

# connect



1/2011

## Launch of the Inaugural Asia Supply Chain & Operations 2011 Conference

Launch of MEGA Productivity  
Framework

International Marketing  
Activities Programme

ISO 28000 certification  
– a great way to grow

MICA (P) 135/03/2010

# Synergy for Growth



## MANUFACTURING EXPO 2011

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# { Dear Members, }

By the time you read this, Budget 2011 would have been announced and you would be aware of its impact on your business and the manufacturing industry at large. The national mandate is now to up productivity through upgrading manufacturing capabilities, reduction of waste and streamlining of processes. This is a bitter pill we have to swallow for the betterment of the long-term goal of being less labour-intensive, more productivity-driven.

With this in mind, and your concerns at heart, Sma will continue to help you sustain productivity growth. One key area that we believe that the industry should be focusing on is management - where management itself becomes the key productivity enabler. This is an area where a little effort goes a long way. Last year, Sma launched a specialised course - WSQ Certified, Productivity and Innovation (CPI) Manager Programme - to equip managers and supervisors with productivity tools and concepts to drive productivity efforts within their organisations. As of Dec 10, about 140 participants from 25 companies have participated. We hope to share with you their success stories in the following issues.

This is one of the many initiatives that reinforce Sma's position as the champion for the productivity drive for the manufacturing industries. More initiatives are in the pipeline and we will share with you in due course.

In line with the effort to innovate, we are also looking into ways to improve this magazine. As a first step, we'd like to seek thoughts on this and the past issues that you've read, and appreciate if you could complete the Readership Survey (page 6).

Last but not least, to help you to learn and acquire best practices in supply chain and operations management strategy, Sma is proud to bring you an inaugural conference "Asia Supply Chain & Operations 2011" (see page 10-11). We are please to partner APICS The Association for Operations Management - the global leader and premier source of the body of knowledge in operations management - for this event, and look forward to your support.

Gwee Seng Kwong  
Secretary-General



COVER: by Mediactive

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“

**Innovation and Productivity for Growth & Advancement (IPGA)** adds a new dimension to the MEGA Productivity Framework by addressing the human factor in growing the productivity movement. The training programmes under IPGA aim to develop managers' soft skills in people management so that they can lead effective teams in sustaining and growing the productivity movement.

”



ACHIEVE GREATER SUCCESS THROUGH

# SUSTAINED PRODUCTIVITY GROWTH

**NEW IPGA PROGRAMMES  
FOR 2011**



Aligning People Management Practices for Innovation



Root Cause Analysis: Critical Thinking and Problem Elimination



Managing Performance for Productivity and Growth

FULL FEES (ALL 3 COURSES): \$1936.70 (inclusive of 7% GST)

\*Funding is available for Singaporean/ Singapore Permanent Resident



FOR ENQUIRIES, PLEASE CALL **6826 3063/3000** OR EMAIL  
[ccl@smafederation.org.sg](mailto:ccl@smafederation.org.sg)

ASK FOR A COMPLIMENTARY COPY OF  
OUR **2011 TRAINING CALENDAR** TODAY

# A Day of Jubilant Celebration

Commencement ceremonies are always a time for jubilant celebration. SMa Centre for Corporate Learning (CCL) and SMa Institute of Higher Learning (SMa Institute) held a combined graduation ceremony on 18 Nov 10 at Raffles City Convention Centre, for their respective graduates. Read on for more and flip over to page 21 for the photospread.

## WSQ COP Graduation Ceremony

Having launched the inaugural WSQ Certified Productivity and Innovation Manager (CPI Manager) Programme in May 2010, SMa CCL is pleased that the first batch of 58 participants has graduated.

As part of the course, the participants completed the WSQ Certified Operations Professional (COP) unit which imparts essential supervisory skills to help them in their roles as Productivity and Innovation champions in their organisations. The WSQ CPI Manager Programme is jointly developed by SMa and the Singapore Workforce Development Agency (WDA).



The Guest-of-Honour, Mr Goh Eng Ghee, Deputy Chief Executive of WDA presented each of the COP graduates with their certificates.

## SMa-ECU Graduation Celebration 2010



SMa Institute marked a milestone in 2010 with one of the largest graduating cohorts since its establishment in 2004. The graduation ceremony witnessed more than 150 students graduating from programmes varying from diploma, bachelor to master degrees. Invited guests included Professor Kerry Cox, Vice-Chancellor and President of ECU, and other senior faculty staff members.

