

# CONNECT

an SMF publication \ [www.smfederation.org.sg](http://www.smfederation.org.sg)

MICA (P) 153/06/2012 Issue 4 2012



**Singapore Manufacturing  
Federation**

**新加坡制造商总会**

**STEPPING  
INTO 2013**

SMF is poised to bring manufacturing  
to greater heights

- GSI Global turns 40!
- SiPi's 3-step plan in boosting productivity and innovation
- Safety and Health at the workplace



PAOLO ROVERSI,  
INSPIRED BY MARTELL CORDON BLEU



*Roveri*

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# Dear Members

Dear Members,

Manufacturing is a key pillar of Singapore's economy contributing more than 20% of Singapore's gross domestic product. 2012 was a year filled with various challenges and uncertainty in the midst of a volatile economy. We have to ensure that we remain relevant and able to respond and react adroitly.

SMF continues to transform itself from an industry association to a national association with a manufacturing base while remaining committed to creating value for our members. Moving forward, the new year will most definitely present its own set of challenges, as well as opportunities. As we reflect upon the lessons learnt in 2012, it is also vital that we arm ourselves with the right knowledge and tools to ensure a smooth and successful transition into 2013.

In this issue, we cast our sight upon the immediate future, choosing to focus on strategies and implementations that will effectively enhance industry capabilities, while at the same time advocating a two-pronged approach to achieving sustainable productivity growth. Mr Lee Yi Shyan, Senior Minister of State for Trade and Industry and National Development was the Guest-of-Honour at the launch of the Singapore Innovation and Productivity Institute. This is the first industry-led knowledge enterprise championing manufacturing excellence through innovation and productivity.

At the same time, it is also imperative that we stay relevant – amid the ever-changing economic landscape. I am confident that the SMF will continue to extend its services to each and every member, to engage fruitful and meaningful platforms on which the sector as a whole can bloom.

And with that, here's wishing everyone a wonderful year ahead!

## Philip Lee

Honorary Treasurer  
Chairman, Finance Management  
Committee, and  
Partner, KPMG in Singapore



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### Editor's Note

With reference to Connect Issue 3, please be informed that Mr. Rowan Tan's designation should be Managing Director of DORMA Far East Pte Ltd. We sincerely apologise for the misprint.

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*NB: In alphabetical order by company*

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*\*Information is correct as of December 2012.*



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## Visitors to SMF



Uzbekistan Ambassador Alisher Kurmanov with President George Huang on 9 October 2012



Group picture with India High Commissioner H.E Dr. T.C.A Raghavan on 16 November 2012



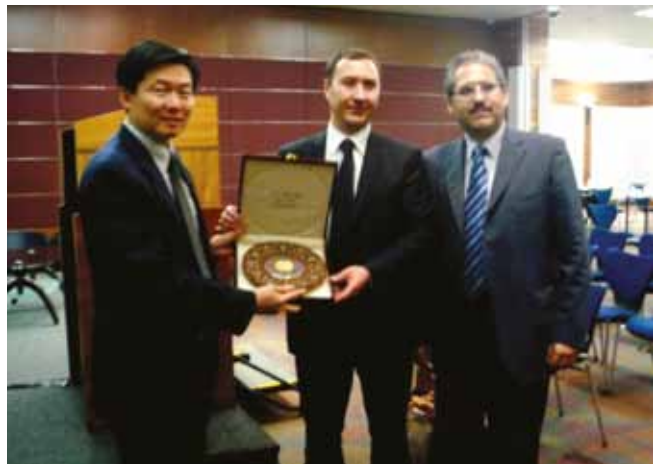
Thai Ambassador H.E Marut Jitpatima with Mr George Huang on 8 October 2012



President George Huang hosted His Excellency Tran Hai Hau, Vietnam Ambassador Extraordinary and Plenipotentiary on 5 November 2012.



Group picture with His Excellency Dr. S. S. Ripinga, High Commissioner of South Africa on 6 November 2012



Seminar on Uzbekistan on 8 November 2012. (From L-R) Mr Lam Joon Khoi, Secretary-General of SMF, Mr Davron Dadakhonov, Acting Director, "Uzinfoinvest" Agency and Uzbekistan Ambassador Alisher Kurmanov

## MOU between SMF and CNFI

The Memorandum of Understanding (MOU) was inked between the Singapore Manufacturing Federation (SMF) and the Chinese National Federation of Industries (CNFI) on 23 November 2012, to strengthen the cooperation between both parties in encouraging their members to work together in Taiwan and Singapore and to explore together in third countries; exchanging business information; promoting trade exhibitions, fairs, business missions; promoting the frequent visits between the two contracting parties and supporting in business matching, etc.

Mr George Huang Chang-Yi (PBM), President of SMF and Mr Rock Hsu Sheng-Hsiung, Chairman of CNFI signed the MOU, witnessed by Mr Fadah Hsieh, Representative of Taipei Representative Office in Singapore.

Established in 1948, CNFI is an industrial association representing the manufacturing sector in Taiwan and is one of the most influential Representative bodies for business in Taiwan. CNFI has 155 member-associations each representing a specific manufacturing industry of Taiwan and has a combined representative of over 90,000 enterprises.



(From L-R) Mr Fadah Hsieh, Representative of Taipei Representative Office in Singapore, Mr Rock Hsu, Chairman of CNFI, Mr George Huang Chang-Yi (PBM), President of SMF, Mr Michael Chin, Deputy President of SMF

Mr Rock Hsu is the current CNFI Chairman, and is also the Chairman of New Kinpo Group (a listed and leading electronics company in Taiwan), Chairman of China Productivity Center, Honorary Chairman of Taiwan Electrical and Electronic Manufacturers' Association and Honorary Chairman of Importers and Exporters Association of Taipei.

## MOU signing between Health Promotion Board and Singapore Manufacturing Federation

A Memorandum of Understanding (MOU) was signed between the Health Promotion Board (HPB) and Singapore Manufacturing Federation (SMF) on 30th November 2012. The MOU will see HPB and SMF join forces to help companies in the manufacturing sector participate in mental health initiatives to benefit employees.



