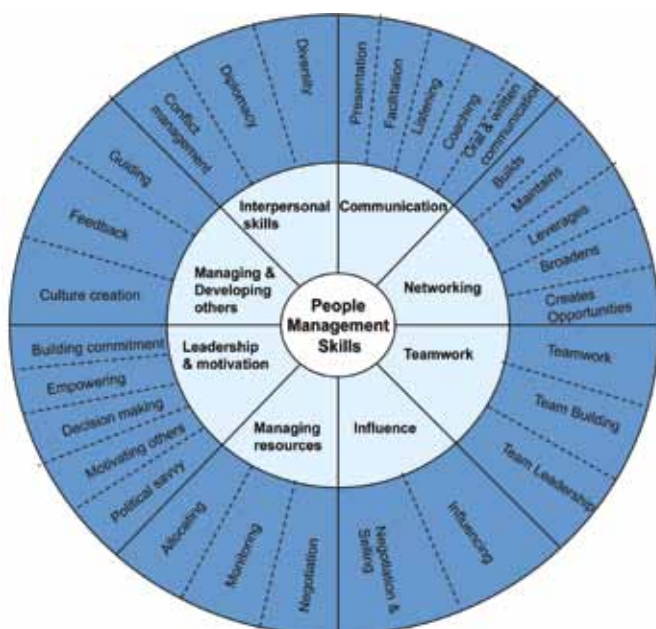
ADDIE Approach

Factors that may lead to Training Needs

- Re-organization processes
- Business Process Re-engineering
- Process Improvements
- Reductions in Force
- Layoffs/Transfers/New Hires
- Staffing Changes/Promotions
- New equipment/Technology
- Performance/Safety Issues
- Problems in Production/Safety
- New Systems/Procedures
- Changes in Laws/Regulations
- Succession Planning

SMF CCL will assist you to review the information gathered and determine which areas/needs are most important to receive training. We will then determine the desired outcomes from the training to address these areas. These outcomes could serve as measures of success (validation) of the training.

*Article is contributed by Dr Vincent Wee,
Director of CCL*



People Management Skills Chart

Q&A Session with Centre for Corporate Learning



Understanding the importance in training your employee.

Q: *Why should the company invest in training?*

A: Company should invest in training because it is more than just building the skills and knowledge of each individual. Training is also for their own personal growth. However, too many managers view training as a luxury, rather than a competitive and strategic necessity for the company.

Q: *What are the benefits of training?*

A: Let's say we have 2 companies: Company A provides regular training for their employees and Company B does not. Company A will most probably have an easier time recruiting as compared to Company B. Nowadays, job applicants are looking for an environment that fosters personal growth and development. Training is every bit as important as the compensation package. Company A will also enjoy higher retention of employees because the company believes in employee's personal growth. With lower turnover rate, employees will be more productive and motivated. Company A will have better output as employees will pack their new knowledge and skills into everything they do.

Q: *How to ensure training is effective?*

A: The kind of training employees received is important and training will be effective only when certain conditions are met. The first and most important point is commitment from top management. Without that, training will not

be all constructive. Top corporate leaders must embrace training enthusiastically in corporate communications and business plans. Secondly, the company must begin with an accurate assessment of their pros and cons. The goal is to demonstrate that with acquisition of new skills through training, employees' job performance will be enhanced. Lastly, after completion of training, company must provide an opportunity for employees to apply the skills. People cannot successfully learn the skills without practicing on the job.

Q: *How does SMF CCL conduct the training needs analysis?*

A: During the needs analysis, our consultant start off with asking SME organisation a series of questions that lead to four aspects of their needs, namely – Business Needs, Performance Needs, Learning Needs and Learner Needs. This is a reversed order to the Kirk Patrick's course evaluation model (Reaction, Learning, Behaviour and Results). Thus, the gaps of meeting Business and Performance requirement are identified first, followed by learning outcome expectation and learners' preferred learning styles and requirement to maximise entire learning productivity. This way, the need analysis is covered holistically and training recommendation and non-training intervention can then be mapped out accurately to bridge those gaps.

Free Training Needs Assessment For SMF Members



According to other SMF Members who have benefited:

"Along with improved work processes and staff welfare, we have achieved significant cost savings and our production capacity has increased by 25%."

Mr Jason Lee (Managing Director of Home's Favourite Pte Ltd) participated in **SME QIANG**, an effective training solution to enhance productivity in SMEs.

"Training can improve our work environment and our personal development. It makes me feel more confident."

Mr Rosli (Maintenance of Whitford Pte Ltd) participated in the **WSQ Apply 5S Techniques**. The course includes having visual order, organisation, cleanliness and standardisation.

Please contact us at **6826 3100** or email us any enquires at ccl@smfederation.org.sg

Navigating Through Government Grants With SME Centre@SMF



Mr. Nelson Lim, Chief Executive of TranZplus Engineering (S) Pte Ltd shares the benefits of the productivity toolkit

In this issue, the CONNECT team visited two companies to find out how SME Centre has assisted in their search for the government grants available to enhance greater productivity.

Aspire To be the Preferred Mechanical Power Transmission Specialist

Established since 2000, TranZplus Engineering has grown to become a dynamic company that offers technologically advanced mechanical power transmission solutions for Factory Automation, Electronic Manufacturing, Oil & Gas and Pharmaceutical Industries. However, it was not a smooth sailing path for TranZplus. Under the leadership of Mr. Nelson Lim, Chief Executive of TranZplus Engineering (S) Pte Ltd, the company has transformed. Moving forward, Mr. Lim is looking forward to setting up a TranZplus Academy, with the objective to achieve knowledge transfer among the stakeholders.

TranZplus joined Singapore Manufacturing Federation (SMF) as a member in 2012. They have since received tremendous support from the SME Centre@SMF. They heed the advice of the business advisors from SME Centre@SMF. That resulted in major changes in the company.

“We embarked on productivity toolkit such as 5S and Kaizen. Mr. Winston Kum from the SME Centre has readily offered great assistance. Within six months, we see major changes in the assembly areas. Labeling the products and keeping a neat and tidy area aids in enhancing productivity at work,” shared Mr. Lim.

Mr. Lim shared that during the initial stage of implementing the changes, staff were not convinced. Hence he brought consultants to train his staff. They were happy with the changes made as they experience greater efficiency at work. In addition,

Mr. Lim advocates an employee oriented corporate culture. He believes the strength of the company lies with the employees. He values his employees and gave opportunities and rewards for those who offer innovative ideas for further improvement. “I offer monetary rewards for any employees coming up with innovative ideas. They take pride in their work and are committed. The bottom-up approach is definitely effective and benefits all parties,” said Mr. Lim.

“I sincerely appreciate SMF for its effort and commitment to the manufacturing companies. SMF has managed to change our company. In the past, I have always wanted to reach out for external assistance from the professionals. However I do not have the right connections. SMF offers a variety of seminars and training programmes. It has changed my mindset and also my staff. I have attended several useful and relevant seminars and sent my staff for training under preferential rates offered by SMF!” concluded Mr. Nelson Lim, Chief Executive, TranZplus Engineering (S) Pte Ltd.

Relook at the Business Model for Greater Productivity

For more than six decades, De Cheng Xin Xing Trading Pte Ltd has grown from a humble grocery and provision shop to a formidable wholesaler and food services provider. They offer local brands that are competitive to the market. They strive to maintain their quality products at wholesale prices, earning them a group of regular customers who enjoy quality products at lower prices.

The Goh siblings, Ms. Nicole Goh, together with Mr. Andrew Goh, Managing Director, took over their family business. “We would like to maintain the roots of the business. However, due to the competitive market, there is a need for us to brand our products. We have moved forward to direct import abalone and premium bird nest. Gradually elevating ourselves instead of staying as a grocery provision shop. We believe there is a demand for the high-end products. The implementation of the new changes is very important. We would definitely need assistance from professionals and governments to bring us through the implementation process,” said Ms. Goh.