## Celebrating with graduates

Celebrating with the graduates were the Guest-of-Honour, Deputy Chief Executive of WDA Mr Goh Eng Ghee, Deputy President of SMa and Board member of SMa Institute Dr Moh Chong Tau, SMa council members, SMa Institute CEO Mr Richard Soh, and senior management staff.

# New High in Employment Numbers in 2010

Ministry of Manpower's Labour Force survey has shown that along with the economic recovery, the proportion of residents aged 25 to 64 in employment rebounded to a new high of 77.1% in 2010 from 75.8% in 2009, after falling by 1.2%-points from the preceding year due to the economic downturn.

Increase in employment rate was broad-based across prime and older age groups, especially among women.

The survey also revealed the increase in workers' incomes with 'faster and stronger gains' than in previous recovery. Employment rate for older residents aged 55 to 64 rose to a new high of 59.0% in 2010, after maintaining at 57.2% over the past two years. The rise was largely contributed by a marked increase in proportion of older women in employment from 40.1% in 2009 to 43.4% in 2010. The employment rate for older men was also at a record high of 75.0% in 2010.

# Be Part of SMa Today!

The Singapore Manufacturers’ Federation (SMa) is committed to helping members meet the challenges in today’s competitive business environment.

## Join us as our member today and enjoy the following privileges:

- Participation in your choice of the industry groups under the SMa ambit
  - Networking platforms to facilitate intra and inter-group business across the industry groups
  - Focused seminars to help members manage business costs effectively
  - Updates on industry trends, issues and government related news
  - Dialogue sessions with government, agencies and other trade associations to promote members and industry interests
- International trade and investment missions for market penetration and investment opportunities
  - Training programmes to upgrade staff’s skill sets at preferential rates
  - Preferential rates on Certificate of Origins services
  - Gala events such as appreciation night and annual dinner for members to network, forge closer ties and establish new contacts
  - Subsidies under the International Marketing Assistance Programme for approved trade shows and missions

Email us at [membership@smafederation.org.sg](mailto:membership@smafederation.org.sg) for enquiries or log on to [www.sma.sg](http://www.sma.sg) for more information and the application form.

## SMa Annual Membership Fees Revision

With effect from 1 July 2010, SMa’s new annual membership fees for Ordinary members are as follows:

Ordinary Members:		
Category <i>(No. of Employees)</i>	Existing Fees <i>(Prior to 1 Jul 10)</i>	New Fees <i>(With effect from 1 Jul 10)</i>
1-10 (new Category)	\$720	<b>\$200</b>
11-50	\$720	<b>\$360</b>
51-100	\$900	<b>\$450</b>
101-200	\$1,200	<b>\$600</b>
201-400	\$1,560	<b>\$780</b>
> 400	\$1,800	<b>\$1,260</b>

*Note: Fees quoted are not inclusive of GST.  
General Members: No Change*



## CONNECT Magazine Readership Survey

In our effort to improve this magazine, we have lined up 8 questions in this survey. Please give us 5 minutes of your time to complete this survey. Your effort will truly help us to serve you better.

Kindly fax completed survey to 6826 3068, or log on to [www.sma.sg](http://www.sma.sg) and complete the online survey found under 'Announcement'. A small token of appreciation will be mailed to you in due course. Thank you.

Please tick ( ✓ ) in the appropriate box(es).

### 1. How do you acquire updates on Sma's activities?

	All Info	Most Info	Some Info	None
Connect Magazine	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sma Emails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sma Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Word-of-mouth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Others	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

### 2. How often do you read Connect?

Every issue	<input checked="" type="checkbox"/>
Most issues	<input checked="" type="checkbox"/>
Occasional issue	<input checked="" type="checkbox"/>
Never read an issue	<input checked="" type="checkbox"/>

### 3. How much of each magazine do you read?

All of it (at least 90%)	<input checked="" type="checkbox"/>
Most of it (at least 70%)	<input checked="" type="checkbox"/>
Some of it (20% - 50%)	<input checked="" type="checkbox"/>
None (0%)	<input checked="" type="checkbox"/>