Mr Ang Hak Seng (Chief Executive Officer, Health Promotion Board), Mr Lucas Chow (Chairman, Health Promotion Board), Dr. Amy Khor (Minister of State for Health and Manpower), Mr Michael Chin (Deputy President, Singapore Manufacturing Federation) and Mr Birch Sio (Chairman HSSE, Singapore Manufacturing Federation)

## In recognition of SMF's contribution to community

SMF has been awarded the following 2 awards:

- Community Chest Awards 2012 – Special Events Bronze Award
- Score Appreciation Awards 2012 – Spark of Hope Award



Dr. Moh receiving the Special Events Bronze Award from Mr Chan Chun Sing, Acting Minister for Community Development, Youth and Sports



Dr. Moh receiving the Spark of Hope Award from Mr Heng Chee How Deputy Secretary-General, National Trades Union Congress & Senior Minister of State, Prime Minister's Office



## World Packaging Conference Innovative Packaging for Business Sustainability

Packaging Council of Singapore, an industry group of Singapore Manufacturing Federation (SMF) hosted the World Packaging Conference 2012 – Innovative Packaging for Business Sustainability from 26–29 November 2012 at the Furama Riverfront hotel. The World Packaging Conference was successfully concluded on 29 November with 150 participants.

“As society gets more affluent, we simply cannot ignore creative packaging as a new marketing tool to entice consumers to choose one product over another,” said Ms Annabelle Tan, PCS IG Chairman.

Themed “Innovative Packaging for Business Sustainability”, the conference’s objective was to reach out and educate the industry on the importance of sustainability actions on their businesses and the environment. International packaging experts from industry and academia, along with several keynote lectures presented research topics such as packaging materials and containers; packaging for food and agriculture; distribution packaging; and medical, cosmetic and pharmaceutical packaging. Other topics included testing and standards; innovations and development; active and intelligent packaging and packaging sustainability.

“The World Packaging Organisation brings together remarkably diverse cultures that are eager to learn from each other about how to employ and improve packaging for its peoples. Packaging, all too often, is treated as a problem when in fact, it is the primary solution to issues revolving around food safety, clean water, reliable medicines, and sustainability in general,” shared Mr Thomas L. Schneider, WPO President.

“The World Packaging Organisation is here in Singapore for the first time, and it is a great honour for the Packaging Council of Singapore to host them for the 89th World Meeting. We are pleased for some of the WPO board members to



Winners of Commercial Category of Singapore Packaging Star Award 2012



Winners of AsiaStar Awards 2012

speak at the World Packaging Conference on innovative and sustainable packaging across different business functions. I anticipate that this will push the local packaging industry to new frontiers!” said Mr Albert Lim, Honorary Chairman, Packaging Council of Singapore

In conjunction with the conference, the Singapore Packaging Star & AsiaStar Awards 2012 ceremony was organised in the evening. This award ceremony is an annual celebration, held to encourage companies, design firms and institutes to come up with innovative packaging designs. This year a new category - WDA Innovative Packaging Design Award and WDA Sustainable Packaging Award was introduced for F&B packaging. This has resulted in an increase of

20% in participation. There were altogether 27 Winners for the commercial category and 20 winners from the student category. Of which, many companies have further submitted their designs to AsiaStar. Ten of the Singapore entries emerged as the winners of AsiaStar’s commercial category and twelve winners from the student’s category.



Mr. Albert Lim, Honorary Chairman, Packaging Council of Singapore giving his welcome speech



From left – Mr. Albert Lim, Mr. Thomas L. Schneider and Ms. Annabelle Tan



## Edith Cowan University & SMF Institute Graduation Celebrations 2012

SMF Institute with its educational partner Edith Cowan University (ECU), celebrated the joyous occasion with more than 150 graduates on 29th Sept 2012 at the Marina Bay Sands Convention Centre. In attendance of the event were the Vice Chancellor and President of Edith Cowan University, Professor Kerry Cox and other key academic staff from the university.



Professor Kerry Cox, Vice-Chancellor of Edith Cowan University delivering the opening address to graduands.



Graduate Speaker, Ms Leong Kay See

*"What I really enjoyed studying at SMF Institute is the diversity in thought and background of this community. People are excited to be here – that is the energy that I am sure many others can feel."*

Ms Leong Kay See  
Graduate and Speaker 2012  
Bachelor of Science in  
Psychology  
Edith Cowan University

## Murdoch University Graduation 2012

The annual graduation ceremony for Murdoch University took place over 3 days from 29 – 31 October 2012 at Raffles City Convention Centre. This year's graduation saw close to 600 graduates across various disciplines graduate from the Murdoch University programme at SMF Institute.



Murdoch University Platform Party



Mr Terence Wee, Valedictorian, Bachelor of Commerce

*"My journey at SMF Institute has been enriching. I had the opportunity to know many great lecturers who have been my greatest source of inspiration. They never fail to go the extra mile for students. Being industry practitioners themselves, they are able to cite real-life case studies from their wealth of experience to explain theoretical concepts."*

Mr Terence Wee  
Valedictorian  
Bachelor of Commerce (Banking & Finance)  
Murdoch University

## SMF Institute Signs Partnership Agreement with New Education Partner – The University of Newcastle, Australia

On 20 November 2012, SMF Institute signed a partnership agreement with the University of Newcastle, Australia to bring 4 new programmes—2 undergraduate and 2 at postgraduate level—to students. This marks SMF Institute's first partnership with the university, which also has a local office in Singapore. Classes are scheduled to run beginning 2013.



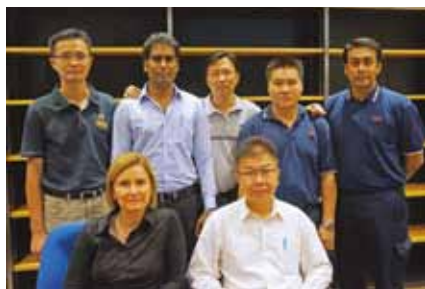
Group picture with key SMF management and University of Newcastle, Australia's Senior Team at SMF House



Agreement Signing – SMF President & SMF Institute Chairman George Huang and Vice-Chancellor and President of University of Newcastle, Australia Professor Caroline McMillen

## *Congratulations to the Winners of* **WDA-SMF Productivity & Innovation Awards 2012**

The WDA-SMF Productivity & Innovation Awards are awarded to companies who have embarked and completed on their first productivity improvement project as part of the WSQ Certified Productivity & Innovation Manager (CPI Manager) and SME QIANG programmes. We salute these leaders who have leveraged on industry best practices, productivity concepts and tools to streamline their processes and accelerate sustainable growth.