“It is challenging for us to work alone as a SME. SMF is a great partner. It allows us to tap into the various essential resources we require. In addition, the regular newsletter enable us to keep abreast with the latest business trends and global outlook. With the current labour crunch, we have to re-think of ways to run our business model in order to stay competitive in the long run,” said Ms. Goh.

Ms. Goh explored the opportunity to find out more on the ways to improve productivity and business process from the

productivity managers from SME Centre@SMF. The company embarked on Integrated Management of Productivity Activities (IMPACT) Primer tool and Capability Voucher for SME Management Action for Results (SMART) consultancy. IMPACT measures the effectiveness of the company's productivity using key indicators. SMART accesses the company's business model capabilities by identifying strengths, weaknesses and areas for improvement.

"In the process, we are able to prioritize gaps identified and develop actionable roadmap to improve our business management capabilities. They are very useful as they help us to identify key performance indicators and productivity levers so as to ensure that our business model is viable and healthy in the long run," commented Ms. Goh.

"The productivity managers from SME Centre@SMF are helpful, friendly and patient. Through them we understand the importance and usefulness of the productivity toolkits in improving the business process. These tools are also used as our

performance indicators. They also offered to assist us in finding out more information on any possible government grant that we can tap on if there is any area that we wish to explore further based on their recommendations. We are appreciative of their efforts," concluded Ms. Goh.



De Cheng Xin Xing Trading Pte Ltd imported premium abalone under the brand – Imperial

Manufacturing Solutions Expo (MSE) 2014!



MSE is a one stop show targeted at manufacturing professional, policy makers and business decision makers. MSE 2014 aims to showcase the industry's best ideas, innovative technologies and cost effective manufacturing solutions to meet the growing needs of manufacturing companies.

Integrating industry trends, technology and trade into six segments – Industrial Automation Solutions, Enterprise System Solutions, Resources Management Solutions, Packaging/Storage Solutions, Transport/Logistics Solutions and Consultancy/Training Services, the trade show promises three brisk days of networking, thought leadership, industry collaboration and sharing of ideas that inspire learning.

Exhibit Profile

1. Industrial Automation Solutions
2. Enterprise System Solutions
3. Packaging / Storage Solutions
4. Transport / Logistics Solutions
5. Resources Management Solutions
6. Consultancy / Training Services

Date : 8 – 10 October 2014

Venue: Suntec City Convention Centre,
Hall 401- 403

Contact us at
gracesiew@smfederation.org.sg
to find out more!

Introduction to Unique Device Identification (UDI)

The IMDRF (International Medical Device Regulator Forum), the United States Food and Drug Administration (FDA) and the European Commission are aiming for a globally harmonised and consistent approach to increase patient safety and help optimise patient care by proposing legislation for Unique Device Identification (UDI). The Unique Device Identifier (UDI) is a system used to mark and identify medical devices within the healthcare supply chain. The U.S. FDA released a rule which establishes that a common, worldwide system for product identification should be applied to all medical devices placed on the U.S. market with effect from 24th September 2014.

The rule establishes that:

- a unique device identifier number should be assigned by the device manufacturer to each version or model of a device,
- the unique device identifier be both in human readable format and in AutoID format. By default, this information will be applied on the label of each device uniquely identified.

For more information on UDI, please visit <http://www.gs1.org/healthcare/udi>

GS1 Accredited as Issuing Agency for UDI by the U.S. Food and Drug Administration

BRUSSELS, Belgium (17 December 2013) – GS1, a leading global standards organisation, has received accreditation by the U.S. Food and Drug Administration (FDA) as issuing agency for unique device identifiers (UDIs). Global GS1 Standards meet the government's criteria for UDIs and will help manufacturers to address requirements of the new FDA UDI regulation, which was published in September 2013 to support patient safety and supply chain security.

"GS1's single, global system of standards across the entire healthcare supply chain is fundamental to enable an efficient and effective implementation of UDI by all healthcare stakeholders worldwide and to assist them in complying with the new regulation," said Miguel Lopera, President and CEO of GS1, which has headquarters in Brussels, Belgium. Read the full Press Release at <http://www.gs1.org.sg/News/PressRelease.aspx>.



Benefits of using GS1 Standards for UDI implementation

GS1 Standards is the most renowned and adopted identification system worldwide, garnering more than 5 billion transactions per day. Built on a foundation of identification keys and attributes, for example the batch number and the Global Trade Item Number, the GS1 System is exclusively suited to meet the varying needs of healthcare industries. The GS1 System provides an outstanding comprehensive framework to ensure interoperability between healthcare stakeholders. Many business processes benefit from the visibility GS1 Standards provide, such as; product traceability, anti-counterfeit and medication authentication, product recalls, inventory management, eProcurement, bedside scanning and use of Electronic Health Records (EHR).

A report entitled "Strength in Unity" by McKinsey & Company has estimated the benefits - in lives and value - of implementing one single global standard in Healthcare. To download the report, please visit www.gs1.org/healthcare.

GS1 Standards can support components of the proposed FDA UDI System

UDI Unique Device Identification	GS1 Product Identification
DI Device Identifier (DI)	GTIN Global Trade Item Number
PI Product Identification (PI) (if applicable) <i>Product Identifier data will vary by medical device type and manufacturer current practice</i>	AI Application Identifier (AI) - Expiration date AI(17) - Lot/Batch AI(10) - Serial Number AI(21)
DI + PI = UDI	GTIN or GTIN + AI(s) = UDI

Getting ready for UDI

Singapore medical device manufacturers and suppliers who are thinking of implementing UDIs can contact GS1 Singapore for assistance. GS1 Singapore will also be conducting briefing seminars to help companies implement GS1 Standards including on FDA UDI requirements.

For more information, please contact us at
contact@gs1.org.sg or 68263077 (Hotline)



Advancing Global and Local Standards

The Standards Development Organization at Singapore Manufacturing Federation has been appointed by the Singapore Standards Council to manage, develop and promote manufacturing standards under the new Manufacturing Standards Committee (MSC), with effect from 1 April 2014.

Various stakeholders in the manufacturing and logistics sectors have volunteered their time and expertise to the Protem Committee for Manufacturing and Logistics Sectors, chaired by Mr Renny Yeo, a member of SMF Board of Governors. Over the course of a year, the Protem Committee identified areas where standardization is recognized as a critical priority for increasing competitiveness and productivity. The outcome of this investment in time and expertise lies in the formation of the MSC.

The Manufacturing Standards Committee will be helmed by Mr Tay Jih-Hsin, Chairman of the SMF-SDO Steering Committee, where they aim to provide general policy direction and advice on strategies for future standards development. The MSC will represent Singapore in international standardization



activities, ensure the manufacturing sector is kept abreast of developments in international standardization arena and adopt appropriate initiatives to safeguard and advance the interest of our local manufacturing industry.

As Mr Renny Yeo stresses, an important subject in standardization work is “how to forecast future demand of standards.” It is the mission of MSC to be the constant watchman of international and national trends in standardization and to maintain the industry’s competitiveness through standards development.

Launch of SS 590

2013 Singapore Standard for HACCP-based Food Safety Management Systems



From left: Ms. Annabelle Tan, Chairman, Packaging Council of Singapore, Managing Director, Brite Koncept Pte Ltd, Ms. Zhang Jia Lin, Chairman, Lifestyle Industry Group, Director, Inflo Health Services Pte Ltd, Mr. Tan Khieng Sin, Chairman, Food Standards Committee, Mr. Lim Kay Kong, Deputy Chairman, Food Standards Committee

The new SS 590:2013 Singapore Standard for Hazard Analysis and Critical Control Points based (HACCP-based) Food Safety Management Systems was launched on 10 January 2014.

SS 590:2013 introduces a robust food safety management system standard in Singapore that will enhance the credibility and competitiveness of food companies in local and global markets, covering various requirements such as sourcing, processing, storage, transportation, distribution and offering for sale or supply of food in any sector of the food chain.

SS 590, developed by the Food Standards Committee under Singapore Standards Council, brings two main benefits. First, the enhancement to the branding of food manufacturing

companies in food safety which in turn promotes exportation overseas. Secondly, it offers a smoother transition to adopt the international ISO food safety management system standard (ISO 22000). This will be particularly helpful to small and medium-sized enterprises (SMEs) which may not have sufficient resources to immediately adopt ISO 22000.

