

CONNECT

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TRANSFORM TO PERFORM

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- Inaugural SMF Awards
- GS1 Singapore Organised Inaugural Healthcare Forum



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Dear Fellow Members

The manufacturing sector in Singapore is changing especially in the way it contributes to the economy. As the Singapore's economy undergoes its transformation, the manufacturing sector is also entering a dynamic new phase, with emerging trends such as Additive Manufacturing and Robotics sparking new demands and opportunities. The future of the manufacturing sector and the role of standards in helping companies to adopt new technologies was thus the dominant theme for the dialogue organized in August 2014 by SMF- Standards Development Organisation.

Manufacturing sector in Singapore is currently being transformed to an even more innovation-led and productivity-driven industry. Singapore's economic growth hinges on companies' ability to achieve improvements in their productivity. With October 2014 designated as the National Productivity Month, SMF will help galvanise the national initiative with various events of its own during this period. These initiatives include the Manufacturing Solutions Expo (MSE) 2014 and Singapore Innovation and Productivity Conference (SIPC) 2014.

MSE 2014 aims to empower businesses with innovative solutions to raise their productivity across their value chain; while SIPC 2014, organised by the Singapore Innovation and Productivity Institute (SiPi) under SME, focuses on productivity benchmarking and drivers of business model innovation in Singapore. The co-location of these 2 events provides convenience for participants to gain knowledge and source for relevant solutions to address their challenges and growth strategy.

In October 2014, SMF will also present the inaugural SMF Awards to celebrate the achievements of companies that have displayed sustainability in growth and innovation. Besides according public recognition to the award winners, it is our hope that their success stories would inspire many businesses to review their strategy and business model for sustainability and competitiveness.

A new Council was announced at the recent Annual General Meeting (AGM) to take office from 19 October 2014. I am confident that under the guidance of the new Council and new SMF President, the federation will scale greater heights and attain more successes.



As I complete my terms as SMF President, I would like to extend my appreciation to all our partners, members, and secretariat for their support and contribution of advice during my terms. Thank you for the opportunity to serve with you. I look forward to many more achievements from SMF in bringing values to various stakeholders of the manufacturing sector in Singapore.

George Huang
President
Singapore Manufacturing Federation



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NB: In alphabetical order by
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NB: In alphabetical order by company

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Dr. Michael Teng
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*Information is correct as of June 2014.



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Visitors to SMF

2 July 2014

(Left to Right): Mr. Hank Lee, Chairman of KOCHAM, His Excellency Suh Chung-Ha, Ambassador of Republic of Korea to Singapore, Mr. George Huang, President of SMF



2 July 2014

(Left to Right): Dr. Michael Teng, Assistant Secretary-General, SMF, Mr. Teo Siong Seng, Chairman, SBF, Mr. George Huang, President, SMF and Mr. Ho Meng Kit, CEO, SBF

7 July 2014

Thailand Development Research Institute



30 July 2014

Administrator of Local Taxation of Shenzhen Municipality

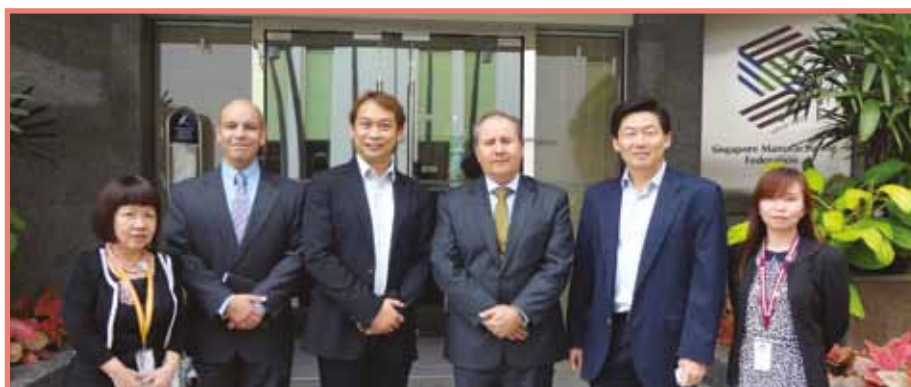


31 July 2014

Ms. Ma Bo, Senior Engineer, Ship Survey Section, Port and Shipping Administration Bureau of Guangxi Zhuang Autonomous Region received a token of appreciation from Mr. Simon Li, Vice-President of Singapore Manufacturing Federation



5 August 2014
*Delegation from State-owned Assets
 Supervision and Administration Commission
 of Shanxi Province*



11 August 2014
*(3rd from right): His Excellency Manuel Gerardo
 Talavera Espinar, Ambassador of Peru to
 Singapore. (2nd from left): Mr Manuel Augusto
 Gonzales Chavez, Minister-Counsellor and
 Deputy Head of Mission, Embassy of Peru,
 Singapore*



14 August 2014
*Cambodia delegation from the National
 Productivity Centre of Cambodia*



22 Aug 2014
*(Front row 3rd from left): His Excellency Antonio A Morales, Ambassador of the
 Philippines to Singapore. (Back row left): Mr. Mersole Mellejor, First Secretary
 and Consul. (Back row 2nd from left): Mr. Glenn Penaranda, Commercial
 Counsellor*



3 September 2014
*(Centre): Mr. Dilshod Parpiev, Charge d'Affaires, Embassy of the Republic of
 Uzbekistan. (2nd from right): Mr. Doniyor Matkuliev, First Secretary, Embassy of
 the Republic of Uzbekistan*

Annual General Meeting 2014

The Singapore Manufacturing Federation (SMF) Annual General Meeting (AGM) was held on 19 September 2014, with close to 100 members in attendance. Prior to the official commencement of the meeting, members were engaged in a light-hearted networking session in the SMF Auditorium.

Mr. George Huang, President of SMF, set the meeting underway with a heartening speech, detailing SMF's achievements and significant milestones in the past two years. In 2011, Mr. Huang charted the direction of SMF's transformational journey. This included changing the name of SMF from Singapore Manufacturers' Federation to Singapore Manufacturing Federation, to reflect the changing business and manufacturing environment around the world. In addition, he also introduced the Board of Governors (BOG) as an independent body for the Council, to provide a check and balance for SMF. Under Mr. Huang's guidance, SMF's six Centres of Excellence have also continued to progress and work synergistically.



Mr. George Huang (centre), SMF President, delivering the opening address

"Today, with all the building blocks in place, SMF has truly transformed into a National Institution with a membership core and a manufacturing base. We now have a team of professional secretariat, together with good organisation systems and corporate governance in place," said Mr. Huang.

In his address, Mr. Huang had also announced his decision not to seek re-election at the AGM, which would mean the end of his two-year service as SMF's President.

"It has been a fulfilling and rewarding term for me and my Council in the last two years and I am grateful to have had the opportunity and privilege to serve all of you," he said.

Members then voted on various motions, including the acceptance of Annual Report and Financial Statement, as well as the appointment of auditors.

With this being an election year, members also received the Election Report from the Election Committee, chaired by Datuk Robert Chua.



SMF members voting on various motions

President George Huang will be handing over the helm to Mr. Douglas Foo, Executive Chairman of Sakae Holdings Ltd and current Deputy Chairman of SMF.

Newly elected key office bearers with effective from 19 October 2014:

- **President:** Mr. Douglas Foo, Executive Chairman of Sakae Holdings Ltd
- **Deputy President:** Mr. Sunny Koh, Managing Director of Chinatown Food Corporation Pte Ltd
- **Honorary Secretary:** Mr. Ryan Chioh, Managing Director of FarEastFlora.com Pte Ltd
- **Honorary Treasurer:** Mr. Saw Ken Wye, CEO of CrimsonLogic Pte Ltd

"With all the work done by the current and past Councils, the stage is set, the platform ready, for the new President and Council to lead and bring SMF to further contribute and be even more relevant to the nation, community and the industry," said Mr. Huang.

The AGM concluded with the celebration of SMF's 82nd Anniversary. A huge birthday cake was brought into the Auditorium to commemorate the occasion. Members then enjoyed a sumptuous buffet dinner and networked in a cheery and friendly atmosphere.



(L-R): Mr. Philip Lee, SMF Honorary Treasurer; Datuk Robert Chua, Executive Chairman of Excellent Family Lifestyle (S) Pte Ltd; Mr. George Huang, SMF President; Dr. Moh Chong Tau, SMF Honorary Secretary; Mr. Douglas Foo, SMF Deputy President, and Mr. Lam Joon Khoi, SMF Secretary-General, celebrating the 82nd Anniversary of the Federation

SAF Day Rededication Combined Ceremony 2014



(L-R): Mr. Lam Joon Khoi, SMF Secretary General; Dr Moh Chong Tau, SMF Honorary Secretary; Mr. Birch Sio, Chairman of SMF HSSE Function Committee; Mr. George Huang, President of SMF; Mr. Lim Swee Say, Minister, Prime Minister's Office; Major General Hoo Cher Mou, Chief of Air Force; Mr. Lim Meng Wee, Deputy Chairman of SMF HSSE Function Committee and Chairman of the event's Organising Committee; Senior Lieutenant Colonel Ho Kum Luen, Commander of UAV Command

The annual Singapore Armed Forces (SAF) Day is a day of significance for the nation. On this special day, thousands of servicemen, both past and present, pay tribute to national service, while the public express their thanks to the NSmen for their contributions to ensure the peace and security of Singapore.