### **GOLD WINNER**

#### **Combustor Airmotives Services Pte Ltd**

"The WSQ CPI Manager programme has brought significant and measurable improvements. Through the project, our employees learned how to maximise lean tools; which in turn translated to shorter time to repair parts, reduced costs and a better working environment. The project benefited CAS with a 30% gain in productivity, over \$100,000 in cost savings and new available space to continue our growth journey" – Ms Angeline J. Bilodeau, General Manager



### **SILVER WINNER**

#### **Makino Asia Pte Ltd**

"The WSQ CPI Manager programme has helped us to look at the actions to eliminate wastes and reviewed the operations within the company. Through value stream mapping and other productivity tools, we have improved our quality and efficiency which translates into 30% increase in output and an 8% reduction in total costs." – Mr Simon Yim, General Manager



### **BRONZE WINNER**

#### **Blastech Abrasives Pte Ltd**

"Through Lean Six Sigma implementation, we have identified the perspective wastes that exist in the work process, and reduced painting process time by 1 day. Over one year, Blastech has benefited in cost savings of S\$333,000 through effective manpower deployment, allowing our workforce to received 6% increment and additional 1 month bonus in their salary package!" – Mr Peh Hup Ee, Deputy General Manager



### **SME SPECIAL MENTION**

#### **Home's Favourite Pte Ltd**

"Through the SME QIANG programme, we have managed to increase our production capacity, as well as reduced our manpower from 5 workers to 2 workers for the production of 14 mooncakes instead of 1 mooncake within 30 seconds. 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



### **SME SPECIAL MENTION**

#### **Stream Peak International Pte Ltd**

"Through the SME QIANG programme and with close guidance from SMF consultants, our team has identified the areas for improvement within our operational level. With strong team collaboration, process standardisation, and improved workflow via implementation of 5S techniques, we have achieved 25.34% of overall productivity gain." – Mr Jeffrey Foo, General Manager – Product Development

For more information on WSQ CPI Manager, scan the following QR Code



For more information on SME QIANG, scan the following QR Code





## GS1 Global celebrating 40 Years

GS1 will be celebrating its 40th Year Anniversary from April 2013 onwards with a series exciting activities. This was announced during GS1 Asia Pacific (AP) Forum at Palawan, Puerto Princesa, held between 30 October to 1 November 2012. It was attended by 16 Asia Pacific Member Organisations (MOs) from Australia, China, Hong Kong, Macau, India, Indonesia, Japan, South Korea, Malaysia, New Zealand, Philippines, Russia, Singapore, Taiwan, Thailand and Vietnam. GS1 AP is an annual event whereby GS1 Head office from Belgium will update the MOs on the coming year's directions and MOs CEOs will table their feedbacks and concerns for their respective countries.

AP MOs also took this opportunity to share their projects with different countries MOs to explore joint initiatives. AP Forum allowed both new and existing MOs the opportunities to learn from each other experiences.

As this is an annual event, Singapore's request to host the GS1 AP Forum for 2015 has been approved, and will be taking place after New Zealand and Australia in 2013 and 2014 respectively. Planning for the hosting will begin from 2013 onwards.



From Left to Right: Mr. Johnny Ang of GS1 Singapore and Mr. James See presenting a token to GS1 Philippines CEO, Mr. Jose A. Albert.

On 5th November, GS1 Singapore welcomed GS1 Russian CEO Georgy Nasonov and Director, External Relations Grigory Slusarenko who visited GS1 Singapore after GS1 AP Forum before returning to Russia. GS1 Russia and Singapore will explore the possibility of more joint collaborations between both countries to strength GS1 standards in both regions.



Visit <http://www.gs1.org.sg/> or send email to [contact@gs1.org.sg](mailto:contact@gs1.org.sg) for more details about the course.

## GS1 Workshop

### 8th GS1 Singapore Workshop on Barcode System

27 Feb 2013 – 9.00am to 1.30pm

### 9th GS1 Singapore Workshop on Barcode System

27 Mar 2013 – 1.00pm to 6.00pm

#### Fee

#### GS1 Singapore Registered User / SMF Member

\$53.50 each person (Inclusive of GST)

#### Non- Registered User

\$107.00 each person (Inclusive of GST)

### How to implement GS1 Standard?

*The training session is design to cover the full range of GS1 identification standards and provide you with the essential understanding of the GTIN allocation rules. This workshop is suitable for existing and new users of the GS1 Standards and those who need a refresher course.*

*Established in 1987, GS1 Singapore is a not-for-profit organization which implements and administers the global multi-industry GS1 standards-based system of identification and communication of products, services, assets and locations. With our network of 111 GS1 member organisations (MOs) around the world today, over one million member companies in 150 countries use GS1 standards as part of their daily business communications. This represents over five billion scanning transactions a day. In Singapore, GS1 barcodes are used to capture over \$5 billion worth of sales at retail point-of-sales (POS) terminals. For more information, please visit [www.gs1.org.sg](http://www.gs1.org.sg)*

## Championing Innovation and Productivity

In conjunction with the Singapore Innovation and Productivity Conference on 30 October 2012, Singapore Manufacturing Federation launched its latest centre of excellence – the Singapore Innovation and Productivity Institute as an answer to the national call for help with industry productivity, in particular the manufacturing industry. The Guest-of-Honour, Senior Minister of State for Trade and Industry & National Development, Mr Lee Yi Shyan who launched the institute, urged all companies and agencies to work with SiPi to help boost the efforts of SMEs in their productivity and innovation journey.

Mr Lee mentioned that the industry ‘requires not just one or two companies going high-tech, but mass transformation to reach the national productivity target growth of 2 to 3 per cent per year over next 10 years’. As such, three productivity centres were planned to tackle specific industries such as Food & Beverage, Manufacturing and Construction.

With the mass transformation required, this can be summed up in a 3-step mind set - Initiate, Innovate, and Impact, coined especially for the productivity movement – Way to Go by the National Productivity and Continuing Education Council (NPCEC).



Guest-of-Honour, Senior Minister of State for Trade & Industry and National Development, Mr Lee Yi Shyan delivering his opening speech on stage.



The launch ceremony of Singapore Innovation & Productivity Institute by (from left) Mr Tan Kai Hoe (Deputy Chief Executive, SPRING Singapore), Mr George Huang (President, SMF), Mr Lee Yi Shyan (Senior Minister of State for Trade & Industry and National Development), Mr Valerio Nannini (Chairman of SiPi Board of Advisors), Mr Michael Chin (Deputy President, SMF)

### 1 INITIATE

Notice a problem at work? See something that can be done better? Don't just leave things as they are. Flag it to your superiors or, even better, take the initiative to improve the situation.