Mr. Tan Khieng Sin, Member, Singapore Standards Council, Chairman, Food Standards Committee, shared in his welcome address that “The SS 590: 2013 will supersede the SAC HACCP Document No. 2 as the certifying document for HACCP certification in Singapore. This standard is established as a modified adoption of ISO 22000: 2005, which implies that more than half of the standard in terms of structure and clauses would be identical to the ISO standard.”

“SMF encourages food manufacturers to adopt SS 590. Through its implementation and adoption, the food safety and productivity of these businesses’ food products and services will improve, hence enabling access to targeted international export markets. With Singapore being a smaller economy, we still have to continually improve our food standards to maintain a strong foothold in the global arena,” said Mr Lam Joon Khoi, Secretary-General, Singapore Manufacturing Federation.

“The response for this launch has been very encouraging. The launch cuts across all fields and it serves as a guide for companies which are unsure of what to do. Overall I am very happy with the outcome”, shared Mr. Lim Kay Kong, Executive Director & Group R&D Manager, Group PrimaR&D Centre.



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Launch of Business Expansion Programme Online Portal for SMEs Expanding into Iskandar Malaysia & Riau Islands Indonesia



From left: His Excellency, Dato' Husni Zai Bin Yaacob, the Malaysian High Commissioner to Singapore, Mr. George Huang, President, Singapore Manufacturing Federation, Mr. Lee Yi Shyan, Senior Minister of State for Trade & Industry and National Development, and His Excellency, Mr. Andri Hadi, Indonesian's Ambassador to Singapore

The Business Expansion Programme (BEP) Online Portal was launched on 16 January 2014 by Mr. Lee Yi Shyan, Senior Minister of State for Trade & Industry and National Development, at an industry event attended by 230 participants and business leaders. The event was also attended by His Excellency, Dato' Husni Zai Bin Yaacob, the Malaysian High Commissioner to Singapore and His Excellency, Mr. Andri Hadi, Indonesian's Ambassador to Singapore.

A complementary tool to the Business Expansion Programme, the new portal is developed by the Singapore Manufacturing Federation (SMF) with the support of SPRING Singapore. In addition to a self-assessment tool to help SMEs strategise their expansion, the portal provides relevant and up to date information to help companies to consider the option of expanding into either region. The portal also provides a rich online collection of information and contains case studies to assist SMEs seeking to transform their business processes and expand their geographical footprint. By tapping into the competitive advantages present in the region, SMEs are able to raise their overall productivity and output.

The Business Expansion Programme (BEP) was launched by SMF in January 2013, to help SMEs looking to expand their businesses to the Iskandar Malaysia and Riau Islands Indonesia. Through BEP, SMF has helped more than 45 companies in taking their nascent steps towards expansion and reached out to more than 500 companies. 12 companies have also attended in-depth consultancy with SMF.

Mr. George Huang, President, Singapore Manufacturing Federation, shared in his welcome address that "the launch of the portal is a significant milestone for SMF because apart from providing a rich collection of information online, we are now

able to help SMEs perform basic diagnosis of their expansion needs. The diagnostic tool in the Portal will provide SMEs with an estimate of the cost of their expansion. We believe that the business community in Singapore will benefit from the launch of this Portal".

"With the strong industry partnerships and regional networks of our Trade Associations and Chambers, SMF can play an important role in linking up SMEs in Singapore, Iskandar and Riau Islands Indonesia. The BEP initiative will be useful in helping our enterprises tap on regional opportunities. I urge SMEs to tap on the BEP portal to expand into Iskandar and Riau Islands Indonesia for regional growth," shared Mr. Lee Yi Shyan, Senior Minister of State for Trade & Industry and National Development, during his keynote address.

Following the launch, distinguished speakers from Frost & Sullivan, KPMG, Ascendas and Gallant Venture shared on their expertise and addressed business concerns in expansion plans to Indonesia.



Keynote address by Mr. Lee Yi Shyan, Senior Minister of State for Trade & Industry and National Development

"I gained more insights into the various business expansion plans. The programme was enriching and I would definitely share this information with my clients who are in the manufacturing industry," shared Ms. Audrey Tan, Business Engagement Consultant, POOL4TOOL Asia Pacific Pte Ltd.

"It was a very interesting programme. I learned more about the Business Expansion Programme, especially the developments in Iskandar and Riau Islands, which I found was an eye opener for me," shared Ms. Cassandra Tan, Business Research Executive, Italian Chamber of Commerce in Singapore (ICSS).

"We appreciate the initiatives of Singapore government and SMF to work on a "synergy" platform for the successful induction of the website. The platform is very informative for any entrepreneur with an intention of doing business in the respective locations," Satish Chandran, DMG Events, Regional Director.

It's Your Business To Care

Mentally Healthy People = Happy People = Productive Workforce

Are you aware if any of your workers are dealing with issues of grief, trauma and crises, such as death, illness, family breakdown, violence, abuse, disaster, accident, loss of job or life changes? It can affect them emotionally and impact their performance at work.

Smart employers know this – that the company is only as strong as its people.

It's your business to care.

Caring for the psycho-emotional needs of your staff doesn't have to be difficult.

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- ✓ direct your staff who need trauma/crisis counselling (workplace accidents, sudden death/loss or retrenchment cases) to call our centre for an appointment.
- ✓ report an incident and we will respond to your query within 30 minutes.

We are available during critical times to meet your organisation's needs.

For more information about our services, workshops or talks, please call: 6788 8220; email: reachus@emcc.org.sg



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DEFENSE & SECURITY 2013

Celebrating 10th anniversary of the regional Tri-Service Asian Defence Exhibition



DEFENSE & SECURITY 2013 celebrates the 10th anniversary of the regional Tri-Service Asian Defence Exhibition, Conference and Networking event. The

exhibition was held in Bangkok, Thailand from 4 - 7 November. It is one of the most important military and security shows in the region.

Over 400 official delegations from 25 countries attended the regional military and internal security show. The exhibition generated multiple business and networking opportunities between visiting delegations, high ranking officials, and exhibitors.

Singapore Pavilion was amongst the 19 National Pavilions that were present. Singapore Manufacturing Federation (SMF) led the Singapore Pavilion with seven companies occupying a total of 180sqm, twice the size from the last edition.

Exhibitors generally shared that they have received great response from the trade fair with potential business leads.

MyanAuto 2013

An International Auto Equipment Exhibition

MyanAuto 2013 is an inaugural major industry exhibition which provides a marketing platform for manufacturers and suppliers to advance and improve their business in Myanmar. A variety of top class auto parts, accessories, services and repair equipment was showcased. A total of 238 exhibiting companies from 20 countries participated in this exhibition. Held from 20 - 22 November 2013, it is the biggest International Auto Aftermarket and Service & Repair Equipment Show in Myanmar.

Myanmar is poised to be the next key growth market in Asia for automotives, auto parts, accessories, service and repair equipment. As the country continues with its market reforms, the market will see drastic transformations from a mostly



reconditioned/second hand car market to one that will see the entry of major car and motorcycle manufacturers.