This year, Singapore Manufacturing Federation (SMF) had the honour of being the organiser of the SAF Day Rededication Combined Ceremony 2014 for the East Zone. Along with 300 participants, including NSmen from 72 supporting organisations, SMF commemorated the occasion on 1 July 2014 at SAFRA Toa Payoh. Mr. Lim Swee Say, Minister in the Prime Minister's Office, graced the ceremony as the Guest-of-Honour.

"This rededication ceremony serves as a reaffirmation of the allegiance and loyalty of our National Servicemen to the defence of the nation. It is also a reminder to all Singaporeans, male and female, of the importance of National Service and national security as a whole. As employers, organisations also play an important role in our nation's defence. We can help by implementing NS-friendly policies and providing support to our staff when they are required for NS duties," SMF President, Mr. George Huang said in his opening address.

Dr Ng Eng Hen, Minister of Defence, penned this year's SAF Day Message. On his behalf, Minister Lim Swee Say delivered this solemn yet inspiring message to the participants.

Following the heartening speeches, the Pledge Leader, Mr. Matthais Goh from SPRING Singapore, led the NSmen in the recitation of the SAF Pledge. The ceremony drew to a fulfilling conclusion as everyone solemnly stood to attention while the National Anthem played.

"It is an honour to be able to celebrate and commemorate the occasion. For the industries and businesses to be resilient, peace and stability must first be achieved. We are proud to organise this year's ceremony," concluded Mr. Lim Meng Wee, Chairman of SMF's Organising Committee for this event and Deputy Chairman of SMF Health, Safety, Security & Environment (HSSE) Function Committee.



Led by Pledge leader and with fists over their hearts, the NSmen vowed their faith and dedication to defend, preserve, and protect the honour and independence of our nation



The SMF male staff proudly wore their NS uniforms and attended the SAF Rededication Ceremony



Each participating company was presented with a token of appreciation

An Unforgettable Experience at IATSS Forum

Held twice a year, the International Association of Traffic and Safety Sciences (IATSS) Forum is devoted to the development of the region's next generation of leaders. Participating young working professionals from nine different ASEAN countries will be able to immerse in an enriching cross-cultural exchange over a period of 55 days in Japan. During the IATSS Forum, participants will take part in workshops, seminars, as well as field trip studies. Upon returning to their respective countries, these budding leaders will be able to spread the knowledge and make a difference to the community.

Singapore Manufacturing Federation was appointed as the Secretariat for the Singapore Committee of the IATSS Forum. With the recent conclusion of the 51st IATSS Forum, the editorial team had the pleasure of interviewing the two Singapore participants: Ms. Tok Hui Lin, Assistant Director (Arts Projects), Singapore Chingay & Events Network, People's Association; Mr. Ben Goh, Business Development Manager, Ming Say Holdings Pte Ltd.

1. What are your key learning points from the forum?

Ben: During the 55 days, a lot of things were taught through seminars, theme studies and general studies. The key learning points of this forum come from the motto of IATSS, "Thinking and Learning Together". The forum also taught us teamwork building, communication, leadership, and management skills.

Hui Lin: Firstly, I learnt more about facilitation skills during the three-day workshop at the forum. Facilitation skills are very useful and relevant in my workplace where we need to conduct meetings with colleagues and volunteers. Secondly, throughout the forum, we were exposed to different topics such as education, politics and sustainability. I learnt from the lecturers and fellow participants and inspired me to read and learn more. Lastly, I gained a lot from the fellow participants from our neighbouring countries. Their passion

and dedication towards learning and contributions back to their countries is evident in how serious they are at the forum. They really made the entire forum memorable and we have formed very close friendships which we hope to continue.

2. What is the most enjoyable or unforgettable part of the trip?

Ben: Every moment is an enjoyable process! However, the most unforgettable part of the trip would be the cultural exchange day and Japanese cultural day. The two-day experience allowed every individual the opportunity to understand more about the different cultures of the neighbouring countries.

Hui Lin: The most unforgettable part of the trip to me is the field trip to Toba where we had to brave the rain on the first day. I had the opportunity to dress up as an Ama, enjoy the conversations and fresh seafood. The next day, we also had an enjoyable trip to a nearby

island where we were taken on a tour by the local children who showed us various places that were meaningful to them. The entire experience was different and refreshing. We also spoke to some locals and gained an understanding of what they have done to revitalise their community.

3. Any advice to those who are considering of applying for the next IATSS Forum?

Ben: Do not miss out this once in a lifetime opportunity to enrich yourself. It is rare to find a program that gathers individuals from different ASEAN countries for a two-month period, where everyone works together to achieve a common objective.

Hui Lin: Just do it! The IATSS Forum experience has definitely been life changing and the friendships and bonds forged are treasures to me now. We are still missing dearly the place and the people now. You will not regret it.



Application for the 53rd and 54th IATSS Forum is open!
Please email iatssforum@smfederation.org.sg for more details on the application process.

SMF Receives Certificate of Award for LEAD Programme

With challenges in the business community such as tightening of foreign labour policies and higher operating costs, it is all the more important for SMEs to restructure and relook at their business models in order to remain locally and globally competitive.

Singapore Manufacturing Federation (SMF) is committed to helping SMEs overcome these challenges as the nation undergoes its economic restructuring. On 29 August 2014, SMF, along with seven other Trade Associations and Chambers (TACs), received certificates of award for the Local Enterprise and Association Development (LEAD) programme funding at the LEAD Partners Dinner 2014. The dinner was organised by International Enterprise (IE) Singapore and SPRING Singapore, which are the agencies running the LEAD programme. Mr Lee Yi Shyan, Senior Minister of State for Trade and Industry, graced the event as Guest-of-Honour.

The LEAD funding would enable TACs such as SMF to embark on new industry or in-market projects to elevate industry competence and encourage internationalism. Through LEAD, SMF has initiated the Working in Partnership (WIP) programme, which introduces Singapore food products to overseas buyers with direct shipment in a consolidated effort among participating companies. Another LEAD-funded initiative was the SME Talent Programme (STP), which was launched by SPRING Singapore, with SMF being one of the appointed TACs to administer it.

The WIP programme was also specially mentioned in Minister Lee's speech at the dinner.



Mr. George Huang, President of SMF, received the certificate of award from Minister Lee

"While working on capacity building, our agencies are also mindful of the need to boost industries' export markets and presence overseas. Increasing sales and revenues are a sure way to raise productivity. One good example is what the Singapore Manufacturing Federation has done to help food manufacturing companies seize opportunities abroad," he said.

The WIP Programme was conceptualised in 2009 by Mr. Sunny Koh, Managing Director of Chinatown Food Corporation Pte Ltd and current Chairman of SMF Membership & Industry Groups Function Committee. Since the first piloted WIP event launched in 2010, the programme has grown significantly and has received positive feedback from local food companies.

Cross-Association Networking

On 17 July 2014, more than 80 industry players and representatives from various associations engaged in a fruitful lunch cum networking session at the Peach Garden Restaurant at Miramar Hotel.

Co-organised by Singapore Manufacturing Federation (SMF) Lifestyle Industry Group and the Hong Kong Trade Development Council (HKTDC), the event acted as a platform for participants to find out more about doing business in Hong Kong, and to seek collaboration opportunities with like-minded professionals. Participating associations included Association of Small and Medium Enterprises (ASME), Singapore Food Manufacturers Association (SFMA) and Hong Kong Singapore Business Association.

Ms. Zhang Jia Lin, Chairman of SMF Lifestyle Industry Group, kicked off the event with a heartening welcome speech. In her address, Ms. Zhang introduced participants to HKTDC and

encouraged participants to seize the opportunity to connect and build business contacts with one another.

A sumptuous lunch was served soon thereafter. The ballroom was immersed in a lively atmosphere as participants freely exchanged ideas and insights.

"This is a good platform for people to network and interact with those from different associations. The atmosphere is good and there is a lot of sharing going on. I think HKTDC and SMF have done a very good job," said SMF Council Member Mr. Birch Sio. Other SMF Council Members who attended the session included Mr. Lim Meng Wee and Mr. Tan Boon Chong.