### 2 INNOVATE

Start thinking of a better way. It could be anything from a change in processes, to adopting IT solutions to learning a new skill. Don't worry if it's just a small change. As long as it helps to improve productivity, we say it's an idea worth pursuing.

### 3 IMPACT

Now for the best part – taking action. Try implementing your ideas with the help of your colleagues, or propose them to your superiors. The most important thing is to never be afraid to voice out your suggestions. After all, even the smallest ideas can make a great impact.

Productivity is known to be affected by four growth factors; **management practices** which include all methodology and management-based practices such as Lean, Six Sigma, Kaizen, Balance Scorecard, **Innovation** and **Info-comm Technologies** (ICT), and **Globalisation**.

Mr Valerio Nannini, Managing Director of Nestle Singapore, and Chairman for SiPi Board of Advisors shared his version of the process steps.

1. Establish a Sense of Urgency
2. Form a Powerful Guiding Coalition

3. Communicate the Objectives
4. Empower Others to Act
5. Plan for and Create Short-Term Wins
6. Consolidate Improvements & Produce More Change
7. Communicate Effectively

For mass transformation, both innovation and productivity have to be looked into, where two major principles are abided – value creation, and waste elimination. This is value innovation, where a combination of price, cost and utility are achieved.



### Bite-sized offerings for SMEs

SiPi is a knowledge enterprise that champions manufacturing excellence through innovation & productivity for Singapore's manufacturing sector. The institute leverages on the four applications of knowledge – generation, dissemination, resources, and implementation.

SiPi has designed bite-sized yet holistic offerings to raise SMEs' awareness in the importance of productivity improvement. Its key functions include providing productivity resources and customised roadmapping with coaching support to help enterprises implement their specific productivity roadmaps. SiPi also undertakes research & benchmarking to steer industry development, and collaborates closely with various Singapore government agencies, industry experts, academia & overseas institutes to develop tools, case studies and localise best practices.

In addition to methodologies and application, the value-add of SiPi is to ease SMEs' access to technical solutions from various knowledge institutes and centres of innovation in the process of improvement and innovation.

Look out for these services from SiPi in 2013!

#### XTracker (Productivity Project Monitoring and Tracking)

- Improve the success of productivity project through effective and efficient reporting
- Saves time on tedious project documentation, and management reporting
- Manage project milestones and deliverables with ease.

#### Innovation and Productivity Tools Coaching Workshop

- Learn Problem Solving skills from the famous Catapult game and tools coaching
- Great for companies and individuals who would like to understand more about productivity tools and principles

#### Lean Diagnostics and Productivity Project Implementation

- Customise an effective productivity (quick wins) roadmap for your organisation and learn from our in-house mentors the skills of problem solving as we help your company with productivity project implementation

### WDA-SMF Productivity & Innovation Awards 2012

Besides officiating at the launch of SiPi, Senior Minister of State for Trade & Industry and National Development, Mr Lee Yi Shyan also presented awards to the winners of the WDA-SMF Productivity & Innovation Awards 2012. The Awards, jointly organised by WDA and SMF, recognises companies for implementing and achieving significant productivity improvements as part of the practical curriculum of primarily two training courses - WSQ CPI Manager and SME QIANG. This year marks the second edition of the Awards, and a total of 11 companies were awarded.

This year's Gold Award winner, Combustor Automotive Services, a Combustor & fuel nozzle repair and overhaul centre, reported a 30% improvement in productivity of its combustion chamber cells which translated into dollar savings of more than \$100,000. The company underwent an exercise of re-layout of cells to remove apparent and unseen non-value added activities in the process, otherwise known as 'lean waste' in terms of walking distances, space and communication.

To contact SiPi, please write to [enquiry@siipi.org.sg](mailto:enquiry@siipi.org.sg)



Participants at the Singapore Innovation and Productivity Conference.



Award recipients of the WDA-SMF Productivity & Innovation Awards 2012



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# SMF Centres of Excellence



## Championing Manufacturing - A Partner in Nation Building

**S**MF embarks on a new chapter, celebrating an illustrious 80 years of history with a name change, a newly revamped logo, as well as a new Secretary-General Mr Lam Joon Khoi leading the Secretariat. Patricia Ang finds out more from Mr Lam on the plans and transformation of the Secretariat and the Federation.

With the commencement of a new chapter, SMF has recently moved into its new home, known as SMF House. The federation continues to transform itself from an industry association to a national association with a manufacturing base while remaining committed to creating value for our members.

“From 3 separate locations, we are now all working under one roof in SMF House. While retaining the separate identity of 6 centres of excellence and 5 divisions, we work collaboratively as one corporate body under the banner of SMF. SMF house is expected to serve at least 160 employees and 3000 corporate members. In addition, each year, approximately 10,000 adult learners and 3,000 students will benefit from our new facilities.” shared Mr Lam.

### Why the Name Change?

The manufacturing sector has seen a gradual shift into more high-value manufacturing. Industries such as electronics, aerospace, offshore and semiconductor will continue to play an important role in strengthening Singapore's position as a regional hub for high-value manufacturing. Therefore, there is a need for the “servitization” of manufacturing.

The manufacturing sector is working closer with the service sector to create better value for the end customers. While labour intensive operations are being moved out of Singapore, services such as public relations, marketing, branding, logistics and global sourcing remain in Singapore. As manufacturers “servitize”, they are expected to provide solutions that support or complement their products.

Taking this into consideration, the federation's new name Singapore Manufacturing Federation (SMF) not only symbolizes our all-encompassing role in today's economy, but also embraces the entire supply chain of the manufacturing industry.

### What does the SMF logo represent?

The SMF logo emphasises the need to remain dynamic and relevant as the Federation leads the manufacturing community to new heights. Etched in three bold strokes



in three main colours, the logo highlights the tri-partite relationship between the government, industry and the Federation.

### New Mission and Vision

“For the past 80 years, SMF has represented and promoted the interests of our manufacturing sector. For a holistic and synergistic approach, the Federation needs to embrace and support the entire value-chain that is related to the manufacturing sector, including design, production, packaging, warehousing and logistics,” said Mr Lam.

**SMF Mission: To represent the business interests of the Singapore manufacturing sector, and to facilitate its competitiveness and sustainable growth.**

**SMF Vision: To be a world-recognised national federation with a strong membership base from the manufacturing sector, committed to creating value and services for our members, manufacturing sector and Singapore.**

### Our Council & Secretariat

“As a not-for-profit organisation, SMF is governed by a Council, led by President George Huang. Our council members hail from some of the Singapore’s most established and progressive companies. Through our strong links with the government, the federation is suitably qualified to represent our members objectively and to



President George Huang

facilitate communication between the government, foreign delegates and the manufacturing community. Complementing the leadership team is a pool of competent and professional secretariat staff that have ensured the smooth running of the SMF’s programmes. They have enabled the SMF to serve its members as well as impact the nation and community positively,” Mr Lam explains.