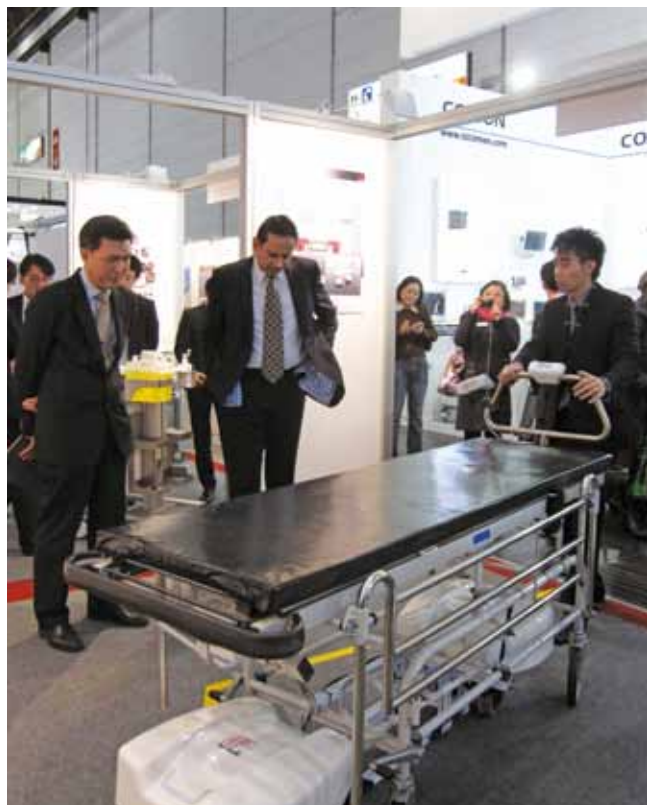
SMF, having recognised the great potential the Myanmar market offers for the automotive industry, led the Singapore Pavilion and brought 13 Singapore companies to MyanAuto covering a total of 180 sqm. Through the Singapore Pavilion, Singapore companies had the opportunity to introduce products into the emerging Myanmar market and managed to affirm a strong presence and interest amongst local companies visiting the show. They were also able to network and locate distributors who could aid them in expanding into Myanmar, allowing Singapore companies to have a first mover advantage.

SMF will continue to support MyanAuto and other shows in regions of interest to members.



Medica 2013

The world's largest medical trade fair



Medica 2013 was held from 20 - 23 November 2013 at Düsseldorf fairgrounds, Germany. Singapore Manufacturing Federation (SMF), with the support from IE Singapore and SPRING Singapore, led 24 Singapore companies to exhibit their innovative MedTech products/solutions in the Singapore Pavilion – with the key message of “Singapore, 1st in Asia in IP Protection and Excellent connectivity to 99 Asian Cities”.

Good international business contacts are becoming increasingly important for manufacturers of medical technology and medical products. More than half of the 132,000 trade visitors came from more than 120 countries.

From the 4,641 exhibitors representing 66 countries, visitors obtained information on the entire spectrum of new products for high-quality, efficient medical care – ranging from medical technology and electromedicine, laboratory technology, physiotherapy products and orthopaedic technology to health IT.

Singapore Ambassador to Germany, HE Mr Jai S Sohan (center) and Mr Tan Kai Hoe, Chief Executive, SPRING Singapore (left) was given a preview of the world's first automated omni-directional wheel platform which will enable just ONE user to move any hospital bed or trolley, an answer to hospitals' manpower needs by Hope Technik

BeautyAsia 2014

Unveiling the beauty secrets

Held from 17 – 19 February 2014 at Suntec City Convention Centre, BeautyAsia, Asia's premium beauty trade exhibition continues to serve as a one-stop, regional hub for the beauty and wellness industry. Recognised by the most esteemed industry professionals, BeautyAsia with a track record of 17 years is the most established beauty extravaganza with the industry's most cutting-edge products, new trends and leading technologies from around the world. Singapore Manufacturing Federation (SMF) led 67 Singapore companies under the Singapore Pavilion in this trade show.

BeautyAsia is an annual business platform which incorporates SpaAsia, HealthAsia and NaturalAsia; this four-in-one showcase is an exciting buyer-seller event offering valuable educational and networking opportunities to those within the industry.

“I am happy to participate in this year's show. We are able to meet with potential clients and companies to understand



Center – Ms. Mio Sato, General Manager, MT Cosmetics Singapore Pte Ltd

the new market demands,” shared Mr. Osamu Suetsugu, Managing Director, Japore Corporation (S) Pte Ltd.

“BeautyAsia 2014 offers a great opportunity for us to meet up with existing and new customers in the Singapore market. SMF is a good platform for new start-ups, leading us to the local network of customers,” Ms. Mio Sato, General Manager, MT Cosmetics Singapore Pte Ltd.

Food&HotelAsia

The pinnacle event that serves the regional food and hospitality industries!

Occupying 10 exhibition halls and Max Atria at Singapore Expo, the 2014 edition of Food&HotelAsia (FHA) and Wine&SpiritsAsia (WSA) will be held from 8 – 11 April. It is the largest edition in the event's illustrious 37 year history, spanning a total of 100,000sqm.

This year, industry buyers can expect to source from a gathering of 2,800 exhibitors from 70 countries/regions and 54 group pavilions at FHA. Singapore Manufacturing Federation (SMF) is honoured to lead 74 Singapore companies to the exciting show.



Unique Asian Flavour - Durian kaya



Singapore Chicken Curry Paste



Microwaveable Tender Satay



Sesame Balls with Peanut

Fong Yit Kaya Pte Ltd would be presenting the durian kaya, premium XO and traditional Kaya in 5 tantalising flavours on FHA 2014. In addition they would be presenting new packaging ideas and offerings that are suitable for both retail and food service sectors.

"FHA 2014 is a prestigious trade show that is well recognised by hoteliers and restaurateurs around the region. It brings key people together which gives us the platform to showcase our products. It is our first time participating in the FHA and we are very excited about meeting new prospects from around the region as well as internationally. We are also very keen on presenting our representative Singaporean kaya products to our new friends, and introduce this yummy jam to the world!" said Ms. Goh May San, Marketing and Research Manager, Fong Yit Kaya Pte Ltd.

"Jumain Sataysfaction has been participating in FHA since 2006. Being one of the most recognized trade show in the food industry, our company has a greater chance of being recognized and at the same time increase the awareness of our products to both local and international visitors. Participating at every FHA helps us to build new partnerships and to foster greater relationships with our current clients," said Ms. Samsiah Suliman, Managing Director, Jumain Sataysfaction.

With meat processed with a unique blend of more than a dozen fresh herbs and spices and skewered with a bamboo stick, Asli tender satay is a must try! The satay can be easily reheated in the microwave in simple and fuss free method.

Amoy Canning would be featuring the new Sauce-In-Box product at FHA, a new product in the market. The product will contain a Chicken Curry Paste and Coconut premix. It is different from the usual range of food which requires sole cooking to be done.

"FHA is a wonderful event for us because it attracts many visitors from all around the world, buyers and suppliers alike. It is a great chance for us to catch up with our current partners in other

Exhibitors at Singapore Pavilion

Amoy Canning Corporation (Singapore) Ltd	MS Venture Pte Ltd
Asia Farm F&B Pte Ltd	Nature's Field Snacks Manufacturing Pte Ltd
AustAsia Food Pte Ltd	Oishi International Pte Ltd
Ban Hock Food Pte Ltd	Optima-Daribell Pte Ltd
Ban Teck Han Enterprise Co Pte Ltd	Owl International Pte Ltd
Bibi & Baba Pte Ltd	Polar Puffs & Cakes Pte Ltd
C S Tay Foods Pte Ltd	Pure Eddiction Pte Ltd
Chee Seng Oil Factory Pte Ltd	S.E.A. Trading Co Pte Ltd
Chinatown Food Corporation Pte Ltd	Seng Hua Hng Foodstuff Pte Ltd
Chuen Cheong Food Industries (Pte) Ltd	Siang Poh Wang Food Industries Pte Ltd
Chye Choon Foods Private Limited	Sin Li-Hin Frozen Food Pte Ltd
Connectasia Pte Ltd	Sin Hwa Dee Foodstuff Industries Pte Ltd
Cooking Art Industries Pte Ltd	Sinhua Hock Kee Trading (S) Pte Ltd
Defu Foodstuff Pte Ltd	SMH Food International Pte Ltd
Design Packaging Concept Pte Ltd	Sonoma Enterprise Pte Ltd
Egokoro Trading Pte Ltd	Spectrum Ingredients Pte Ltd
Fong Yit Kaya Pte Ltd	Sri Vinayaka Exports Pte Ltd
Gold Kili Trading Enterprise (S) Pte Ltd	Sunfresh Singapore Pte Ltd
Golden Bridge Foods Manufacturing Pte Ltd	Syed Mohamed Traders (Singapore) Pte Ltd
Ha Li Fa Pte Ltd	T&T Gourmet Cuisine Pte Ltd
Hai's Pte Ltd	Tai Hua Food Industries Pte Ltd
Hema Pte Ltd	Tan Soon Mui Food Industries
Hiap Giap Food Manufacture Pte Ltd	Tee Yih Jia Food Manufacturing Pte Ltd
Hock Lian Huat Foodstuff Industry Pte Ltd	Thai Sing Foodstuffs Industry Pte Ltd
Home's Favourite Pte Ltd	The Dessert Empire Pte Ltd
Jumain Sataysfaction Pte Ltd	The Factory Chocolat Pte Ltd
Kaimay Trading Pte Ltd	Toyo International Trading Pte Ltd
Kee Song Brothers Poultry Industries Pte Ltd	Transmed International Pte Ltd
Ken Hong Seng Tat Kee Trading	Tri Gateway Exports
Ken Ken Food Mfg Pte Ltd	Tungsan Food Industries Pte Ltd
Kong Guan Dumpling/ Pau Mfr Pte Ltd	U Say Marketing Pte Ltd
K S Food Industries	Unifood International (S) Pte Ltd
Lacto Asia Pte Ltd	Vismark Food Industries Pte Ltd
Lam Kee Fisheries Pte Ltd	Wahyu Delicacies Rempeyek Trading
Leo Satay Foodstuff Manufacture	Wanin Industries Pte Ltd
Litat Import & Export Pte Ltd	Win Win Food Singapore Pte Ltd
Mega Packers Associate Pte Ltd	Woh Hup Food Industries Pte Ltd