### 4. Do you prefer to read Connect . . .

In print	<input checked="" type="checkbox"/>
Online (PDF)	<input checked="" type="checkbox"/>
Online (eZine - flip ebook online)	<input checked="" type="checkbox"/>
Both print & online	<input checked="" type="checkbox"/>

### 5. CONNECT currently groups stories according to these broad categories.

Please rate your interest in knowing about the following:

	Very Interested	Interested	Somewhat Interested	Not Interested
News	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Leadership & Strategy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Best Practices	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Market Lookout	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tech & Innovation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Industry	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Snapshots	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

### 6. Please rate the quality of CONNECT on the following:

	Excellent	Good	Average	Poor	Very Poor
Content	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cover	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ease of reading	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Layout & design	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Photos	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Writing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

### 7. Are there any changes that you'd like to suggest?

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### 8. Participant's info:

I am ( >30 ☒ >40 ☒ >50 ☒ >60 and above ☒ ) of age, and I belong to  Industry Group / GS1 Singapore.

To receive your token of appreciation, please provide the following details. You can also choose to leave this section blank.

Name

Address



# LAUNCH OF THE MEGA PRODUCTIVITY FRAMEWORK

## AND WDA-SMA-HCS MOU SIGNING CEREMONY

RAFFLES CITY CONVENTION CENTRE, 18 NOVEMBER 2010

A new framework for productivity improvement programmes was launched on 18 November 2010 at a Memorandum of Understanding signing ceremony involving the Singapore Workforce Development Agency (WDA), Singapore Manufacturers' Federation (SMA) and Human Capital Singapore (HCS).

The Manufacturing Enterprise for Growth & Advancement (MEGA) Productivity Framework combines the different productivity improvement programmes with a new programme focusing on people management skills. Dr Moh Chong Tau, Deputy President of SMA, said that this move would help manufacturers, especially SMEs, jump-start and sustain their productivity and innovation journey.

The Memorandum of Understanding was signed by Mr Goh Eng Ghee, Deputy Chief Executive of WDA, Mr Gwee Seng Kwong, Secretary-General of SMA, and Mdm Ho Geok Choo, CEO of HCS. Mrs Josephine Teo witnessed the ceremony together with Dr Moh and LTC (Ret.) Sardar Ali.

The ceremony was attended by 43 key representatives from the local manufacturing sector.

### ABOUT THE MEGA PRODUCTIVITY FRAMEWORK

MEGA is an umbrella framework that unifies the productivity initiatives of WDA, SMA and HCS into a holistic platform. Companies can leverage this as a single unified platform for all of their information, consultancy and training needs.

The MEGA framework comprises the following components:

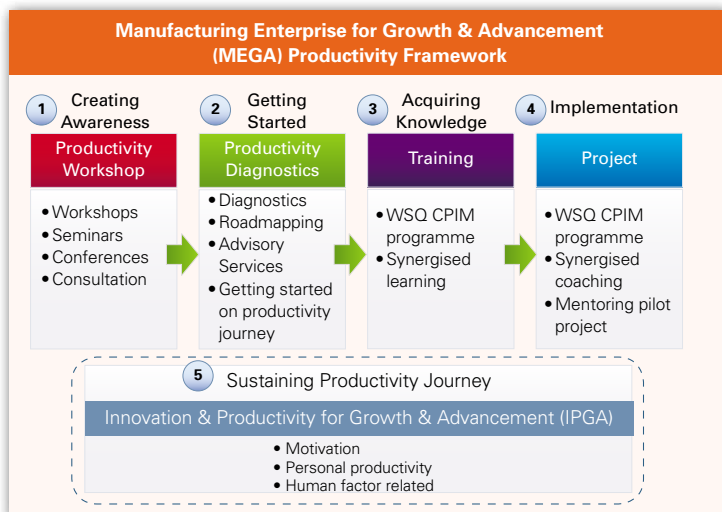
- Productivity Workshops;
- Productivity Diagnostics;
- WSQ Certified Productivity & Innovation Manager (WSQ CPI Manager);
- Innovation and Productivity for Growth & Advancement (IPGA)



WDA-SMA-HCS Memorandum Of Understanding Signing Ceremony (seated, from left) Mr Goh Eng Ghee, Mr Gwee Seng Kwong, Mdm Ho Geok Choo. (standing, from left) Mrs Josephine Teo, Dr Moh Chong Tau, LTC (Ret.) Sardar Ali.