### Contribution to Community

Apart from being dedicated to providing the best quality of service to its members and customers, SMF is also decidedly invested in community-giving. In September this year, President George Huang presented the Tampines Central Community Scholarship to two students to pursue the three-year Murdoch University Undergraduate degrees, offered by the SMF Institute of Higher Learning.

### Centres of Excellence

Through our 6 Centres of Excellence, membership services and Global Business Groups, SMF helps members to promote and expand their businesses both locally and internationally by identifying business opportunities and creating networking platforms and initiatives for members to tap on.

Riding on the combined strength of its industry groups, SMF is able to organise seminars and dialogue sessions. It is through these activities that SMF is able to enhance engagement between members and external parties, such as government agencies, associations and business counterparts. Members from industry groups are also better able to complement one another with their products and services, achieve economies of scales and cost savings and strengthen their position to gain business expansion and market access.

“SMF strives to become even more vibrant and relevant. With increased collaborations both locally and internationally, the federation will continue to work towards the growth of the industry, economy, community and the nation,” shared Mr Lam.



SME QIANG programme for small and medium-sized enterprises in manufacturing and manufacturing-related industries to increase productivity.



At the General Engineering & Safety Standards Committee (GESSC) Standards eXchange 2012 and Launch of Singapore Standards, a total of 2 Codes of Practice were presented.



SMF Enterprise Development Centre offers a comprehensive range of services aimed at enhancing the development of local enterprises.

**Singapore Innovation & Productivity (SiPi)** is an industry-led knowledge enterprise whose mission is to champion business excellence through innovation and productivity in Singapore. SiPi generates knowledge and best practices through research and benchmarking to identify gaps in specific industries.

As part of a 111-strong GS1 Member network, **GS1 Singapore** works to help local companies improve their efficiency by means of a bar code system, and to adopt global best practices in supply chain management.

The **SMF SDO** participates in relevant international standardisation activities and has already launched a number of Singapore standards, targeting crucial issues such as workplace safety and health.

**EDC@SMF** promotes skills such as business road-mapping, workplace safety and health, branding and technology innovation. Consultancy services in various areas including overseas ventures, Six Sigma and Enterprise Resources Planning are also available.

**SMF CCL** provides productivity improvement, manufacturing-related courses, thought leadership and personal development programmes. Today, SMF CCL offers more than 200 courses with over 10,000 people benefitting from these courses annually.

**SMF Institute of Higher Learning** partners overseas universities and professional institutions, in a continuous effort to develop new talent by offering academic and executive education programmes over a wide range of fields.



Through the implementation of its System of Standards, GS1 helps manufacturers enhance the efficiency of their supply chain management

The Institute of Higher Learning provides a myriad of networking sessions and projects to its students, including the Bone Marrow Donation Programme held in 2012.



## SMF welcomes you!

SMF is pleased to welcome the following new members\* as part of our family.

- |   |  |  |
|---|--|--|
| 1. Agrofresh Pte Ltd                        | 21. Hydroemission Corporation Pte Ltd      | 41. Practical Solution Pte Ltd         |
| 2. Apec Industries (Singapore) Pte Ltd      | 22. ITA 2012 Trading                       | 42. Princlube (Asia) Pte Ltd           |
| 3. Aurionpro Scm Pte Ltd                    | 23. Jed Home Pte Ltd                       | 43. Pt Business Network (Pte) Ltd      |
| 4. BTX Pte Ltd                              | 24. Jovan Tech Pte Ltd                     | 44. Red Gum Pte Ltd                    |
| 5. C & J Healthcare Pte Ltd                 | 25. KAY ESS Enterprises Pte Ltd            | 45. Sempc International Pte Ltd        |
| 6. Celest99 International Trading LLP       | 26. Kiung Nam Pte Ltd                      | 46. Sharkbay Technologies Pte Ltd      |
| 7. Des Food Manufacturing Pte Ltd           | 27. Korbett Pte Ltd                        | 47. Slt (Tcm) Manufacturing Pte Ltd    |
| 8. Ecosafety Consultancy Pte Ltd            | 28. Korea Wave Pte Ltd                     | 48. Soyato Foods International Pte Ltd |
| 9. Edwards Lifesciences (Asia) Pte Ltd      | 29. Laboratoire Bioderma Singapore Pte Ltd | 49. Spare-Parts Zone Pte Ltd           |
| 10. Epi Mobile Health Solutions (S) Pte Ltd | 30. Lift12 Holdings Pte Ltd                | 50. Sportivo Pte Ltd                   |
| 11. Epigram Books Pte Ltd                   | 31. Maxus Tradehub Pte Ltd                 | 51. The Providore Singapore Pte Ltd    |
| 12. Fellow Systems Pte Ltd                  | 32. Mega Laser (Singapore) Pte Ltd         | 52. Third Wave Power Pte Ltd           |
| 13. Fire Terminator International           | 33. Ms Venture Pte Ltd                     | 53. Ths Engineering Pte Ltd            |
| 14. Flexmech Engineering Pte Ltd            | 34. Npr Singapore Pte Ltd                  | 54. Tungray Singapore Pte Ltd          |
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| 20. Hocoma Pte Ltd                          | 40. Pool4tool Asia Pacific Pte Ltd         |  |

Be part of SMF today. Email us at [membership@smfederation.org.sg](mailto:membership@smfederation.org.sg) for enquiries or log on to [www.smfederation.org.sg](http://www.smfederation.org.sg) for more information and the application form.

\*Listed in alphabetical order and accurate as of Dec 2012.