Ms. Zhang Jia Lin (right), Chairman of SMF Lifestyle Industry Group, and Ms. Vivienne Chee, General Manager of HKTDC Singapore Office

Business Mission to Iskandar Malaysia

Singapore Manufacturing Federation (SMF) and Waste Management & Recycling Association of Singapore (WMRAS) organised a joint business mission to Iskandar, Malaysia on 25 June 2014.

The objectives of the mission are to identify new business, investment and trade opportunities and receive the latest updates in Iskandar Malaysia. Singapore companies can take the opportunity to identify industrial sites in Iskandar for potential location in their business expansion needs. Participants can also network during the mission and have a greater understanding on the assistance provided by the developers in Iskandar Malaysia.

More than 30 participants joined the business mission organised by SMF. The highlights of the business mission included briefing updates on the latest development in Iskandar Malaysia by the Iskandar Regional Development Authority (IRDA), site visit to AME i-Park in Kulaijaya, Zone E of Iskandar Malaysia and Eco World Business Park site tour in Kempas.

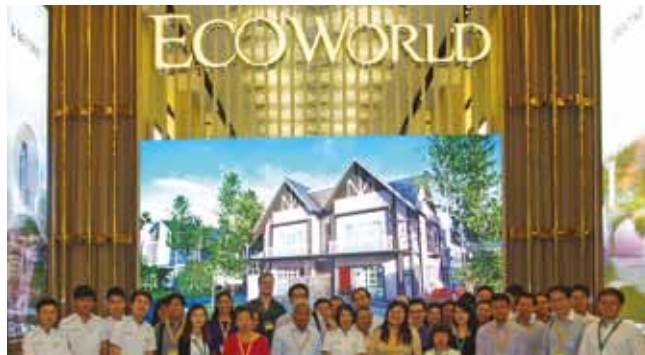
Mr. Yeap Kok Peng, Vice President of Economic & Investment of IRDA, shared that each of the five flagship zones in Iskandar has its unique proposition. "The roles of IRDA are Planning, Promotion and Facilitation. We are also able to provide advice to companies based on their business needs to achieve business sustainability. To date, the investment to Iskandar Malaysia has been growing steadily, with the total investment of RM 138.91 billion. Singapore is the largest investor in Malaysia's manufacturing sector since 2007," said Mr. Yeap.

i-Park@indahpura is a fully integrated industrial development to cater for the growing demand for high quality industrial parks built to international standards. SME City provides investors and end users the advantage of positioning their business next to their clients in i-Park, providing a seamless supply chain for a highly efficient manufacturing process. The layout is highly flexible and there is high level of customization available to potential owners. The park is designed with sustainable features that provide clients with a clean and green environment to conduct their business.

The site tour by AME Development was an eye-opener for the mission delegates. Their sales personnel were friendly and provided an informative session for all over a short afternoon. After the site tour at i-Park, the mission delegates were warmly received by representatives from Eco World for a site tour at Eco World Business Park at Kempas.

Eco Business Park 1 (EBP 1) is an advanced integrated industrial hub built and designed to maximize efficiency with minimal

resource wastage. Every unit is integrated with a host of intelligent green features designed to keep resources and energy-usage low as well as carbon footprints minimal. Some of the features include, rainwater harvesting for water saving, and enhance natural ventilation and lighting and North-South orientation for natural heat reduction. With the motion of going green and sustainable business, EBP is truly a self-sustainable industrial park of tomorrow.



Mission delegates enjoyed the site tour at Eco World Business Park with the introduction to a sustainable business

"LHT has existing business in both Kulai and Senai. Our team joined today's mission as we would like to understand the business environment in Iskandar. We are searching for suitable factory premises in the region of Iskandar. There is a high demand in Malaysia. We have plans to situate a manufacturing plant for some of our higher-end products here. The mission trip is meaningful and indeed an eye-opener for us! On top of the site tours at various business parks, we have a great time meeting new friends and potential clients. The networking opportunity during the mission trip is well appreciated", shared Mr. William Yap, Senior Sales Manager, LHT Holdings Limited.

"I have observed many business opportunities in the one-day business mission. It gives us a general idea of Iskandar. The networking over lunch and tour is positive. Mitsui chemicals has a joint venture with our partner and we have premises at Kuala Lumpur. In view of our business expansion plans, we may need more land areas in the near future. The business mission allows us to understand the feasibility around Iskandar. It is definitely a rewarding mission trip," concluded Mr. Darell Chung, Senior Sales & Marketing Executive (Marketing Planning & Coordination), Mitsui Chemicals Asia Pacific. Ltd.



SMF and WMRAS would like to thank AME Development for hosting a great lunch for all the mission delegates

CommunicAsia 2014 Bridges Communication Borders and Optimises Business Opportunities

CommunicAsia 2014 was held from 17 – 20 June at Sands Convention Centre. Singapore Manufacturing Federation (SMF) is proud to lead 44 companies under the Singapore Pavilion.

CommunicAsia is the stellar event recognised by industry professionals. Over the years, it continues to strengthen and stay relevant to the ever-changing info-communications technology industry. As Asia's largest integrated info-communications technology exhibition, exhibitors brought a wide range of technologies to showcase over the four-day exhibition. These technologies include 4G/ LTE, Cloud Services & Virtualisation, Multi-Screen Technology, Over-the-top (OTT), Satellite Communications to Unified Communication and collaboration.

One of the exhibitors under the Singapore Pavilion was SJ Manufacturing (2003) Pte Ltd. Established since 1982, SJ Manufacturing is a leading manufacturer of enclosure systems within the Asia Pacific region. It provides a one-stop solution for the customers and ensures high quality products starting from initial design to distribution and delivery. Their recent large projects include providing containment for Marina Bay Sands. They will also be working on a project with the National Stadium.

"By engaging our customers we are able to ascertain the challenges they are facing, and provide solutions for them. For CommunicAsia 2014, we bring the energy-saving solution to the customers. The data center thermal solution aisle containment brings about 30% in power savings as the cold aisle is isolated from the rest of the data center. The usual black cabinet is also replaced by white cover to allow cost savings in lightings,"

shared Mr. Anthony Adalia, General Manager, SJ Manufacturing (2003) Pte Ltd.

"We have more than 20 years of experience in exhibitions. We are able to showcase the new products to our existing customers. At CommunicAsia 2014, we are introducing various security locks to our customers. This show is a knowledge sharing ground and gives us a platform to network with the customers. It is convenient for customers to come together and visit us at the show. We have also received enquiries from new customers," added Mr. Anthony.



Mr. Anthony Adalia, General Manager, SJ Manufacturing (2003) Pte Ltd showcasing the aisle containment which provides energy saving solutions for companies

Ectivise Solutions Pte Ltd is another company which provides green solutions for companies. Ectivise is a leading pioneer in Gigabit Passive Optical Networks (GPON) and Integrated Optical Backbone Architecture (IOBA) solutions. Their focus is on consulting, designing, delivering, supporting and maintaining Integrated Optical Backbone Architectures in Singapore and Asia.

"By future-proofing the built environment, companies can adopt technology at a low cost while running an environmentally sustainable business. There is an increasing trend that companies are going green and embarking on a journey to use lesser non-renewable resources. At Ectivise we provide deliver value-added engineering services by improving energy efficiency and reducing costs," said Ms. Sabrina Ng, Marketing Manager, Ectivise Solutions Pte Ltd.

"We aimed to share the solutions, which are PIC eligible, with the visitors at the exhibition. We are delighted to receive great responses from the visitors," concluded Ms. Sabrina Ng.

Integrating Technologies, Experiencing Content at BroadcastAsia 2014

At the forefront of Asia's broadcasting, digital multimedia and entertainment industry, BroadcastAsia continues to provide a knowledge platform for trade professionals in the region.

Singapore Manufacturing Federation led 38 companies to the exhibition. AVLite Pte Ltd focuses the core business in television and broadcast industry. It is a system integrator solution provider and has great experience in installing systems in Auditoriums, Theatres, Hotels, Places of Worship, Educational Institutions, Community Clubs, Conference Rooms, High-end Residential, Outdoor Theatre.

"AVLite has been participating in BroadcastAsia for more than 20 years. The highlight for this year's showcase is the integration of LED lightings in the broadcast industry. At AVLite, we are providing solutions for our clients to achieve high quality viewing using energy saving LED Lightings," said Mr. Daxter Chew, Director of AVLite Pte Ltd.



Mr. Daxter Chew, Director of AVLite Pte Ltd is happy to network with existing and new clients at the show

"Our main objective to exhibit is to network with existing customers and show our existence in this industry. There is a growth of visitors in comparison to the previous year," shared Mr. Chew.

Envisioning the Future – NXT@CommunicAsia 2014

Technology is changing the gameplay of businesses and the day-to-day lives of people. CommunicAsia2014 continues to stay relevant to the ICT industry and envision the future by bringing visitors to NXT@CommunicAsia which was held concurrently with CommunicAsia.