### SUSTAINING PRODUCTIVITY GROWTH

The announcement of MEGA sees the introduction of a new people management component to the existing suite of productivity growth programmes. Called Innovation and Productivity for Growth & Advancement (IPGA), the programme addresses the key issue of motivating the people behind the improved processes and systems put in place by the productivity improvement measures. The Guest-of-Honour, Mrs Josephine Teo, Assistant Secretary-General of NTUC, said that the people's ability to adapt to new conditions and pick up new skills will be what makes the entire productivity drive sustainable.



# International Marketing Activities Programme (iMAP)

Singapore Manufacturers' Federation (SMA) is a strategic partner of International Enterprise (IE) Singapore in helping Singapore-incorporated companies internationalise successfully. Under the International Marketing Activities Program (iMAP), SMA organises Singapore Pavilions in local and foreign International trade fairs to benefit the business communities at large.

**Companies participating under the Singapore Pavilion benefit from the following\* :**

- Reimbursement up to 50% of exhibition space rental and Singapore Pavilion stand construction costs. (Note: Reimbursement for Middle East, Africa, Japan, Korea is up to 60% and Europe, Americas is up to 70%).
- Double Tax Deduction for expenses not covered by iMAP grant e.g. travel and accommodation for up to 2 representatives per company
- Enhanced booth design and branding under the Singapore Pavilion

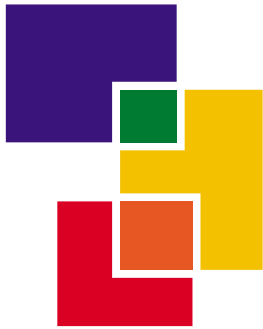
*\* Companies must meet the eligibility criteria set under iMAP guidelines to qualify. Please consult our project managers for more details.*

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Medical Technology Lifestyle Life Sciences	Ms Cecilia Tham Tel : 6826 3030 Email: ceciliatham@smafederation.org.sg
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Electrical, Electronics & Allied Industries Metal, Machinery & Engineering	Ms Vivien Yen Tel: 6826 3032 Email: vivienyen@smafederation.org.sg

## Upcoming iMAP-supported trade fairs as follows:

	Trade Fairs	Date	City, Country	Industry Grouping
1	8th Annual RFID World Asia / 16th Annual Cards Asia	13 -15 April	Singapore	Automation Technology
2	Infocomm China	13 - 15 April	Beijing, China	Electrical, Electronics & Allied Industries
3	Renewables Indonesia	13 - 16 April	Jakarta, Indonesia	Energy & Chemicals
4	ConBuild Indonesia	13 - 16 April	Jakarta, Indonesia	Building Products & Construction Materials
5	Hong Kong International ICT Expo Fair	13 -16 April	Hong Kong	Electrical, Electronics & Allied Industries
6	Canton Fair	15 - 19 April	Guangzhou, China	Electrical, Electronics & Allied Industries
7	CosmoBeaute Vietnam	21 - 23 April	Ho Chi Minh, Vietnam	Lifestyle
8	BuildTech Asia	27 - 29 April	Singapore	Building Products & Construction Materials
9	Control 2011	3 - 6 May	Stuttgart, Germany	Metal, Machinery & Engineering
10	MetalTech Malaysia	4 - 8 May	Kuala Lumpur, Malaysia	Automation Technology
11	Hospital Build Asia	10 - 12 May	Singapore	Medical Technology
12	Semicon Singapore	11 - 13 May	Singapore	Electrical, Electronics & Allied Industries
13	Imdex Asia	18 - 20 May	Singapore	Fire Protection, Safety & Security
14	China Beauty Expo	18 - 20 May	Shanghai, China	Lifestyle
15	Thaifex	25 - 29 May	Bangkok, Thailand	Food & Beverage
16	Interphex Asia	30 - 31 May	Singapore	LifeSciences
17	Manufacturing Surabaya	8 -11 June	Surabaya, Indonesia	Automation Technology
18	Propak Asia	15 - 18 June	Bangkok, Thailand	Packaging
19	Communic Asia	21 - 24 June	Singapore	Electrical, Electronics & Allied Industries
20	Broadcast Asia	21 - 24 June	Singapore	Media/Lifestyle
21	Manufacturing Expo 2011	23 - 26 June	Bangkok, Thailand	Metal, Machinery & Engineering
22	Industrial Components & Subcontracting	23 - 26 June	Bangkok, Thailand	Metal, Machinery & Engineering
23	CosmoBeaute Asia	11 - 14 July	Kuala Lumpur, Malaysia	Lifestyle
24	IndoRenergy	14 - 16 July	Jakarta, Indonesia	Energy & Chemicals
25	Industrial Automation Malaysia	20 - 23 July	Kuala Lumpur, Malaysia	Automation Technology
26	Infocomm Vietnam	9 - 13 Aug	Ho Chi Minh, Vietnam	Electrical, Electronics & Allied Industries
27	Pack Print International	31 Aug - 3 Sept	Bangkok, Thailand	Packaging
28	Semicon Taiwan	7 - 9 Sept	Taipei, Taiwan	Automation Technology
29	Wiretube SEA	13 - 15 Sept	Bangkok, Thailand	Automation Technology
30	Medical Fair Thailand	14 -16 Sept	Bangkok, Thailand	Medical Technology
31	Vietnam Manufacturing Expo	16 - 17 Sept	Hanoi, Vietnam	Metal, Machinery & Engineering
32	Security Philippines	29 - 1 Oct	Manila, Philippines	Fire Protection, Safety & Security