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2985 Jalan Bukit Merah S(159457)

### Contact

**Mrs. Linda Khoe (Manager)**

Tel: 6826 3066

E-mail: [lindakhoe@smfederation.org.sg](mailto:lindakhoe@smfederation.org.sg)

**Ms. Christie Chua**

Tel: 6826 3067

E-mail: [christiechua@smfederation.org.sg](mailto:christiechua@smfederation.org.sg)

**Fax number:** 6826 3022 **Website:** <http://www.smfederation.org.sg/co>

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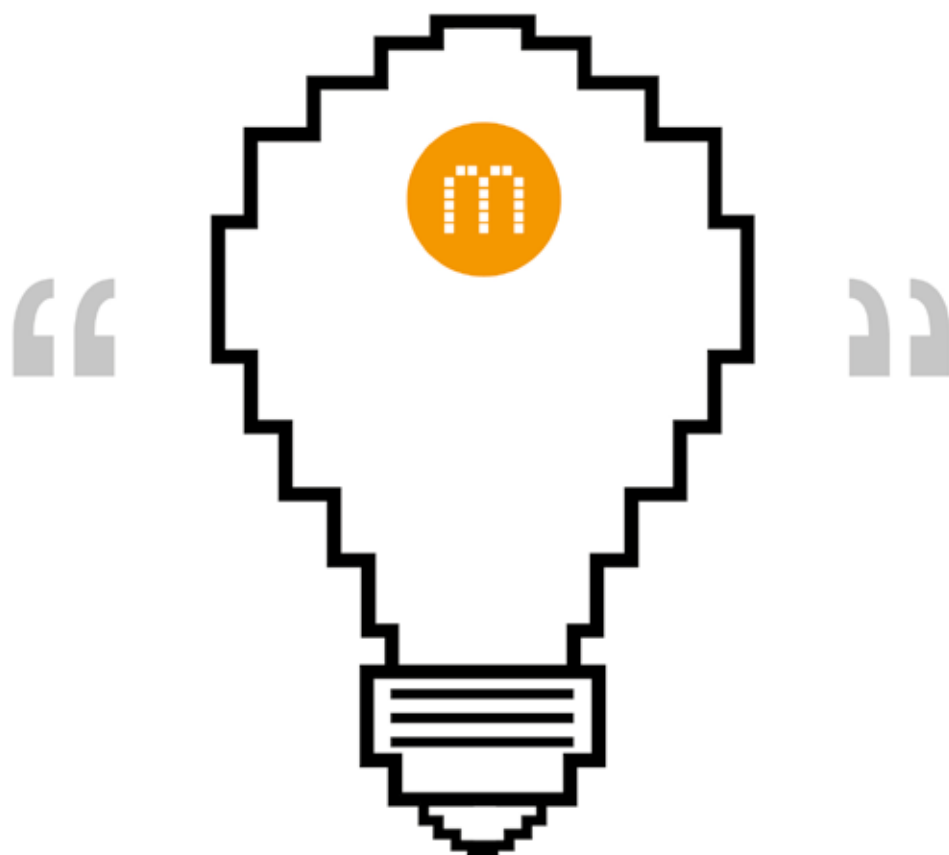


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## Manufacturing Sector Critical for Singapore

Manufacturing is a key pillar of Singapore's economy contributing more than 20% of Singapore's gross domestic product<sup>1</sup>. Covering a wide spectrum of industries ranging from manufacture of food, to textiles, to chemicals, pharmaceuticals, metals, electronics and machinery, the manufacturing sector in Singapore currently employs more than 500,000 workers<sup>2</sup>. The manufacturing sector not only provides good jobs but its large number of sub-sectors diversifies the national economic base, providing Singapore with better resilience during an economic downturn.

### Workplace Safety and Health Landscape for Manufacturing

The wide variety of manufacturing activities (from the highly automated plant to the more traditional labour-intensive operation), however, means that the management of workplace safety and health (WSH) continues to be a challenge with unique WSH issues and concerns for each manufacturing sub-sector.

In 2011, the manufacturing sector reported a total of 13 workplace fatalities, 118 major injuries and 2,153 minor injuries<sup>3</sup>. Metalworking and Petrochemical sub-sectors were the largest contributors accounting for 62% of the 13 manufacturing fatalities. Major injuries were dominated by Metalworking accounting for 42% followed by Food, Beverages & Tobacco Products (11%). The top two major injury types for the manufacturing sector in 2011 are Crushing, Fractures & Dislocations (of the head, neck, back, chest & abdomen, hip or pelvis) and Amputations (of the upper or lower limb; but more commonly involving the hand or finger(s)). Minor injuries were dominated by Metalworking accounting for 45% followed by Food, Beverages & Tobacco Products (15%) with Cuts & Bruises and Crushing as the top two minor injury types resulting in three or more days of medical leave.

### Metalworking and Manufacturing Sectoral Plan

To identify and address the specific WSH challenges in the manufacturing sector and determine

priority areas, the WSH Council set up a Metalworking and Manufacturing (MWM) Committee<sup>4</sup> comprising industry leaders, and representatives from industry associations, professional bodies, the government, unions and from academia.

A sector-specific plan for metalworking and manufacturing was launched in 2011 (in line with the WSH 2018 national strategy) with the following four key strategies:-

- Strategy 1 – Build strong capabilities to better manage WSH
- Strategy 2 – Develop a Performance-Based Regime
- Strategy 3 – Promote benefits of WSH and recognise best practices
- Strategy 4 – Create and Build Partnerships

In general, the MWM sectoral plan aims to build industry capability, provide practical assistance and promote WSH via a series of sector-wide initiatives including the bizSAFE programme, CultureSAFE programme, identification of relevant WSH training, development of relevant guidance materials, and conduct of education and outreach activities. Visit <https://www.wshc.sg/wsh2018> for more on the MWM sectoral plan.

### Recent Workplace Safety and Health Activities for Manufacturing

As the use of machines is prevalent throughout the manufacturing sector, a significant number of workers suffer from hand injuries each year, especially those working with power tools or machinery with moving parts. A WSH Council Forum on Safe Hands was held in October 2011 highlighting the importance of machine guarding and machinery safety. The Step-by-Step Guide and Animated Videos on Risk Management for Metalworking Sector were launched at this forum. The forum was held in conjunction with the rollout of a Safe Hands Outreach Programme where a copy of the Technical Advisory for Safe Use of Machinery was sent to 6,000 metalworking companies. The Safe Hands initiative also included educational forums, roadshows and a dormitory outreach programme.





To address the high incidence of falls-from-height at workplaces each year, a WSH Council Forum on Safe Working at Heights was organized in October 2012 where fall-from-height accident investigation findings and industry best practices for the manufacturing sector were shared.

Starting April 2012, the WSH Council launched the new “Go-To” education and outreach initiative, where the Council will “Go-To” and visit

companies on-site to conduct WSH awareness briefings and roadshows. Small and Medium Enterprises (SMEs), including those from the manufacturing sector, have expressed a need for more assistance. This “Go-To” approach therefore serves to make it easier for SMEs (as well as larger companies) to learn how to better manage specific WSH challenges, and understand what organizations can do in general to make workplaces safer and healthier for everyone.