Visitors witnessed the technologies in action that are the driving forces in building a truly connected city. These technologies are in action at the different touch points.

Technologies featured include big data and business analytics software, cloud services, embedded technology, sensor networks / sensing technology, RFID, GPS, M2M, mobility, security and ID recognition technology, wireless network and many others.

Singapore Manufacturing Federation proudly led more than 10 companies in the exhibition. One of the participating exhibitors is VGTAG iN-Solutions Pte Ltd.

“AT VGTAG, we believe that many traditional business processes can be optimised and improved with RFID. Our RFID implementation approach is simple, cost effective and efficient. This is made possible by our experienced team with combined decades of experience in this field, and through our continuous effort in innovation and design. Our goal is to offer customers solutions that reap maximum benefits from RFID technology,” mentioned Mr. EK Toh, CEO of VGTAG iN-Solutions Pte Ltd.

Mr. Toh shared that VGTAG works with the principal to develop R&D customised products that are suitable for industries such as laundry and jewellery business to achieve operational efficiency. For instance, DOTR – 900 is capable of reading all the tagged jewellery behind the glass display in a short time and it is able to operate wirelessly.



DOTR – 900: Demonstration of mobile RFID reader to perform an inventory stock-take in a jewellery environment set-up

Cosmobeaute Asia 2014 – Global Beauty Experience

Celebrating 10 years of excellence in the beauty trade, Cosmobeaute Asia was held from 14 to 17 July 2014 at Putra World Trade Centre (PWTC), Kuala Lumpur. Cosmobeaute Asia 2014 reaffirmed its esteemed prestige in Malaysia's beauty trade exhibition industry as the most prominent beauty trade exhibition in the ASEAN region.

Cosmobeaute Asia continues to provide an opportunity for international brands to establish their business through this connective platform to meet potential importers, distributors, salon owners, beauticians and newcomers in the industry.

Besides discovering new product and latest trends from skincare, cosmetics, slimming, beauty and wellness equipment, visitors valued the opportunity to update and enhance their innovative techniques and professional skills. Industry experts and leaders participated at Cosmobeaute Asia 2014 to advocate visitors about the dynamics and insights of the industry as well.

Singapore Manufacturing Federation (SMF) and IE Singapore have co-organised the Singapore Pavilion at Cosmobeaute Asia for the past 10 years. Once again, SMF led the Singapore companies under the Singapore Pavilion to market their products to the overseas market. SMF secretariat has received positive feedback from the participating companies.

Anthomi Beauzone (S) Pte Ltd has business operations in both Singapore and Malaysia for the range of skin care products, accessories and equipment. Anthomi Beauzone hopes to assist new beauty salon owners to achieve “Small Business, Big Profits” by offering consultancy and training on how to market and carry its range of skin care products in Singapore and Malaysia.

“We would like to expand our business share in Malaysia through profiling and showcasing our products in the overseas trade fairs. Anthomi Beauzone would like to use the trade fair as a platform to showcase its range of skin care products, under the brand *pe™*,” concluded Mr. Alex Tan, Director of Anthomi Beauzone (S) Pte Ltd



Mr. Alex Tan, Director of Anthomi Beauzone (S) Pte Ltd

Symposium Focuses on Benefits of Robotics

For decades, industrial robots have been used to help raise productivity in the manufacturing industry. Today, robotics technology integrates innovative application equipment to help companies achieve industrial automation and raise productivity.

For some 50 representatives of companies, the Robotics Symposium on 23 July 2014 was a useful platform to learn more about the future trends of robotics technology and to share case studies of robotic use for increased operational efficiency. This event was organised by ABB Pte Ltd (ABB), one of the members of Singapore Manufacturing Federation (SMF) and the world's leading automation company group.

The symposium was held in conjunction with the official opening of ABB's Robotics Packaging Application Regional Hub. Mr. Tay Jih-Hsin, Chairman of SMF's Electrical, Electronics and Allied Industries Industry Group (EEAI IG), delivered the keynote address at the symposium.

"With such wide possibilities before us, it is clear that we are now standing at the crossroad of industrial automation. It is certainly very exciting to see all of this happening right in front of our eyes. As such, this symposium came at the opportune moment. Many of our members are looking into implementing robotics to mitigate the challenges we face in terms of rising energy costs and labour costs, in addition to the tightening of foreign manpower policy. I believe that this symposium will bring about many fruitful gains for our broadband industries," said Mr. Tay in his speech.

In addition, participants visited the newly-opened Robotics Packaging Application Regional Hub. The hub will be a platform to develop novel robotics manufacturing solutions in hardware and software to benefit growing industries such as food and beverage, pharmaceutical, consumer electronics, and solar photovoltaics.



The hub showcases different type of robots specialised for processes such as picking, packing, palletising and welding.

"My unit specialises in assisting SMEs to embrace automation. Hence, a lot of the technology showcased here, especially the FlexiPicker™ and the spider robots, are relevant to what I am looking for to recommend to my clients, many of whom are in the food industry. I will recommend this technology to my clients and we can work out solutions to improve their companies' efficiency," said Ms. Grace Chew, Mechanical Design Engineer, Food Automation Unit, Food Innovation and Resource Centre in Singapore Polytechnic.

4th Awareness Seminar on Medical Device



Ms. Jacqueline C. Monteiro (second from left), Deputy Chairman of MTIG, with the speakers at the end of the successful seminar

The Medical Technology Industry Group (MTIG) under Singapore Manufacturing Federation (SMF) held an Awareness Seminar on Medical Device on 10 September 2014. Fourth in the series of Awareness Seminars organised by MTIG, this seminar on medical devices witnessed the participation of more than 180 industry professionals and stakeholders who were eager to be updated on the current medical trends.

The afternoon seminar featured various guest speakers from Health Sciences Authority (HSA) Medical Branch, who presented a litany of topics pertaining to medical device software, clinical evaluations and essential principles for medical devices, as well as biocompatibility and animal studies for medical devices. There was also an informative Q&A session after the presentations, whereby the speakers

shared some valuable insights in answer to the participants' queries.

"The presentations are very relevant for my company as we are in the industry of in vitro diagnostic medical devices. The seminar has given us a better understanding on the requirements and regulations from HSA," commented Mr. Hu Wei-Ping, Manager, Research & Development of MP Biomedicals Asia Pacific Pte Ltd.

"The seminar was very good and informative. It allowed the participants a good glimpse of the requirements from HSA. The case studies provided by the speakers have helped reinforce that understanding," said Ms. Claudette Joyce Perilla, Assistant RA from Baxter Healthcare (Asia) Pte Ltd.



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Transforming the Manufacturing Landscape: Additive Manufacturing

With the Additive Manufacturing (AM) being hailed as the next revolutionary technology that could transform the manufacturing industry, Singapore Manufacturing Federation (SMF)'s Metal, Machinery & Engineering Industry Group organised a study trip to Nanyang Polytechnic (NYP) on 5 June 2014.

More than 25 participants attended the talk on AM with Mr. David Wong, Deputy Director of Aerospace & Precision Engineering, as the main speaker. During the presentation, Mr. Wong highlighted the benefits of AM, which included a high level of customisation and democratisation of products, reduced inventories and capital cost, as well as its environmental-friendly nature due to low carbon footprint and less parts and materials used in the process.

Mr. Wong also illustrated the impact of AM on a diverse range of industries, including healthcare, automotive and food industries. For example, additive manufacturing can be used to produce automotive parts and even the whole car in one process, which would disrupt the traditional way of manufacturing different parts before putting them together.

After the talk, the participants also went on a guided tour of NYP's Additive Manufacturing Innovation Centre, where they

could observe the various AM processes and the products that could be manufactured.



Mr. John Kong, Chairman of MME IG, presenting Mr. Wong with a token of appreciation at the end of the talk

"Additive manufacturing is one of the topics identified as the future of manufacturing. Hence, it is good for us to have a better understanding. I found the tour to be very interesting. After the talk and seeing it for myself during the tour, I can tell that this technology has gone further than what I imagined and the possibilities are unlimited. I am very satisfied with today's event," shared Mr. Kent Chan, General Manager of CPM/Pacific (Private) Ltd.



The participants on a tour around the NYP Additive Manufacturing Innovation Centre

Industry Visit to Manufacturing Productivity Technology Centre

On 3 July 2014, Singapore Manufacturing Federation (SMF) organised an industry visit to the Manufacturing Productivity Technology Centre (MPTC) at Singapore Institute of Manufacturing Technology (SIMTech). The visit was a combined trip arranged by SMF's Industry Groups – Electrical, Electronics & Allied Industries Industry Group (EEAI IG) and Packaging Council of Singapore Industry Group (PCS IG). Forty members, including the Chairman of EEAIG Mr. Tay Jih-Hsin, took part in this fruitful learning journey to understand more about the innovative technologies that could help improve manufacturing efficiency.