countries that we don't usually get to meet and catch up with. It is also a fantastic platform for us to find new buyers or suppliers. We are proud that Singapore is able to host such a productive event," Mr. Alex Chong, General Manager, Amoy Canning Corporation (Singapore) Pte Ltd.

Chinatown Food Corporation will be featuring their Sesame Balls in 2 flavours - Salted Red Bean and Peanut. This product is developed with no added additives and preservatives, offering a fresh and savory taste.

"One of the key benefits of being a Singapore Pavilion exhibitor is the direct contact and network opportunity with regional and global buyers through the Buyer Programme. We hope that through the Welcome Reception cum Buyers/Exhibitors Networking Dinner organized for the hosted buyers, exhibitors and government agencies, we are able to effectively network and create more new market opportunities overseas," shared Mr. Sunny Koh, Managing Director of Chinatown Food Corporation.

Preparing Singapore F&B Companies for ASEAN Economic Community 2015

In the ASEAN Economic Community (AEC) blueprint, a regional single common market and production base will be established by 2015 for its 10 ASEAN member countries. Seizing the potential opportunity for our food manufacturers, Singapore Manufacturing Federation (SMF) with support from IE Singapore, has initiated 2 key programmes, namely, FHA2014 and Working In Partnership (WIP) that aim to help local companies grow their export capabilities.

The Working In Partnership (WIP) programme was conceptualized in 2009 by Mr. Sunny Koh the then Chairman of the SMF Food & Beverage Industry Group. The first WIP event was launched in 2010, in Bangkok with the Central Food Group. Two subsequent events were launched in 2011 and 2012 respectively. With these successes and the benefits that they gave to participating SMEs, the WIP programme has been expanded with support from IE Singapore to include more countries and more SMEs participants from 2014 to 2016.

WIP allows the food manufacturers to band together to offer the supermarkets a “ONE stop, ONE contact, ONE purchase order” business model. Through WIP events, companies are able to enjoy economies of scale from savings in joint promotions, advertising, shipping, handling & freight charges, and also to take advantage of collective “Tasty Singapore” branding. It is the effort of strategic alliances to place Singapore products on the overseas supermarket shelves faster and easier. With the Hosted Buyer Programme at FHA 2014, SMF hopes to expand WIP programme to more overseas supermarkets.

The result and benefits of WIP programme to our partners are apparent. WIP is gaining momentum and in 2014, eight Tasty



Singapore Food Fairs are already in the pipeline to countries like Cambodia, Hong Kong, Indonesia, Myanmar, Philippines and Thailand.

“Ever since we joined the WIP programme in 2010, Seah’s Spices has managed to overcome many hurdles as compared to before when the whole selling process was done traditionally. Local retailers are able to get the necessary first-hand information immediately and to showcase our selling point to its best. Thus, this synergy is visible from the acceptance of our products and resulted in frequent repeat orders. Many of our foreign customers have feedback to us saying that they love having our products made available in their own ‘home’. Going forward, WIP programme can help to smoothen many paths and strengthen our brand. We are avid to join the program for it has proven to work,” shared Ms Yin Fen, Marketing Manager, Seah’s Spices Food Industries Pte Ltd, producer of authentic Singapore Style Oriental Taste mixes.

The push towards the AEC 2015 will only accelerate the progress towards a more open and intensive single market. The WIP programme aims to help companies realise the vision to get more market space and expand out of Singapore before it becomes too crowded and too late.



Past Tasty Singapore events with Central Food Group, Thailand

WIP allows the food manufacturers to band together to offer the supermarkets a “ONE stop, ONE contact, ONE purchase order” business model.

Working-In-Partnership

Direct From Manufacturers to Retailer/ Distributor
A One Stop Consolidation for Quality Food Products from Singapore

CHILLED

FROZEN

GROCERY

One Shipment
Tens of Manufacturers
Hundreds of SKUs



Supported by:



Quality foods,
International standards

1. About Working-In-Partnership programme

The **Working-In-Partnership (WIP)** programme is a collaboration among various food exporters and is supported by various Associations and International Enterprise (IE Singapore, a division of Singapore's Ministry of Trade and Industry). The strategy is for Singapore food companies to consolidate their products into single container for **DIRECT** shipment to the Retailers or Importers.

We know too well that Retailers usually take on a slow and cautious approach towards new products. This means they will not order large quantities of a brand or even a SKUs. With this restriction many manufacturers or exporters have found it difficult to convince Retailers' buyers to test their products.

The WIP programme is an excellent, effective and proven initiative to overcome these problems. It can help food exporters to penetrate overseas markets, directly to the Retailers. The strategy is for manufacturers of a wide range of products to band together, to offer variety and consolidate shipment or to organize mega event like, "Tasty Singapore Food Fair" with the Retailers.

2. Retailers or Importers' benefits

- + ONE stop, ONE Contact, ONE purchase order, ONE consolidator, ONE shipment
- + TENS of manufacturers, HUNDREDS of products – chilled, frozen, grocery
- + LOW minimum ordering quantity
- + ORGANIZED mega promo event

ONE stop, ONE Contact, ONE purchase order, ONE consolidator, ONE shipment:

With ONE stop processing, it less administrative work, less documentations, shorter shipment lead time. With ONE consolidator, providing trained and experienced staff to handle the FTA's application for ZERO or LOWER import tariffs will be easier.

TENS of manufacturers, HUNDREDS of products:

With this rich & diverse range Retailers can easily select and fill the containers to its maximum for shipment.