*This update is brought to you by the Workplace Safety and Health Council (<http://www.wshc.sg>).*

<sup>1</sup> Source: “Manufacturing still key economic pillar” – Straits Times, 2 Nov 2012

<sup>2</sup> Source: Ministry of Manpower’s Labour Market Report 2Q 2012

<sup>3</sup> Source: WSH National Statistics for 2011 and Jan-Jun 2012

<sup>4</sup> For chemicals manufacturing, a separate Chemical Industries Committee was set up to look into WSH challenges specific to the oil and gas, petrochemicals and pharmaceuticals sub-sectors.

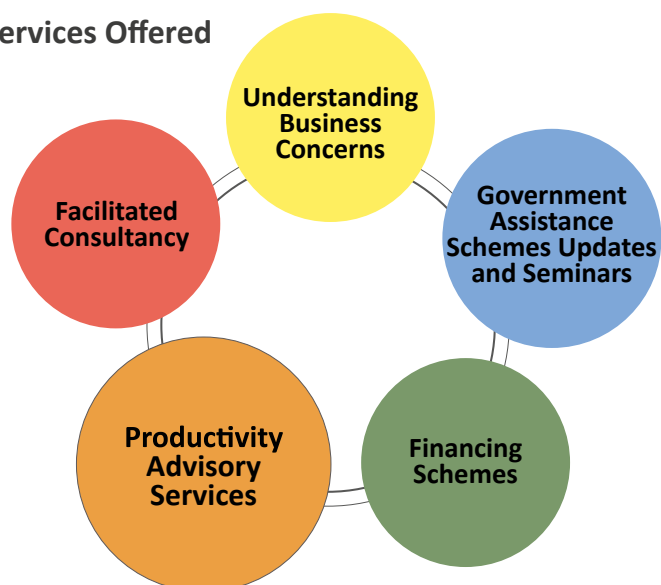


Business Advisory Services

## GOVERNMENT ASSISTANCE SCHEMES

EDC@SMF was established in May 2005 as a subsidiary of SMF, supported by SPRING Singapore. The primary role of the centre is to assist local enterprises in developing their business competencies and adopt best practices in order to enhance their competitiveness in our domestic and global markets.

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Funding programmes are provided by government agencies like SPRING Singapore, IE Singapore, Ministry of Manpower, Singapore Workforce Development Agency and Health Promotion Board. Applications are subjected to approval of criterion from the relevant government agencies.

Please contact EDC@SMF to arrange for a meeting or for more information.

EDC@SMF: 2985 Jalan Bukit Merah, Singapore 159457

Telephone: 6826 3020 | Fax: 6826 3021 | Email: [edc@edc-smf.sg](mailto:edc@edc-smf.sg) | Website: [www.edc-smf.sg](http://www.edc-smf.sg)

## Indodefence 2012

Indodefence 2012 took place between 7th – 10th November 2012 at the JI Expo Kemayoran, Jakarta, Indonesia. There were a total of 15 Singapore Companies exhibiting under SMF's Singapore Pavilion, covering a total of 234sqm. This bi-annual show attracted more than 15,000 visitors from both local and international regions.

On the first day of the show, the Minister of Defence for Indonesia, Prof Dr Ir. Purnomo Yusgiantoro, was shown around the Singapore Pavilion by Singapore Senior Minister of State for Defence, Mr Chan Chun Sing.

Indodefence is the only dedicated defence, aerospace and marine exhibition and conference in the Indonesia region. The event is highly supported by the Government of Indonesia and will be developed into a premier event in the region and become a “must attend” item in the defence and aerospace industry calendar.

SMF will continue to support the next edition of Indodefence 2014 and other shows in regions of interest to members.



## Cosmobeaute Indonesia 2012

Cosmobeaute Indonesia 2012 Trade Fair was held from 21 to 23 October 2012 at Jakarta Convention and Exhibition Centre. This annual beauty Trade Fair attracted more than 10,000 visitors from Jakarta and around the region. The latest beauty products and technologies were showcased and potential business opportunities were discussed at the Fair. This Trade Fair was supported by the Ministry of Trade and the Ministry of Tourism and Creative Economy, Indonesia.

With the support from International Enterprise Singapore (IE Singapore), Singapore Manufacturing Federation led 16 companies to this Trade Fair. This year, we were privileged to have Mr Eric Chan, Chief Executive Office of YENA TRADING COMPANY, a member of SMF, to be the Leader of Singapore pavilion.

*“There are more Singapore companies participating at COSMOBEAUTE INDONESIA 2012 fair this year. As the Leader of the Singapore Pavilion at COSMOBEAUTE INDONESIA 2012 trade fair, I find this year’s event to be well organized. I am happy with the response of the visitorship. We have received good feedback from our Singapore pavilion companies about the Fair this year.*

*We will return participation at Cosmobeaute Indonesia next year,”* said Mr Eric Chan.

Cosmobeaute Indonesia will be held at the same venue next year from 21 to 23 October 2013.

More details to be released soon.



## SMF connects businesses

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Join SMF's exhibitions and missions to reach out to potential business partners, network with like-minded members at our events or take up any of our services from our six Centres of Excellence.

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"As the nutrition and regulatory environment goes through marked changes and matures in recent years, a truly multisectoral approach that mobilizes the combined energy, resources and expertise of stakeholders to guide the dialogue, development and plans on nutrition labelling and claims, health and wellness initiatives with public and private stakeholders in order to draw up jointly a common agenda and workplan is essential.

It is therefore imperative that the food industry speaks in one cohesive voice, with SMEs and MNCs working hand-in-hand in intensifying our external stakeholder engagement strategies. I have been able to utilize technical expertise and leadership in SARAN to gain a seat at the table to dialogue effectively with policy makers through early engagement, by joining SMF and leveraging on its vast, top class network to formulate pragmatic approaches, create forums for consultation with food industry during food standards development process and deliver with impact to ensure triple wins for consumers, policy makers and businesses."



**Cyndy Au**

**Scientific Affairs, Regulatory Affairs and Nutrition (SARAN) Manager, Southeast Asia  
Mondelez Asia Pacific  
(formerly known as  
Kraft Foods Asia Pacific)**

## SHOWCASE YOUR PRODUCTS TO THE WORLD

Join the 2013 International Marketing Activities Programme (IMAP) Trade Shows under the SMF-organised Singapore Pavilion to showcase your products.