At MPTC, participants were separated into small groups and toured the centre. Speakers were stationed at different locations in the centre to explain the various technologies and programmes offered by SIMTech.

Participants were also given a guided tour around SIMTech's Sustainable Manufacturing Centre, which showcases and promotes sustainability in the manufacturing industry.



SIMTech staff explaining RFID Smart Storage System to the participants

"It is an amazing experience. We were introduced to many technologies and methods that can be applied to improve manufacturing processes at a low implementation cost. I believe both SMEs and MNCs can benefit from this," said Mr. Tay Jih-Hsin, Chairman of SMF's EEAIG Industry Group.

"This is my first visit to SIMTech and it has been a very interesting trip. I have gained a lot of useful knowledge from this visit. We will discuss internally how to make use of these technologies to better help our company," shared Mr. Jeffrey Lee, Deputy Managing Director of Nidec Sankyo Singapore Pte Ltd.

Inaugural SMF Awards

Amidst the uncertainty and crises that afflicted the world economy since 2008, Singapore economy has also been grappling with multiple challenges in recent years. With a tight immigration policy, companies are faced with manpower crunch, in addition to stiff regional and global competition as well as rising operating costs. Despite these adverse conditions, local companies have managed to surmount these challenges with innovative business models and sustainable business growth.

Singapore Manufacturing Federation (SMF) believes that the success stories and accomplishments of these companies should be heard and shared with the rest of the business community. With that goal in mind, SMF launched the inaugural SMF Awards in May 2014. The SMF Awards comprise of two main classes, namely, SMF Sustainable Growth Award and SMF Business Model Innovation Award.

The SMF Sustainable Growth Award aims to recognise companies which have demonstrated the ability to adapt to different economic situations and grown their businesses and profitability over the long term. The Award also encourages companies to plan and strive to grow through both good and bad economic cycles.

The SMF Business Model Innovation Award is the first Award in Singapore to recognise outstanding companies that have achieved success in transforming their business models. The objective of this Award is to inspire the local business community to pursue transformational growth through business model innovation.

This Award celebrates innovative growth strategies in today's fast-changing business landscape and honours companies that have achieved excellence in innovative thinking and implementation in business model change. With this Award, SMF hopes to build a local community of entrepreneurs and innovators whose sustainable exchange of experiences, insights and wisdom will support the growth of local industries in the long run.

The SMF Awards have received many outstanding entries for both award categories. The judging panels were hard pressed to shortlist the pioneer batch of awardees.

"Business Model Innovation is ever more important. As the world is changing in a fast pace, business models have to evolve very quickly and rapidly to address those structural changes. The SMF Business Model Innovation Award gives a platform for companies to participate and benchmark to see where they are, so that they can do even better," said Mr. Douglas Foo, Chairman of the SMF Business Model Innovation Award Judging Panel.

"The judging panel for the SMF Sustainable Growth Awards strongly believes that the success stories of the Award Winners and Merit Award Winners can encourage and motivate others with similar challenges to review their business strategy and strive for growth," commented Mr. Saw Ken Wye, Chairman of the SMF Sustainable Growth Award Judging Panel.

After intensive discussions and much consideration, the results were decided to unveil a total of 8 award winners and 9 merit award winners for the two award categories.

SMF Sustainable Growth Award Winners



Feinmetall Pte Ltd



Serrano Pte Ltd

SMF Business Model Innovation Award Winners



BrightLite Systems Pte Ltd



Concorde Security Pte Ltd



Consistel Pte Ltd



LHT Holdings Limited



Rigel Technology (S) Pte Ltd



Syspex Technologies Pte Ltd

Sustainable Growth Awards

Judging Panel



(L-R): Professor Francis Koh, Vice Provost (Special Projects), Professor of Finance (Practice), Director, Singapore Management University; Mr. Lucas Tran, Head of Diversified Industrial Sector, KPMG LLP; Mr. Saw Ken Wye, CEO, Crimson Logic; Mr. John Lu, Director, Manufacturing & Engineering, SPRING Singapore; Dr. Prem Shamdasani, Associate Dean, Executive, Academic Director (APEX-MBA) Programme, NUS Business School

Qualifying criteria:

- Must be a Singapore-incorporated Company OR has a Regional Headquarters in Singapore
- Must be a company that has been incorporated for at least the last 5 years
- Must be a manufacturing company OR manufacturing services & support

Business Model Innovation Awards

Judging Panel



(L-R): Dr. Michael Teng, Assistant Secretary-General of SMF; Mr. Douglas Foo, Chairman, Sakae Holdings Ltd; Mr. Robert Yap, Chairman & CEO, YCH Group; Professor Serguei Netessine, The Timken Chaired Professor of Global Technology and Innovation, INSEAD, and Research Director, INSEAD – Wharton Alliance; Dr. Chen Guan Yow, Head, Industry Identification and Incubation, Singapore Economic Development Board

Qualifying criteria:

- Must be a Singapore-incorporated Company OR has Regional Headquarters in Singapore
- Must be a company that has been incorporated for at least 1 year

Judging Criteria for SMF Sustainable Growth Award:

Criteria	
Quantitative	
Demonstrated a growth over the last 5 years in areas such as Revenue and/or Profit (To provide a Self-Declaration <u>OR</u> certified-true copy of audited accounts (FY2009 - 2013))	
Qualitative	
Sustainable Growth	Outline how the company has achieved sustainable growth over the last 5 years
Market Challenges	Outline how the company's business strategy has managed/ adapted to challenging/ changing market conditions to remain sustainable in the long term
Customers' needs	Outline how the company has addressed customers' needs to improve the value they derive from the products and services offered
Strategic Plans	Outline how the company has put in place plans to grow the business in a sustainable way in any of the <u>two</u> areas below: <ul style="list-style-type: none"> • Growth capability • Market share • Brand building • Allocation of resources • Capital expenditure and R&D investment • Cost of production • People Management and leadership renewal/ continuity • Environmentally-friendly technologies and business practices

Judging Criteria for SMF Business Model Innovation Award:

Criteria	
Quantitative	
Business Model – Before vs. After	The extent of innovation or change from past and current innovative business model.
Impact on company's profitability and revenue growth	The extent of impact on the company's profitability and revenue growth. Please provide audited financial statements as evidence of positive impact on company's financials.
Revenue Model Innovation	Demonstration of how innovative is the company in <ul style="list-style-type: none"> • Developing new or additional revenue streams • Developing new marketing initiatives • Changing sales approach to enhance value proposition
Customer Model Innovation	Demonstration of how innovative is the company in <ul style="list-style-type: none"> • Developing new customer segments • Involving customers in creating new value • Developing or adding new delivery channels
Organisational Model Innovation	Demonstration of how innovative is the company in <ul style="list-style-type: none"> • Changing your cost structure • Fostering an innovative organisational culture to achieve business model innovation • Enabling any mind-set change among employees

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SiPi Innovation Challenge Trophy 2014



The students proudly showing their Business Model Canvas

As the Prime Minister has pointed out during the recent National Day Rally, a university degree need not be the only route to a fulfilling career for young Singaporeans. Having the relevant and right skills can also lead to good and satisfying jobs. He has urged the young generations to seek different ways to deepen their skills and knowledge.

The Innovation Challenge Trophy is one of such initiatives by Singapore Manufacturing Federation (SMF) to nurture young Singaporeans into future leaders, through an approach that is different from classroom teachings and textbook learnings. Organised by Singapore Innovation and Productivity Institute (SiPi) under SMF, the inaugural Innovation Challenge Trophy aims to help polytechnic students gain a deeper understanding of Business Model Innovation (BMI) and its importance in a business environment. It also enables students to learn the right skills in areas of communication and business operation.

There are a total of nine teams from all five polytechnics in Singapore that are participating the Innovation Challenge Trophy. The competition is conducted over two phases:

- **Phase 1: Workshop**
– A half day workshop for all participating teams and their mentors at SMF.
- **Phase 2: Final Presentation**
– Top five teams will be selected based on the Business Model Innovation paper they have submitted. These finalists will be given a few days to prepare their presentation to a panel of judges on 9 October 2014. Each team will present on an innovative project featuring either business model or product innovation that is commercially viable.

The workshop was conducted on 3 September 2014 to introduce the teams the concept of BMI and how to apply it in a business. Dr. Vincent Wee, Director of SiPi-Capability & Capacity Development Programme, started the workshop with a warm welcome to the participating students.

During the session, students were first exposed to the different segments in a Business Model Canvas (BMC), which is an important tool in innovating one's business model. Next, the teams were tasked to create their own BMCs for a particular product or service. Afterwards, each team was also called to the front of the room to present on their new business model for the product or service. Through this brief yet intensive exercise, the students have gained a better knowledge of BMC and how to apply it in their business applications. Participating teams expressed after the workshop that this session has been helpful in their preparations for the final presentations.