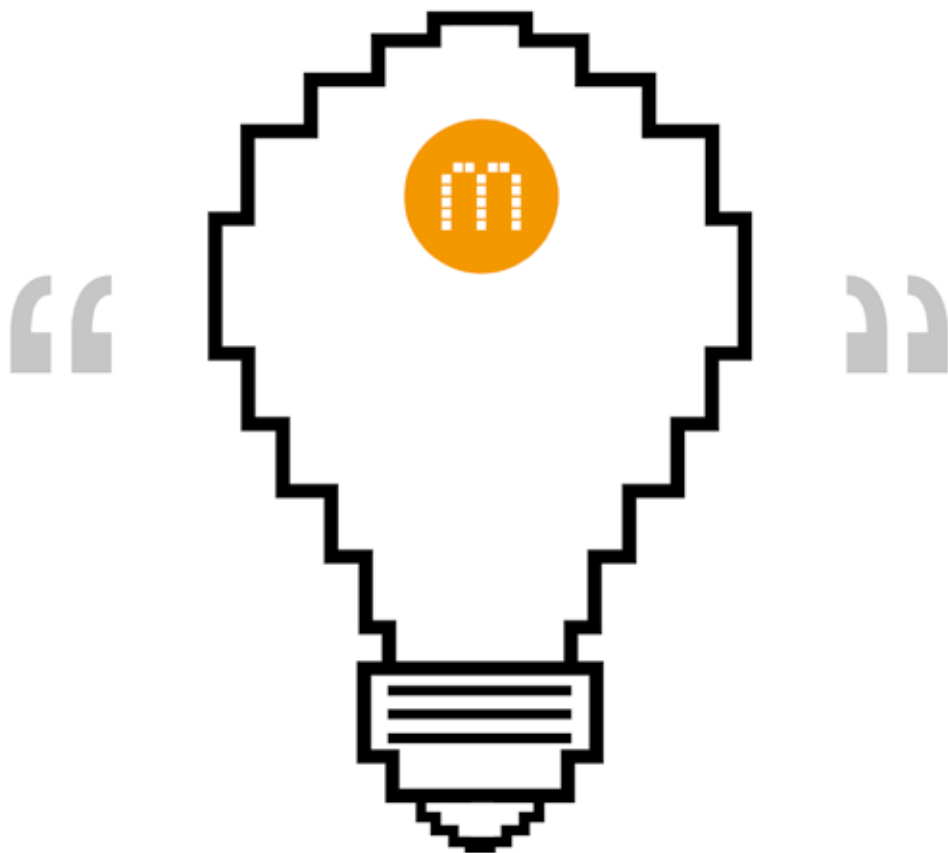
LOW minimum ordering quantity:

With the low MOQ Retailer/Importer can arrange more regular shipments and consumers can enjoy Fresher and Longer shelf life products. Replenishing "Out of Stock" products can also be done in shorter time.

ORGANIZED mega promo event:

With Hundreds of products similar mega event like the "Tasty Singapore Food Fair" in TOPS Thailand can be jointly organized with the Retailers.

For enquiries please contact us at contact@smfederation.org.sg



Full Service Digital Media Solutions

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Challenges & Opportunities Faced by SMEs in the Life Sciences

In the mid to late 90's, the biomedical industry was identified as one of the key pillars of Singapore's economic future. Positioning Singapore as a regional hub for the design and manufacture of high value-added pharmaceuticals and medical technology, biomedical R&D and clinical research, Singapore has poured billions into infrastructure developments, research initiatives, creation of research institutions, and beefing up the capacity and credibility of our regulatory framework to build a world-class integrated biomedical ecosystem that has attracted more than 30 of the world's leading biomedical sciences companies to set up operations here.

Between 2000 and 2012, Singapore's biomedical manufacturing output quintupled from S\$6 billion to S\$30 billion and the industry has grown to account for almost 10 per cent of the national GDP. More recently, medical services and tourism has surfaced as another economic driver, and this sector has seen rapid growth in investments and the number of establishments jockeying for market share of a very lucrative market.

Because most of the manufacturing output comes from a range of active pharmaceutical ingredients (APIs), biologics and nutritionals which are used as raw materials and not finished products, and because most of the investments in biomedical translational R&D and infrastructure have long time horizons and uncertain success yields, these economic success stories do not benefit Singaporeans directly or contribute to meeting the growing healthcare needs of our gradually aging population.

These numbers also do not reflect the realities of our local biomedical manufacturing industry. While small in number, Singapore's local pharmaceutical industry plays a critical role in keeping healthcare costs low by supplying affordable generic alternatives to restructured hospitals and government polyclinics, which account for over 70% of Singapore's medical consumption. During pandemics and other health crises such as the outbreak of SARS and H5N1, the local industry was able to assure supply of essential medications, disinfectants and medical supplies, demonstrating strategic importance to Singapore's national security.

Despite this, Singapore's local biomedical industry is shrinking - a result of the combination of attrition over time, and a dearth of new players due to the high barriers to entry, prohibitive regulatory requirements for product registration and manufacture, and the daunting task of achieving any return on such a high investment with Singapore's limited domestic market. Meanwhile, the cost of regulatory compliance keeps rising as Singapore's regulatory framework stays on a fast track to be considered world class. The cost to register an imported generic drug may cost hundreds of thousands of dollars, to manufacture one may cost millions. In context of Singapore's small market, such large investments become unfeasible.

On the horizon, a growing number of industries will be affected by similar regulations that are scheduled to take effect in the coming years, starting with cosmetics and traditional medicines, more recently medical devices, and soon health supplements. The impact and burden of complying with these new regulations, if not counterbalanced by a reciprocal

increase in price or access to global markets, could potentially cripple many home grown companies.

Despite these challenging circumstances, there remain opportunities to tap. Singapore's healthcare landscape is evolving rapidly, with a focus on developing new models of care, and deep engagement with the community and service providers. New value chains are emerging, as is the need for new kinds of support services. Companies that are agile, engaged with their customers, and able to adapt to the changing environment with products and services that their customers want will benefit. Those that can't will falter.

The local industry can also forge partnerships with local researchers and institutes eager to commercialise cutting edge research findings, leverage Singapore's strengths as logistics hub, enjoy the benefits of Singapore's strong brand of quality and excellence when exporting to other markets, and make optimal use of government support to transform their business models, innovate new products and services, or simply optimise processes to increase productivity.

Against the backdrop of housing over half of the world's population, a 2010 report published by market research firm RNCOS E-Services estimated Asia's drug industry to be worth US\$168 billion and growing at a rate of over 12 per cent per annum. As Asian countries develop economically, their healthcare expenditure is also increasing exponentially. The region's growing middle class and ageing population have increased the market demand for non-essential and therapeutic treatments.

Together, the Singapore Pharmaceutical Manufacturer's Council (SPMC) and Singapore Pharmaceutical Trade Organisation (SPTO) represent a substantial portion of Singapore's local biomedical industry collectively, they act as the primary conduit through which industry members interact with government and regulatory agencies, promote and share best practices, and network with one another. With new industries such as Health Supplements and Traditional Medicines falling under the regulatory oversight of HSA, there is potential for the Life Sciences Industry Group to expand and to represent the needs of these industry groups, as many will share similar difficulties and challenges that are more effectively tackled with the strength of numbers.

As an organisation, we are committed to work with our members to meet world class quality and safety standards expected of pharmaceutical manufacturers, maintaining the manufacturing capabilities and capacity to supply life-saving drugs during times of crisis, and most importantly offering Singaporeans treatment alternatives that are affordable yet effective, providing a balance against runaway prescription drug costs.

Koe Khoon Poh
Chairman

*Life Sciences Industry Group, Singapore Manufacturing Federation
Singapore Pharmaceutical Manufacturers Council
February 2014*

Code of Ethical Conduct for Interactions with Healthcare Professionals

Background

Medical Technology Industry Group ("MTIG") has officially adopted the new Code of Ethical Conduct for Interactions with Healthcare Professionals ("Code") on **4 October 2013**.

This Code is aligned with the APEC initiative to provide APEC economies a platform for effective industry self-regulation while supporting government enforcement and anti-corruption efforts. This will benefit businesses by providing clarity and harmonization in rules and practices as well as allowing firms to compete across the region at a reduced cost. Ethical collaborations fueled by high-standard codes also ensure decisions are made in the best interest of consumers and patients.

How it all began

APEC SME Ministers issued a joint statement in September 2010 calling for the development of APEC codes of ethics in key sectors to aid Small and Medium Enterprises (SMEs) operate and innovate in open, ethical business environments.

In April 2011, an Expert Working Group, consisting of 37 industry compliance experts, anti-corruption and health officials, and business ethics academics from 18 APEC economies developed a consensus set of APEC Principles for Voluntary Codes of Ethics in the Medical Device Sector (The KL Principles) which were swiftly endorsed by APEC SME Ministers in May 2011.