\* Information provided is updated as of 22 February 2011. SMA is not liable for any discrepancies in the information provided above. For more information, please contact respective project managers.



## ASIA SUPPLY CHAIN & OPERATIONS 2011

# Launch of the Inaugural Asia Supply Chain & Operations 2011 Conference

Leading operations and supply chain management organisations in the United States and Singapore have collaborated to create an international educational event to benefit professionals in Asia.

The conference will be held on April 7-8, 2011, at the Suntec Convention Centre in Singapore. The Singapore Manufacturers' Federation (SMA), in partnership with APICS The Association for Operations Management, announced they will jointly present Asia Supply Chain & Operations 2011—an event designed to provide solutions, tools and techniques for operations and supply chain

managers throughout Asia and across the globe in order to help industry professionals meet business challenges in the global marketplace. Singapore was the ideal location for the conference.

"Singapore is a hub for global business. Our strategic location and strong government commitment to business and workforce development make Singapore an ideal location for hosting this inaugural educational event," said Gwee Seng Kwong, SMA's Secretary-General. "We look forward to hosting this event and giving the participants of Asia Supply Chain & Operations 2011 the opportunity to benefit from the

corporate leadership and openness in Singapore."

The Singapore Manufacturers' Federation (SMA) was established in 1932. Its main aim is to represent the interest of the Singapore manufacturing community and to drive its competitiveness and sustainable growth through serving industry-specific needs. This conference brings two industry giants together and furthers their goal of providing world-class supply chain and operations management education.

SMA's partner, APICS The Association for Operations Management—based in the United



States— is the global leader and premier source of the body of knowledge in operations management, including production, inventory, supply chain, and materials management, as well as purchasing and logistics. Since 1957, individuals and companies have relied on APICS for its training, internationally recognised certifications, and worldwide network of members and customers.

“Asian companies successfully competing in the post-recession global economy are focusing on productivity and innovation. Supply chain and operations management professionals play a pivotal role in helping corporations achieve their strategic goals in these areas,” said APICS Chief Executive Officer Abe Eshkenazi, CSCP, CPA, CAE. “APICS is pleased to partner with Sma to help individuals in the global supply chain and operations management profession advance their organisations.”

#### Educational Sessions

Conference attendees will participate in educational sessions designed to help them and their employers advance corporate innovation, productivity, and competitive success. Asia Supply Chain & Operations 2011 presenters include industry leaders from corporations like Tata Communications, Sonoco, V&M Star, and more.

The educational program will include speakers from top companies in the United States and Asia. The conference offers three primary areas of focus:

- **Productivity** — maximising production and employment of current operations management best practices at work
- **Innovation** — latest innovations in global operations and supply chain management
- **Competitive Success** — strategy, risk, and upcoming happenings for the profession

Log on to [www.asiascmevent.org](http://www.asiascmevent.org) for conference details.