"It has been an interesting exercise. It got us engaged and we learnt how to apply the Business Model Canvas to our business. We will be presenting on our healthcare products to the elderly at the final presentation. We will definitely be applying what we have learnt today to make our presentation better," commented Team Sozo from Temasek Polytechnic.

The final presentations will take place at Suntec Convention Centre on 9 October 2014, as part of the Singapore Innovation and Productivity Conference 2014.



Teams engaged in the exercises on BMI

Project Reach 2014



**SMF Institute
of Higher Learning**

Project Reach 2014 was held on 5 August 2014 at Singapore Manufacturing Federation Institute of Higher Learning (SMF Institute). Project Reach is a platform for final year students of Murdoch University majoring in Public Relations at SMF Institute of Higher Learning to gain first-hand experience in working with Non-Profit Organisations (NPOs) for a better cause. The Guest-of-Honour at Project Reach 2014 was Dr. Patrick Loh, Chairman (Academic Advisory Board) of SMF Institute.

Into its ninth cycle, student teams were tasked to work in tandem with an assigned NPO to develop plans and strategies in meeting the NPO's public communication goals. The short-term but meaningful involvement helps to reinforce volunteerism and encourage students to reach out to the third sector for the greater good in the long run, whilst applying their academic knowledge to overcome real-world challenges.

"It is an exciting day ahead! There are a total of nine teams of students who will present to us a diverse range of Public Relations plans for the nine respective NPOs. The diversified sharing of knowledge is definitely fruitful for everyone here. Most importantly, the students enjoy themselves in this learning process," said Mr. Gabriel Lee, CEO of SMF Institute of Higher Learning in his welcome address.

Following Mr. Lee's address, Dr. Peter Waring, Dean of Murdoch Singapore Office opened the Project Reach 2014 conference.

"One of the reasons which made me decide to become an academic is that I enjoy the enthusiasm and optimism among students. Students always have the energy to create a sense of hope for the future. I look forward to today's conference and learning from our students," shared Dr. Waring.



(Middle): Dr. Patrick Loh, Chairman (Academic Advisory Board) of SMF Institute of Higher Learning graced the conference

Two industry experts and a Murdoch University faculty member were invited to be the judges at Project Reach 2014. The judges were Mr. Kelvin Phang, Founder & Managing Director, Empower Asia Singapore, Mr. James Eng Jin Brasher, Director and Partner at Rice Communications Singapore, and Ms. Catherine Archer, Master of Philosophy (Public Relations), Murdoch University, Perth, Australia. The judges gave insightful advices and feedback to the students during the conference.



(L – R): Mr. Kelvin Phang, Founder & Managing Director, Empower Asia Singapore, Mr. James Eng Jin Brasher, Director and Partner at Rice Communications Singapore, Ms. Catherine Archer, Master of Philosophy (Public Relations), Murdoch University, Perth, Australia

Representatives from NPOs, lecturers and judges were pleased with the outstanding performance by the students. Students also shared their experience working with their respective NPOs.

"All of you have done a brilliant job! It is a fantastic and inspiring day for all the judges and lecturers. The teams have demonstrated high level of professionalism. The high energy and passion from the teams should also be applauded. Project Reach helps to prepare you for your future career and the impact today is definitely long lasting," concluded Ms. Archer.



Over 50 students presented brilliant proposal on Project Reach 2014

Tips on Hiring the Right Candidate

The SME Talent Programme, otherwise known as STP, is managed by the Singapore Manufacturing Federation (SMF), among other appointed associations. Annually, the STP team reaches out to more than 2,400 students and graduates in the five Polytechnics and the Institute of Technical Education. In July this year, STP was enhanced to allow Singapore graduates from local Universities to be eligible for the programme, which will further enlarge the pool of candidates available to participating companies. Grants are also available under the STP for companies to tap onto for internship opportunities. This article aims to provide pointers to identifying, shortlisting and hiring the right candidate for a company.

“Organisations that Hire Right, Retain Right and Train Right typically have a more engaged and stable workforce. This puts them in an advantage versus their competitors that may have to constantly spend time rehiring and retraining,” shared Dr. Vincent Wee, Director of Singapore Innovative and Productivity Centre, as well as the SMF Centre of Corporate Learning.

Indeed, hiring the right candidate is a lifelong question that jostles in the mind of employers, as a bad choice may hamper a company's business operations. On the flipside, hiring the right candidate would also pose the next question for the employer: “How can I attract and retain them?” All this boils down to the selection process and the recruitment platforms available to companies.

Companies are able to “Hire Right” when they are in a position to attract the right candidate through their recruitment efforts. Companies on board the STP can offer a sign-on bonus to attract worthy candidates and they will need to commit at least one year employment with the hiring company. Coupled with a training grant of up to S\$15,000, companies are able to “Retain and Train Right” by developing a comprehensive training plan to groom their talents and retain them for future positions.

Companies on board the STP are also able to build a pipeline or talents early by offering a study award when the candidates are still in school. This includes tuition fee sponsorship, study allowances and a sign-on bonus. Companies can look

forward to having up to 70 per cent of the cost of the study awards funded by SPRING Singapore and a training grant totalling up to S\$10,000. Students matched will begin employment with the SME upon graduation, with a two year bond period.

Through STP, participating companies are able to amplify their job offers and tap onto the sponsorship and training grants provided under the STP to tilt the candidates head their way in return for a one or two-year bond with the company.

One company that has benefitted through STP is CKE Manufacturing Pte Ltd. As an SME, it does not have a structured hiring process and hence taps heavily on partners that have a pipeline of candidates.

“Many SMEs do not have a strong, established hiring process framework and rely on time to ascertain if they are hiring right. STP is a good platform for SMEs to communicate their hiring needs. It is also able to well manage the expectations of both the candidate and hiring SME, as compared to a Human Resources agency that may sometimes misalign the expectations. We think this is the key success for STP,” commented Mr. Kwan Lifeng, Enterprise Development Manager of CKE Manufacturing Pte Ltd.



Mr. Kwan Lifeng, Enterprise Development Manager of CKE Manufacturing Pte Ltd.



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WDA-SMF Productivity and Innovation Awards



As Singapore continues its transformational journey to productivity, the fourth WDA-SMF Productivity and Innovation Awards is also entering its fourth year of encouraging companies to train and upgrade their workers in order to increase productivity. Jointly organised by Singapore Manufacturing Federation (SMF) and Workforce Development Agency (WDA), the awards aim to recognise companies' efforts at raising productivity via two programmes – WSQ Certified Productivity & Innovation Manager (CPI Manager) and the SME Quality Initiatives to Assist, Nurture and Grow (SME QIANG). Both of these programmes help companies to build management capabilities and empower managers to implement productivity initiatives in their businesses.

The judging session of this year's WDA-SMF Productivity and Innovation Awards took place at SMF on 3 September 2014. There were a total of five companies who presented on their innovative solutions developed during the course of the WSQ CPI Manager and SME QIANG. The judging panel was notably impressed by the diverse range of solutions from the participating teams.

The results of the judging are unveiled at the Singapore Innovation and Productivity Conference 2014. The award winners will receive their well-deserved awards from Mr. S. Iswaran, Minister, Prime Minister's Office, Second Minister for Home Affairs and Trade & Industry.

"Through the WSQ CPI Manager, we have more communication with our employees. We look at issues with a different perspective. I can understand what customers are thinking. I am now more receptive to changes," said Mr. Liao Kee Yong, Senior Project Sales Manager at Fujicon Engineering Pte Ltd.

"We are the first SME to have this machine for material recovery facility in the waste management industry. SME QIANG enables us to increase the company's productivity by helping us gain a better understanding of the different work processes and adapt to our company's situation," commented Ms. Melissa Tan, General Manager of Wah & Hua Pte Ltd.

"Through SME QIANG, we are able to identify the gaps and reduce auxiliary time. We are more conscious to cut down labour efficiency losses," concluded Ms. Doreen Neo, Manager, Soon Yong Huat Engineering Construction.

Award Winners - SME QIANG



Soon Yong Huat Engineering Construction



Veolia ES Singapore Industrial Pte Ltd



Wah & Hua Pte Ltd

Award Winners - WSQ CPI Manager



Fujicon Engineering Pte Ltd



Krasu & Naimer Pte Ltd

Breakfast Talk

More than 30 participants attended the ETS Breakfast Talk organised by the Singapore Manufacturing Federation Centre for Corporate Learning (SMF CCL) on 19 September 2014. Chris Lee, Deputy Director, Sales & Marketing, of SMF CCL started off with an introduction on Enterprise Training Support (ETS) Scheme, a collaborated initiative by Workforce Development Agency (WDA) and Ministry of Manpower (MOM).