Interested companies please contact SMF exhibition project managers as stated below :



### Building & Construction

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[tzekhang@smfederation.org.sg](mailto:tzekhang@smfederation.org.sg)

### Food & Beverage

**Food & Hotel Vietnam 2013, Ho Chi Minh, Vietnam**

[fangan@smfederation.org.sg](mailto:fangan@smfederation.org.sg)

### Lifestyle

**BeautyAsia 2013, Singapore**

[katherineheng@smfederation.org.sg](mailto:katherineheng@smfederation.org.sg)

**Cosmobeaute Vietnam 2013, Ho Chi Minh, Vietnam**

[ceciliatham@smfederation.org.sg](mailto:ceciliatham@smfederation.org.sg)

### MedTech & Life Sciences

**RehabTech Asia 2013, Singapore**

[esthersee@smfederation.org.sg](mailto:esthersee@smfederation.org.sg)

### Multi-Sectoral

**113rd Canton Fair 2013, Guangzhou, China**

[liuqinghua@smfederation.org.sg](mailto:liuqinghua@smfederation.org.sg)





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or call +65 6826 3045

**The Singapore Manufacturing Federation (SMF) is dedicated to championing the interests of our members in the dynamic manufacturing community via platforms to promote business networking. 2012 has been a vibrant year as we commemorate the Federation's 80th Anniversary with a string of celebratory events. These include:**



27 JAN: Launch of SMF official orchid  
*Ascocenda SMF 80th Anniversary*



20 APRIL: Health Sciences Authority (HSA) Townhall meeting with Minister, State for Health Dr. Amy Khor



27 JAN: Lunar New Year Celebrations  
graced by President Tony Tan



4 MAY: Dialogue Session focusing on manpower issues with Minister, Trade & Industry Mr. Lim Hng Kiang



6 JULY: Fundraising Golf Tournament  
graced by Minister, Prime Minister's Office  
Mr. Lim Swee Say



11 JULY: GESSC Seminar on Singapore Standards for Personal Safety & Health and safe use of Equipment



29 SEP: Anniversary Gala Dinner graced by  
Prime Minister Mr. Lee Hsien Loong



30 OCT: Singapore Innovation & Productivity Conference graced by Senior  
Minister, Trade & Industry and National Development Mr. Lee Yi Shyan

## Singapore Manufacturing Federation – Standards Development Organisation (SMF-SDO)

SMF is widely recognized as a leader in manufacturing, and a strong advocate of the implementation of standards in various industries. As such, the Federation was appointed by SPRING Singapore as a Standards Development Organisation (SDO) for a period of three years beginning 1 April 2011, hence the formation of SMF-SDO.

Over the past decade, SMF-SDO has been committed to the administration of standards development work across three committees, namely General Engineering & Safety Standards, Food Standards and Biomedical Standards, as well as their respective technical committees and working groups, achieving the review and development of 49 standards within the short time-span of a year.

Buoyed by its strength in industry engagement and outreach, SMF-SDO has also successfully managed to increase the number of standards committees, technical committees and workgroups across the sector, which in turn, translated into an increase in membership from 175 members to 442 members.

Concerned too with the promotion of awareness and adoption of Singapore standards, SMF-SDO aims to achieve this through the organisation of Standards launches, eXchanges and training sessions, organizing no less than six sessions this year alone.



A total of 7 awards were presented to respective distinguished speakers at the GESSC Standards eXchange 2012.



The BMSC eXchange held on 12 October 2012, was attended by 98 participants from a total 47 organisations.



Held on 23 March 2012, the GESSC Standards eXchange 2012 saw the launch of the Code of Practice for Manual Handling, as well as the Code of Practice for Energy Lockout and Tagout. SMF, SPRING and WSHC issued a joint media release regarding the importance and benefits of implementing the 21 Approved Codes of Practice (ACOP) to reduce accidents.



◀ (From L-R) Mr Johnny Ang, Dr Kelvin Lim, Ms Tan Lu Hsia, Mr Sunny Koh, Ms Linda Quek, Mr Tan Khieng Sin, Mr Wong Mong Hong were among the 160 participants at the Food Standards eXchange 2012 held by SMF-SDO in November 2012.



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### GREEN BELT

A Six Sigma Green Belt operates under the supervision of a Six Sigma Black Belt, with primary tasks to lead small-scale improvement projects within their respective areas.

#### Who Should Attend

Supervisors, Managers, Executives, Officers, Group Leaders, and Process Owners who are tasked as the project team leader in the Six Sigma deployment programme.

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9 days of training conducted over 2 weeks , 9am to 5pm

#### Programme Fee

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S\$3,900	S\$1,950	S\$4,173	S\$2,223

### BLACK BELT

The core leader of any Six Sigma project who is able to apply fundamental understanding of Six Sigma principles and philosophies in various business processes throughout the organisation.

#### Who Should Attend

Senior Officers, Senior Engineers, Senior Managers and Organisational Leaders attached to Six Sigma projects or any other process improvement and control initiative.

#### Duration

8 days of training conducted over 2 weeks , 9am to 5pm

#### Programme Fee

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S\$5,200	S\$2,600	S\$5,564	S\$2,964

\*Funding is only applicable to Singapore Citizens and Singapore Permanent Residents, who are gainfully employed in a full-time position. GST is not covered under e2i funding. Union Training Assistance Programme (UTAP) funding is available for the first 20 participants only, please check with us for availability.

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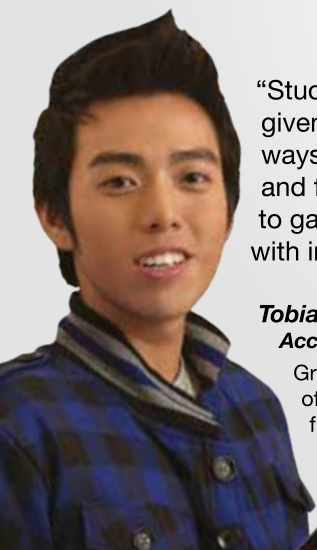


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“Studying at **SMF Institute** has given me a head-start in many ways. The programme is compact and flexible. It has allowed me to gain networking opportunities with industry practitioners.”

**Tobias Chan**  
**Account Executive, Paprika Global**

Graduated in 2011 with a Bachelor of Communication (Public Relations) from Murdoch University



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- Diploma in Business Management
- Diploma in Mass Communication
- Diploma in Information Technology
- Specialist Diploma in Psychology
- Professional Diploma in Security Management



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- Bachelor of Communication
- Bachelor of Science
- Bachelor of Digital Marketing and the Media
- Master of Business Administration



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