# SUNTEC Convention and Exhibition Centre, Singapore

## • 7- 8 April 2011

### Delegate Registration

**Please complete and return this form, along with payment before 25 March 2011 to:**

Mr Ng Wee Kok  
Singapore Manufacturers' Federation  
2 Bukit Merah Central, #03-00 SPRING Singapore Building  
Singapore 159835  
Tel: +65 6826 3058/3039  
Fax: +65 6826 3068  
Email: [enquiry@asiascmevent.org](mailto:enquiry@asiascmevent.org)  
For on-line registrations, log on to [www.apics.org/sitefiles/forms/register-for-asia-supply-chain-operations-2011.html](http://www.apics.org/sitefiles/forms/register-for-asia-supply-chain-operations-2011.html).

### Delegate Information (Please type or print clearly - fields with \* are compulsory.)

☐ Dr. ☐ Mr. ☐ Mrs. ☐ Ms. Others:

First Name\*:  Last Name\*:

APICS Certification(s):

Job Title\*:  Company\*:

APICS Number:  SMa Member: ☐ YES ☐ NO

Address\*:

Postal Code\*:  City\*:

Country\*:

Will you require a Visa invitation letter? ☐ YES ☐ NO

Email\*:  Phone Number\*:

Fax Number:  Special Diet:  Other Special Requests:

### Contact Request

☐ YES, please have conference exhibitors and sponsors contact me via email with information on operations and supply chain products and solutions.

Registration Fees	Registration and on-site	One day only
APICS/SMa Member or Partner Affiliate	<input type="checkbox"/> S\$950.00	<input type="checkbox"/> S\$450.00 Please select one date <input type="checkbox"/> 07/04/2011 <input type="checkbox"/> 08/04/2011
Non-Affiliate	<input type="checkbox"/> S\$1200.00	<input type="checkbox"/> S\$700.00 Please select one date <input type="checkbox"/> 07/04/2011 <input type="checkbox"/> 08/04/2011

*Hotel accommodation and travel costs are not included in the registration fees.*

### Group Discount

Ten percent discount for teams of four or more. Please make extra copies of the registration form and submit together to qualify.

If you have received a code from an APICS partner, please indicate the partner's code here:



## Plant Tours

Would you be interested in adding a plant tour to your registration? (Additional fees will apply.) Please select one:

- ☐ \*\*Yes! I want to attend the Port of Singapore Authority (PSA) tour at S\$20.00 per person.
- ☐ \*\*Yes! I want to attend the Asia Pacific Breweries (Singapore) Pte Ltd plant tour at S\$20.00 per person.
- ☐ No, I am not attending the plant tour.

**\*\*Please choose only one (1) tour.** Due to limited seats, participation of the tours will be based on a first-come-first-served basis. The organiser reserves the right to allocate participants to the other tour if tour opted for is full.

## Methods of payment (in Singapore Dollars only)

☐ By credit card: ☐ Visa ☐ Mastercard ☐ American Express

☐ By cheque

Credit card number:  Expiry date:

Authorisation code:  (3 digit code on the reverse side of your card for Visa/Mastercard, front of card for American Express)

Cardholder name:

Signature:

### By Cheque (Cheques must be issued by Singapore banks)

Kindly issue crossed cheque payable to: **"Singapore Manufacturers' Federation"**

Cheque Number:  Amount:

**Mail to:** 2 Bukit Merah Central, #03-00 SPRING Singapore Building, Singapore 159835

**Attention:** Mr Ng Wee Kok, Council Affairs & Special Projects Division

*Please indicate name of participant and name of event behind your cheque.*

## Registration Confirmations

Important note: Registration confirmation(s) will be sent once the completed registration form has been processed and payment received, before **25 March 2011**.

## Cancellation Policy

Requests for cancellation of registration must be made in writing and mailed to

*"Asia Supply Chain & Operations 2011 Registration"*  
2 Bukit Merah Central, #03-00 SPRING Singapore Building,  
Singapore 159835

# ISO 28000 certification — a great way to grow

Seven organisations, comprising MNCs and SMEs, recently implemented plans to manage supply chain risks, such as those arising from fraud, terrorism and piracy. This is part of SPRING Singapore's SIP (Standards Implementation for Productivity) pilot project to encourage the adoption of ISO 28000 - Specification for security management systems for the supply chain.