The objective of the talk was to highlight how companies could invest prudently in today's fast-changing business landscape by sending their employees for training. In view of this, the talk also shared on the different types of training which are supported by the ETS scheme.

In the introduction, SMF CCL shared that companies will be able to access the ETS scheme to implement progressive human resource (HR) systems; enhance in-house training infrastructure and capabilities that will help raise the skills and productivity of workers.

After the introduction, participants were engaged in an interactive discussion panel to further elaborate on ETS and to answer the questions raised by eager participants. The panel featured Dr. Vincent Wee, Director of SMF CCL, Mr. Christopher Ang, Centre Manager of SMF CCL and Mr. Roger Tan, TNA Consultant. During the session, various topics about the ETS scheme such as training and ETS components were discussed. The discussion panel provided useful information and the opportunity for participants to clarify their doubts on the ETS scheme.



Participants from the Breakfast Talk

The panellists also shared how SMEs, small and medium-sized businesses, raised their productivity by investing in changing business processes through training their people. Some of these trainings are supported by the ETS scheme.

"I attended the breakfast talk to find out more about the Enterprise Training Support Scheme that is jointly developed by Singapore Workforce Development Agency (WDA) and Ministry of Manpower (MOM). The new scheme will definitely enhance our business productivity and helps in training our people." said Ms. Shirley Lee, Office Manager, Acmemonaci Asia Pte Ltd.

For more information on ETS, please call 6826300, or email to enquiry.ccl@smfederation.org.sg

Memorandum of Understanding Signed between SMF and SABCC

Singapore Manufacturing Federation (SMF) has signed a Memorandum of Understanding (MoU) with Singapore Business Advisors Consultants Council (SBACC) on 14 August 2014. The MoU appoints SMF Centre for Corporate Learning (SMF-CCL) as the accredited training provider to conduct the Practising Management Consultant (PMC) Certification training modules.

The certification is a formal endorsement of a consultant's professionalism, credibility, and quality. The certification offers a total of ten four-hour modules, out of which "Ethics and the Law" and "Application for Government Incentives" are mandatory. Other modules include "Data Gathering and Collation", "Project Management", "Client Consultant Relationship", "Project Implementation and Completion", "Analysis and Recommendations" and more.



(L-R): Mr. Damon Yong, Assistant Executive Director of SBACC; Ms. Lau Chuen Wei, Executive Director of SBACC; Mr. Lam Joon Khoi, Secretary-General of SMF; Mr. Christopher Ang, SMF-CCL Centre Manager



Providing Training Opportunities for your Employees!

The Enterprise Training Support (ETS) scheme is jointly developed by Singapore Workforce Development Agency (WDA) and Ministry of Manpower (MOM). It is designed to support companies and employers in training their employees and implementing progressive human resources (HR) development systems that help to raise the skills and productivity of their workforce.

The ETS scheme aims to achieve the following outcomes:

- Raise workers' productivity and skills levels as part of economic restructuring;
- Create more hiring and competitive opportunities for Singaporeans through good HR development management systems and practices; and
- Benchmark compensation and benefits to market rates for local talent attraction and retention.

Hear from our clients:

"The professional support from SMF and grant support from WDA makes it easy for CKE to adopt and tap on the scheme. By tapping on the ETS scheme, we hope it will allow us to cross train quickly and systematically, enhance productivity and quality, greater ability to deploy rapidly for expansion and to

respond to our customer's changing needs and also allow us to tap on the experience of senior and mature staff and provide them with an alternative career path," said Mr. Kwan LiFeng, Enterprise Development Manager, CKE Manufacturing Pte Ltd

"One of our current engineering interns who have a passion for training will be embarking on ACTA certification before she joins us next year after graduating from National University of Singapore," added Mr. Kwan.

"One of our company's priorities is to strengthen our internal learning and development capabilities, as we want our employees to develop their hard and soft skills at Keystone. ETS scheme provides a good structure for us achieve this objective. With ETS, we are able to select a variety of external courses that would nicely complement with what we teach internally," shared Ms. Pearl Yu, Marketing & Admin Director, Keystone Cable (S) Pte Ltd.

"In addition to the core training, we are also keen to enhance our HR policies and processes. The ETS offers cost defrayments in these key areas as well, such as compensation and benefits, and talent management," said Ms. Yu.

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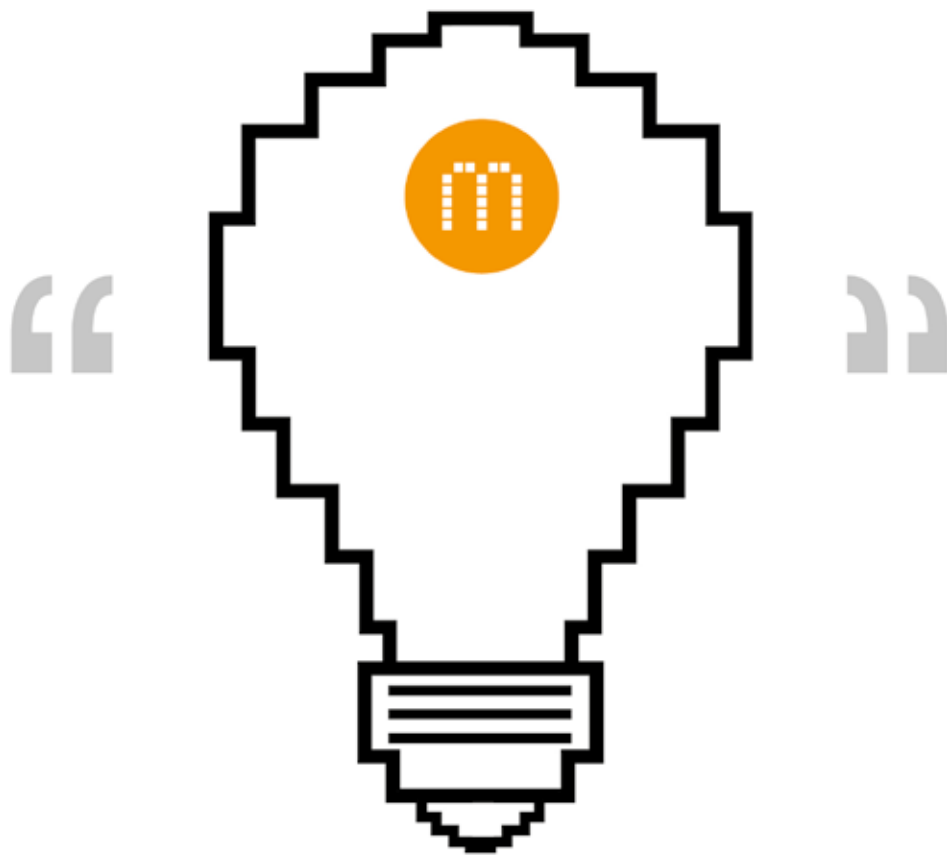
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Email	jessicalee@smecentre-smf.sg	query@smecentre-smf.sg
Sector Coverage	Can take companies from following sector(s): Manufacturing & Construction	
Specific focus on the following WSQ frameworks	<ul style="list-style-type: none"> • Precision Engineering • Generic Manufacturing • Aerospace • Textile and Fashion • Process • Environmental Technology • Public Transport • Port Services/Logistics • Clinical Research • WSH for Marine Industry 	

SME Centre@SMF Received Certification of Appreciation

Since its establishment, SME Centre@SMF has been very active in partnering with SPRING Singapore to reach out to assist companies in improving their businesses. On 20 August 2014, an appreciation dinner was held by SPRING Singapore at National Library Building to thank the SME Centres and government agency partners that have played an instrumental role in helping SMEs. Mr. Tay Jih-Hsin, Chairman of SME Centre@SMF, attended the dinner and received the certificate of appreciation from Mr. Teo Ser Luck, Minister of State for Trade and Industry.



Mr. Tay Jih-Hsin (centre), Chairman of SME Centre@SMF, received the certificate from Minister Teo Ser Luck (third from left)



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Small Businesses Get Help From SME Centre@SouthWest



Bok Sing Hardware Paints, an SME which deals in hardware and machinery, has raised its revenue by about 20 per cent. To achieve this, the company has revamped its management processes, improved productivity, and enhanced its corporate profile overseas. Between last December and March this year, they received business advisory assistance from SME Centre@SouthWest to address its business challenges. In addition, by tapping on the government's schemes for SMEs, Bok Sing has enjoyed cost savings.

For example, the company purchased an S\$80,000 inventory system that was integrated with a new point-of-sale system. However, it paid only 40 per cent of the total cost with the help of government funding, which aims to help SMEs improve productivity.