By 2013, leading compliance experts, industry executives, and government officials from 19 APEC economies began the process of supporting medical device industry associations to draft or align local codes of ethics with The KL Principles. Since the workshop's conclusion, new codes of ethics are being

developed by medical device industry associations in at least 6 APEC economies (Chile, China, Malaysia, Peru, Philippines and Singapore) and existing codes of ethics are being replaced with higher standard versions by medical device industry associations in at least 3 APEC economies (Russia, Mexico and Indonesia). Collectively, these industry associations represent thousands of small, medium and large medical device manufacturers, importers and distributors.

Training on the Code for MTIG members

A training workshop on the Code was conducted on the 28 February 2014 by Ms Angelia Lee (Co-Chair of MTIG Compliance Subcommittee; Compliance Program Manager of Medtronic International Ltd) and Mr Campbell Clark (General Counsel of Covidien Pte Ltd). Attended by various management representatives, legal/compliance, finance and sales personnel, this 2-hour workshop had enhanced the understanding of the Code's main provisions such as consulting arrangements, third party conferences, company-sponsored training, meal, gifts and entertainment etc. There was also a short Question & Answer session between the participants and panelists which consisted of committee members of the MTIG Compliance Subcommittee to solve pressing queries.

The MTIG Compliance Subcommittee will be planning for a 2nd training workshop on the Code for members who were unable to attend the 1st session. Please stay tuned to further notice on subsequent trainings!



Workshop on "Leadership and Corporate Management"

The SMF Metal Machinery Engineering Industry Group (MME IG) has planned an upcoming workshop on leadership and corporate management. The half-day workshop aims to assist attendees with their leadership skills whilst at the same time acquiring techniques to develop leadership skills in others.

For companies to consistently win in the marketplace, good leaders are essential in order to make smart decisions and implement them quickly. Such companies have people throughout the organization who can anticipate change and respond instantly to new realities.

The workshop is based on The Leadership Engine – How Winning Companies Build Leaders at Every Level by Noel Tichy with Eli Cohen and adapted to the Asian environment. The speaker, Allen J. Pathmarajah, is Executive Chairman of AJP Advisers Pte Ltd (Business Advisers focused on Organizational Transformation

through Leadership Development, Strategic and Financial Management) and Business Thinking Systems (Singapore) Pte Ltd (Business Coaching).

He was with OCBC Group, initially as Executive Director of Specialists Services Pte Ltd and concurrently Special Assistant to the Group Chairman. Thereafter, he was with Great Eastern Life Assurance Co Ltd as General Manager and subsequently as Managing Director.

Details of the workshop as below.

Date : 10 April 2014 (Thu)

Time : 2 to 5.30 pm

Fee : Members - \$15; Non Members - \$30

**Venue : Singapore Manufacturing Federation
2985 Jalan Bukit Merah Singapore 159457**

*For any enquiries, please contact Elly Tan at
ellytan@smfederation.org.sg / 6826 3073.*

Singapore Packaging Star Award 2014

Invitation for entry submissions for the Singapore Packaging Star Award 2014 is now open for manufacturers, designers and students to vie for this prominent award in packaging excellence!

The Singapore Packaging Star Award 2014 is organized by the Packaging Council of Singapore (PCS), an industry group under Singapore Manufacturing Federation (SMF). PCS is a member of the Asian Packaging Federation (APF) with affiliation to the World Packaging Organization (WPO).

The Singapore Packaging Star Award is a prestigious national award honoring companies with innovative and creative packaging designs for their products. It recognizes and rewards excellence in packaging, in the areas of construction and materials usage, design, innovation technology and environmental consciousness.

The Award is presented to companies/students as part of the efforts from packaging industry to promote local designs and increases the standards of packaging production.

The Award gives recipients the right to use the logo of the Singapore Packaging Star Award 2014 in any of their advertising collaterals and entitles the company to enter the AsiaStar 2014 and WorldStar Award 2014.

Submit your entries today!

*For any enquiry,
please contact
(Ms) Veron Koh at
DID 6826 3045*



The Singapore WSH Awards 2014

Invitation to take part in the Workplace Safety and Health (WSH) Innovation and Supervisor Awards 2014, organized by Workplace Safety and Health (WSH) Council and co-ordinated by Singapore Manufacturing Federation.

The 2 awards are part of the annual WSH Awards that recognize organizations and individuals who have contributed to achieve excellence in workplace safety and health. Presented by the WSH Council and supported by the Ministry of Manpower (MOM), the national awards include various categories to recognize supervisors, WSH officers and companies with innovative WSH solutions and excellent WSH performance.

Singapore Manufacturing Federation (SMF) has been managing the awards for past years and is proud to organize the Innovation and Supervisor Awards for manufacturing industries in 2014.



WSH Innovation Awards

The Innovation Award recognizes work teams which have come up with innovative solutions to improve safety and health standards in the workplaces.

WSH Supervisors Awards

The Supervisor Award recognizes supervisors who take care of workers under their charge by improving the safety and health performance in their workplaces.

Application for the above awards is open.

Please visit:

<http://www.smfederation.org.sg/index.php/calendar/show/workplace-safety-and-health-wsh-innovation-awards-wsh-awards-for-supervisor> for application and information.

The Singapore WSH Conference 2014

SMF members are cordially invited to participate in The Singapore WSH Conference 2014 on 7 – 8 May 2014. The Conference debuted in 2010 as a premier platform for workplace safety and health (WSH) stakeholders across the region. This year is not exceptional as the Conference takes the stage again, bringing together WSH professionals, business leaders and government officials to learn about latest trends and developments impacting WSH and its practice. Held at Suntec Singapore, this conference is expected to bring together more than 700 delegates from across the region and industries.

The Singapore WSH Conference 2014, with the theme “Integrating safety and health: Towards a holistic approach”, aims to highlight the importance of adopting a holistic approach towards managing both safety and health risks in the workplace.

This is where leading practitioners and businesses will share their insights and experiences on how addressing health, along

with safety, contributes to employee engagement, satisfaction and productivity, as well as organisational sustenance and business success. This is also where the inaugural ASEAN-OSHNET conference will be held and participants can learn about ASEAN countries’ management of WSH and possible business opportunities in the region.

The Singapore WSH Conference 2014 is co-organised by the Workplace Safety and Health (WSH) Council, WSH Institute and Ministry of Manpower (MOM).

Singapore Manufacturing Federation (SMF) is proud to be a supporting organization of this conference.

Please visit:

<http://www.singaporewshconference.sg> for more details on the conference and registration.

The Future of LNG

Singapore is set to become Asia's leading hub for liquefied natural gas (LNG), enhancing the gas supply from Qatar as well as other exporters, according to investment news site Investvine.

From 2014 to 2017, Singapore will be able to increase its imported gas supply by up to three times. Singapore will also award licenses to two or more gas suppliers.

With the completion of Singapore's 3rd LNG storage tank, the total capacity is now boosted to 6 million tonnes annually. A 4th storage tank is scheduled to be completed by 2016, and with that, total capacity will be increased to 9 million tonnes annually.

At the Singapore International Energy Week last year, Khalid bin Khalifa al-Thani, CEO of Qatargas, talked about the potential of Asia and highlighted that Asia has imported 10% more LNG gas between 2011 and 2012, which is 15.6 million tonnes in total.

Japan has sharply increased its LNG imports ever since the Fukushima Nuclear reactor Incident and imported a total of 87.5 million tonnes in 2012. Demand for LNG gas in Southeast Asia is expected to rise to more than 40 million tonnes annually by 2025.



Southeast Asia is now the world's largest LNG importer, accounting for nearly half of the LNG trade globally.

The Maritime and Port Authority of Singapore (MPA) says that Singapore is now moving forward with standards for LNG bunkering after the completion of a study on Technical Standards and Procedures.

"There is an increasing need for the shipping industry to look at alternative sources of fuel and LNG is a promising option that we should consider," said Captain M Segar, MPA's assistant chief executive for operations.



The Robo-Volution

From 2014 to 2018, about USD\$102 Billion will be invested by the Chinese Government to overcome the manpower crunch and the high cost of labour.