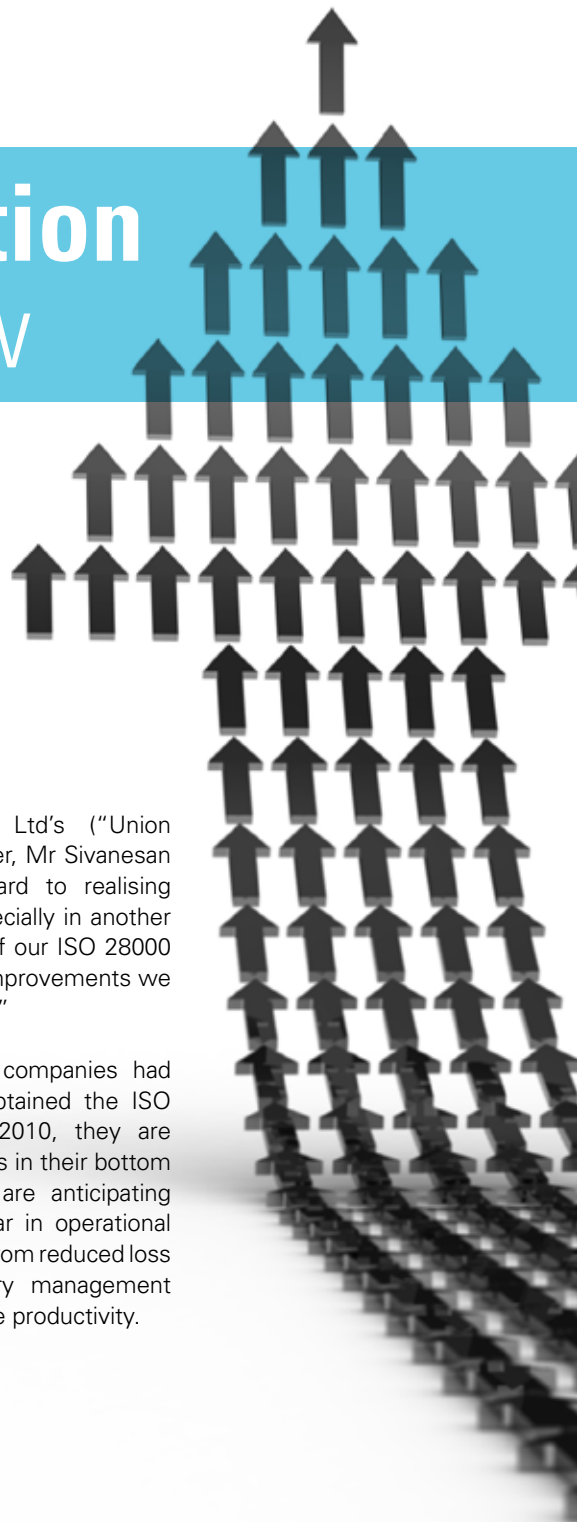
## Protecting Companies from Threats

Avnet Asia Pte Ltd ("Avnet") was one of the companies which participated in the project. "As a global electronics component and technology distributor, we can't afford to have any security stoppages or losses that would affect our customers," said Mr Teo Song Seng, Avnet's Director of Logistics Management, Asia Pacific.

"This project enables us to protect our company's employees, assets, information and reputation from potential threats. It also ensures our compliance with the applicable regulatory and legislative requirements," he said. "The risk management strategies we implemented and our subsequent ISO 28000 certification affirm our commitment towards total supply chain security. Our business partners are now more confident in our ability to deliver secure solutions."

Union Services (S) Pte Ltd's ("Union Services") Warehouse Manager, Mr Sivanesan said, "We are looking forward to realising significant financial gains, especially in another year or two when the effect of our ISO 28000 certification, and the system improvements we have made, fall fully into place."

Although the participating companies had completed the project and obtained the ISO 28000 certification in June 2010, they are expecting to see improvements in their bottom lines. The larger companies are anticipating some \$200,000 savings a year in operational costs. These will come mainly from reduced loss investigations, lower inventory management costs and increased warehouse productivity.







### Business Growth

The companies have also seen business growth and development upon certification. Mr Teo noted, "We have gained new customers and retained existing ones more effectively. Through this project, we were able to apply for certification under the Singapore Customs' STP-Plus (Secure Trade Partnership) programme and with TAPA (Transported Asset Protection Association), which greatly enhanced our operations."