The big change came about because Bok Sing's owner, Mr. Sanki Ng, wanted to expand overseas. He turned to the Singapore Manufacturing Federation (SMF), which put him in touch with SME Centre@SouthWest. The centre's manager, Mr. Raymond Wong, made several visits to Bok Sing to assess its business needs.

"Raymond told us about trade fairs organised by the SMF and IE (International Enterprise) Singapore that we could tag along with. He also told us about tax deductions, subsidies and assistance we could get for participating in a trade fair," recalled Mr Ng.

HELP SCHEMES

It did not stop there. Mr Wong also introduced Bok Sing to various government funding support schemes it could tap to improve productivity and business processes. One was the Productivity and Innovation Credit (PIC) scheme and another, the Enhanced Innovation and Capability Voucher (Enhanced ICV).

PIC allows businesses to claim 400 per cent tax deductions or 60 per cent cash payment for investments that increase productivity. ICV is a S\$5,000 voucher that SMEs can use to pay for consultancy services and solutions.

"We hired a Business Excellence Consultant under the SPRING Singapore 'SME Management Actions for Results' initiative, who taught us how to better manage the business. Their once-a-week

meeting also covered what the management can do to bring in more revenue. The consultant came many times to help us with paperwork and to study our business profitability. Lectures were also provided to my management and managerial staff. This has given us ideas for the business growth," said Mr. Ng.

Recently, Bok Sing attended its first trade fair abroad. The five-day event in Kuala Lumpur resulted in an influx of new customers.

"We knew that going out for exhibitions gives us exposure, but we couldn't afford it. With subsidies, it is not as expensive. I feel more confident about our future," said Mr. Ng. He is very grateful to the SME Centre@SouthWest, which he calls his "knowledge book", and refers to it "whenever we need to know more about government support schemes for SMEs".

SMES' FOUR MAIN PROBLEMS

The SME Centre@SouthWest has provided business advisory services to close to 700 companies within the South West District, since its establishment in July 2013.

The most common enquiries the centre receives are about the PIC and ICV schemes, and whether a company can apply for both at the same time. The answer to the latter is a resounding yes.

Other than funding and not knowing where to get advice, another problem that SMEs face is Singapore's tight labour market, which makes it difficult for SMEs to find local workers. In the case of Bok Sing, it was also introduced to SME Talent Programme, an initiative by SPRING Singapore that helps local employers locate graduates from the Institute of Technical Education and the polytechnics.

The fourth common problem is out-of-date work processes.

"A lot of businesses have been around for 10 to 30 years. Their business model has not changed but the environment has," remarked Mr. Raymond Wong.

SME Centre@SouthWest helps all kinds of companies-including heartland shops with less than 10 employees, or micro-SMEs. Mr. Wong and his two business advisers usually meet SME owners at their place of business. This allows them to see for themselves the issues the companies face.

"Usually, such businesses are not keen on government support because they believe that 'if the government gives me money, it's not so easy'. We are here to tell them, 'this is how we do it', and provide transparency to give them confidence," said Mr. Wong.

Article contributed by "South West Community Development Council Publication BRIDGE"

'The Future of Manufacturing Industry' Dialogue



In view of the emerging trends in the manufacturing industry, Singapore Manufacturing Federation Standards Development Organisation (SMF-SDO) held a dialogue session on 5 August 2014, as part of the annual Quality and Standards Conference jointly organised by SMF and SPRING Singapore. The dialogue aimed to explore the synergies of standards adoption in different areas of manufacturing, especially in the emerging trends in the sector, such as Additive Manufacturing and Robotics.



The annual Quality and Standards Conference held at Orchard Hotel

Themed "The Future of Manufacturing Industry", the dialogue featured a strong line-up of speakers from renowned institutes and organisations. In addition, the dialogue also introduced the participants to SMF-SDO's newly formed Manufacturing Standards Committee (MSC), which is set up to oversee the development, promotion and adoption of standards in manufacturing sectors. Mr. Tay Jih-Hsin, Chairman of MSC, gave the audience an overview of the committee's role and the importance of standards in helping companies to be better prepared for the next era of manufacturing growth and innovation.

"The MSC comprises of representatives from the academia, government and private sectors. It aims to set up new standards, where appropriate, for the manufacturing industry. It also represents the Singapore manufacturing sector to participate in international standards-setting conferences and discussion. One area of focus that the MSC will pay particular attention to is the future of manufacturing, which includes technologies such as Additive Manufacturing, the Internet of Things, Robotics and new materials. For the manufacturing industry in

Singapore to take the lead in these trends, the appropriate standards and their compliance have to be taken care of. This is one of the critical roles that MSC will be spearheading," Mr. Tay shared.



Mr. Tay Jih-Hsin, Chairman of SMF-SDO MSC, delivering the keynote address at the dialogue

During the dialogue, Assistant Professor Yeong Wai Yee from Nanyang Technological University (NTU) Additive Manufacturing Centre, School of Mechanical and Aerospace Engineering, shared with the participants her views on the significance of Additive Manufacturing and how it can transform today's manufacturing industry.

"Additive Manufacturing will change the current mode of operation for most of the adopters. It has the potential to replace a manufacturing line and even create a totally different value stream within a company," she said.

The dialogue also featured insightful presentations from Mr. Lee Kok Wah, Regional Senior Manager of Rockwell Automation Asia Pacific Business Centre

Pte Ltd, and Dr. Tamao Okamoto, General Manager in Robot Standards Strategy Office, Global Manufacturing Division of Panasonic Corporation. Mr. Lee focused on the differences between regulations and standards and enlightened the participants on the regulatory requirements and safety trends. On the other hand, Dr. Okamoto delivered an illuminating presentation on the development and application of robotics. He highlighted the safety aspect in industrial robots and detailed some of the protective measures to ensure that the robots are both developed and used safely.

The dialogue was a good platform for participants to gain a better understanding of the potential of these new technologies, while allowing them to be kept abreast on the updates of standards in the manufacturing industry. To wrap up the successful session, there was also an interactive panel discussion moderated by Mr. Tay Jih-Hsin, during which the speakers shared their unique views on the future of manufacturing industry and its emerging trends.



Panel discussion with the speakers at the dialogue, moderated by Mr. Tay Jih-Hsin

GS1 Singapore Organised Inaugural Healthcare Forum



The inaugural healthcare forum attracted a keen audience of more than 100

Raising healthcare quality and the improvement of patient safety was the focal point for discussion at the inaugural healthcare forum on 2 September 2014, organised by GS1 Singapore, a Centre of Excellence under Singapore Manufacturing Federation (SMF). The forum saw the attendance of more than 100 industry players from public and private healthcare organisations for an exchange of expertise and industry knowledge under the common goal of improving the efficiency of healthcare services and quality of patient safety in Singapore.



Mr. Liew Wai Leong, CEO of GS1 Singapore, kicked start the forum with an inspiring welcome address

The forum featured a strong line-up of speakers. Ms. Ulrike Kreysa, Vice President, Healthcare, GS1 Global Office, was present as the Keynote Speaker. She gave a detailed presentation on Unique Devices Identifier (UDI), its benefits, its implications for stakeholders as well as the experience so far in the UDI implementation.

“UDI will change the world of Medical Devices significantly and will improve patient safety beyond borders as well as increase the efficiency and safety in the Healthcare supply chain. It is very

important that all countries worldwide introduce a harmonized identification system for medical devices and allow interoperability of their related UDI databases. I am confident that Singapore will follow the global recommendations of the International Device Regulatory Forum and profit from the benefits deriving from implementation of UDI for their patients,” said Ms. Ulrike Kreysa.



Ms. Ulrike Kreysa, Vice President, Healthcare, GS1 Global Office gave an informative talk on UDI

After the presentations, there was also a panel discussion on UDI and how it can transform the healthcare supply chain to improve patient safety and increase productivity. The panel discussion had been most lively and interactive, with many participants expressing their interest on UDI and the speakers sharing their insights unreservedly.

“The forum provided a very enriching experience and I have gained a better understanding of UDI and its importance and benefits to the healthcare industry. I would definitely bring back what I have learnt today and share with my colleagues,” said Mr. Chew Chung Seng, Engineer, Product Engineering, JMS Singapore Pte Ltd.



(L-R): Ms. Low Lee Keng, Marketing & Partnership Manager at GS1 Singapore; Ms. Ulrike Kreysa, Vice President of the GS1 Global Office located at Brussels; Mr. Harsh Babarkar, Director, Regional Operations Development ASEAN & Ethicon Surgical Care Asia Pacific, Johnson & Johnson Medical Asia Pacific; Mr. Teng Chun Chong, Regional Sales Director at APAC, Cortex (a subsidiary of CODE); Dr. Stuart Koe, Managing Director of ICM Pharma Pte Ltd; Mr. Kwang Fook Weng, Member of Biomedical Standards Committee at SMF-Standards

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