During the interview, the Zhejiang Economic and Information commission said that replacing humans with robots is the most effective option to tackle the labour crunch issue and increasing labour costs.

In the past 10 years, average labour costs in Zhejiang almost tripled from 14,847 yuan to 41,370 yuan a year, which approximates to an increase of nearly 16 per cent per year.

In a survey carried out by the commission in May 2013, 75% of the respondents feed-backed that increasing costs were the core reason for switching to robots. And these respondents also added that labour crunch dropped from

80% in 2012 to 56.4% in 2013. The survey was based on 515 companies that engaged Robot Workers.

More than two thirds of the businesses surveyed have managed to cut down their production line employees by at least 10 per cent, while 16% of the companies have reduced their production manpower by more than 30%. These are brought along by an increase in productivity by more than 10%.

In addition, the Chinese Commission also mentioned that if the MNCs and other big organizations also introduced Robots into their labour force, the manpower crunch will be reduced by almost 700,000 workers, saving approximately 29 billion yuan in labour costs.

As the leading supplier in industrial robots, ABB, the president of the Robotics Sector, Mr Li Gang said that China has turned into a "World Factory", and very often workers need to work in dangerous and unhealthy working environments. By replacing these workers with robots, they can be used for more creative roles in other areas. This will eliminate a lot of challenges in workplaces faced by the Manufacturing Sector.

Mr Li also added that robot sales in China accounted for more than 21 per cent of the world's total in 2013, and he estimated that the country will become the largest robot market in 2014 or 2015.

Experts eliminate the notion of robots triggering job losses in the market.

SMF Buzz!

Members at Singapore Manufacturing Federation (SMF) have been participating in a myriad of activities offered by SMF's industry Groups and Function Committee.



Factory Visit to O.E Manufacturing Pte Ltd

The MME IG committee members held their most recent committee meeting on 20 February 2014 at O.E. Manufacturing Pte Ltd which is owned by MME IG committee member, Mr James Wong.

Mr James Wong also shared about the business know-how he gained in leading his company through challenging conditions to eventually achieving the Enterprise 50 award. It was an enriching sharing cum learning session amongst the members who attended as they exchanged their first-hand experiences in managing their businesses.

The Importance of Cognitive Efficacy

The workplace wellness programme piloted by Singapore Manufacturing Federation (SMF) and Health Promotion Board (HPB), is a shared services investment model of workplace mental health programmes for the manufacturing sector.

On 23 January 2014, the Cognitive Efficacy workshop was held at HPB for employees of participating companies in the workplace health promotion programme. Cognitive Efficacy refers to the ability to think clearly and make decisions in a rational manner. At the workshop, participants learnt ways to make the most rational decisions through group discussions involving challenging crisis scenarios. There were also activities testing on participants' memory and concentration abilities and participants learnt various ways of improving memory and processing information afterwards.

Fall Prevention Plan (FPP) Workshop for Manufacturing Sector



From left: Mr. Jonathan Wan, President (Access & Scaffold Industry Association), Mr. Lam Joon Khoi, Secretary-General, Singapore Manufacturing Federation, and Mr. Daniel Woo, Assistant Director, (Investigation – General Workplaces), General Workplaces Branch, Ministry of Manpower

The first Fall Prevention Plan (FPP) Workshop on 17 January 2014 was organised by Singapore Manufacturing Federation (SMF) and supported by the Workplace Safety and Health Council (WSHC). SMF formed the Health, Safety, Security and Environment Function Committee (HSSE Function Committee) to promote awareness on Health, Safety, Security and the Environment in the workplace.

The HSSE Function Committee and WSHC are organizing workshops on Fall Prevention Plan (FPP) to educate participants on the salient points of the WSH (Work at Heights) Regulation in which Mr. Daniel Woo, Assistant Director, (Investigation – General Workplaces), General Workplaces Branch, Ministry of Manpower, shared various details about and welcomingly addressed questions raised by the audience on safety measures and regulations afterwards.

Mr. Jonathan Wan, President (Access & Scaffold Industry Association), then shared how to develop the FPP and the practical exercise on developing FPP.

"I find that this workshop is very informative. It will be applicable to my company since we are in the manufacturing sector," shared Mr. Choong Fui Chong from Unicurd Food Company (Pte) Ltd.

"One way to positively experience life and manage challenges is to have the ability to think clearly and make rational decisions. We sometimes fail to see "cognitive traps" that affect our decision making. One of the many ways to increase cognitive efficacy is to understand these traps and ways we can avoid them," shared Miss Maria Plengsangtip, Trainer from iGROW who conducted the 3-hour workshop.



Workplace Wellness Programme

SMF Buzz!

Members at Singapore Manufacturing Federation (SMF) have been participating in a myriad of activities offered by SMF's industry Groups and Function Committee.



Mr John Kong, Chairman of SMF MME IG (2nd from left) and Ms Janice Kwok, Senior Director, Council Affairs & Special Projects and Membership & Industry Groups (centre)

Christmas Cheer at Dover Park Hospice

The SMF Metal Machinery Engineering Industry Group (MME IG) organized a Christmas dinner for Dover Park Hospice on 19 December 2013. Dover Park Hospice is a non-profit organization that provides care for patients going through the last stages of their lives. SMF MME IG had adopted Dover Park Hospice earlier this year and successfully raised \$15,400 to fund the purchase of a new van for the hospice to transport their patients around.

In December, SMF MME IG raised \$3,500 to fund a special Christmas dinner. About 130 staff, patients and their family members were treated to a sumptuous buffet spread and entertained with a Christmas carolling performance. Goodie bags donated by sponsors were also distributed, bringing much festive cheer to the patients and their family members.

"I believe that as much as SMF is committed to serving the business needs of its members, it is also important for SMF members to give back to the community," concluded Mr John Kong, Chairman of MME IG.

SMF - JTC Dialogue



(L-R): Mr. Phua Siew Ming, Director, Corporate Policy & Planning Division, JTC, Mr. Heah Soon Poh, JTC Assistant CEO, Mr. Douglas Foo, SMF Deputy President, Mr. Cheang Tick Kei, Director, SME Programmes Division, JTC, Ms. Nang Peck Yan, Director, Logistics, Food & Lifestyle Cluster

More than 130 participants attended the SMF – JTC dialogue organised by Singapore Manufacturing Federation (SMF) on 23 January 2014. The dialogue was jointly hosted by Mr Heah Soon Poh, JTC's Assistant CEO and Mr Douglas Foo, Deputy President of SMF.

"SMF's objective in facilitating the SMF-JTC dialogue is to enhance greater communication among businesses. In today's dialogue session, our members are able to raise the JTC-related issues they face in their business operations. This allows JTC to gather feedback and have a better understanding on the needs of the manufacturing industry," shared Mr Douglas Foo, SMF Deputy President.

"I am pleased to witness a good crowd of participants in today's SMF-JTC dialogue session. This gives us the platform to share on our new products and policies. As manufacturing continues to be the key pillar of Singapore's economy, we have to look into the solutions for the challenges that many of us are facing," said Mr Heah Soon Poh, JTC Assistant CEO.

Mr Kok Poh June, JTC Director, Electronics, Infocomm, Media Cluster presented various key topics of Singapore's Challenges: Global competition, business cost and land constraint, JTC's Initiatives, Lease Renewal Policy, Assignment Policy, Land Productivity Grant and JTC Senoko food hub project.

"The session is a good initiative by SMF. The dialogue session allowed both business leaders and representatives from JTC to share their views. I am encouraged by today's session. Through the session, I am able to understand the development and future projects by JTC," shared Mr. Christopher Soh, SOSS Asia Pte Ltd.

"I attended the dialogue session to find out more on the new initiatives JTC is planning in the next few years. After understanding JTC's development plans, I would then be able to forecast my business plans or draft a suitable track for my business," concluded Mr. Andy Koh, Linkmet Controls Pte Ltd.



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| 17. Hiwin Singapore Pte Ltd | 35. S M C Food 21 Pte Ltd | |
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**Listed in alphabetical order and information accurate as of 5 March 2014*

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