Union Services is also pleased with the positive results following its ISO 28000 certification. "In addition to achieving higher customer confidence levels and better customer retention, our vendor selection process has also improved. For example, potential vendors are invited to make changes to their businesses to be in line with ISO 28000

requirements, such as improving their document control, restricting access to certain areas to authorised personnel only, and enhancing security at their premises by installing CCTV cameras. Only vendors whose business processes are aligned to ISO 28000 are selected to work with us. This ensures that our customers will receive consistently good service," said Mr Sivanesan.

For an SME like Union Services, taking part in the project has been an invaluable experience. "The SIP helped us in our bid to become a preferred logistics services provider at an affordable cost," said Mr Sivanesan. "In fact, implementing ISO 28000 and obtaining the certification is important for all businesses, and the industry as a whole."

# SMA Centre for Corporate Learning Programme Calendar Upcoming Programmes (MARCH - APRIL 2011)

SEMINARS AND WORKSHOPS	MARCH 2011	SEMINARS AND WORKSHOPS	APRIL 2011
Train The Trainer	1 - 2 Mar	5S Journey	1 Apr
Operation Planning and Control (Mandarin)	1 - 2 Mar	Understanding Key Performance Indicators (KPI)	1 Apr
Warehouse and Storage Management	1 - 2 Mar	Practical Applications on Letter Of Credit Practices and International Trade	4 - 5 Apr
Operation Planning and Control	3 - 4 Mar	Effective Office Administrative Skills	12 Apr
Import/Export Documentation and Shipping Procedures	7 - 8 Mar	The Art Of Writing Good Minutes	12 Apr
6 Sigma (Mandarin)	7 - 8 Mar	Performance Appraisal Management	12 - 13 Apr
Ways to Achieve Positive Attitude at the Workplace (Mandarin)	7 - 8 Mar	Hazard Analysis and Critical Control Points & Food Safety (HACCP)	14 - 15 Apr
New TPM: Total Productive Maintenance/Manufacturing	7 - 8 Mar	How To Negotiate With Vendors and Suppliers	14 - 15 Apr
Mastering Managerial Skills	8 - 9 Mar	QCC & 7QC Tools (Mandarin)	14 - 15 Apr
Presenting With Confidence & Impact	8 - 9 Mar	Winning With People At Work	14 - 15 Apr
How to handle Conflict & Confrontation	8 - 9 Mar	Essentials Of Email Writing & Etiquette	18 Apr
Effective Networking & Business Etiquette Skills	8 - 9 Mar	Basic Quality and Statistical Techniques	18 - 19 Apr
Strategic Inventory Management, Planning and Control	10,11 Mar	Conducting Training needs Analysis, Evaluation & Post - Training Plans	19 Apr
Facilitation Skills Workshop-Tools and Techniques	10,11 Mar	Negotiation Skills Best Practice	19 Apr
Good Manufacturing Practices	10,11 Mar	Frontline Customer Service Skills	20 Apr
Fundamentals of Purchasing Skills for New Buyers and Purchasers	14,15 Mar	Procurement and Inventory Management	20 - 21 Apr
Cycle Time Reduction for Higher Productivity	14,15 Mar	Quality Management: Approaches of World Class Organizations	20 - 21 Apr
Poka Yoke(Mistake-Proofing at the Workplace)	14,15 Mar	Good Manufacturing Practices (Mandarin)	25 - 26 Apr
Conversational Workplace English for Non-English Speaking Employees	14,15,16,17,18 Mar	Value Stream Mapping	25 - 26 Apr
Developing High Performance Teams	15,16 Mar	Strategic Management Planning & Evaluation - The Balanced Scorecard	26 Apr
Understanding Financial Statements	18 Mar	Successful Sales Management	26 Apr
Managing Difficult Customers Effectively	21 Mar	Quality Awareness for Frontline and Shopfloor Staff	27 Apr
5 Whys Root Cause Analysis	21,22 Mar	Quick Changeover for Lean Manufacturing (SMED)	28 - 29 Apr
Practical Manufacturing Productivity and Cost Improvement Process	22,23 Mar	Cost Reduction Techniques for Effective Purchasing	28 - 29 Apr
Line Balancing Techniques (Mandarin)	22,23 Mar	Productivity Improvement Techniques	28 - 29 Apr
Strategic Production Planning, Scheduling and Controlling	22,23 Mar	Understanding Statistical Process Control (SPC)	28 - 29 Apr
Understanding Productivity	23,24 Mar	Effective Cashflow Management	29 Apr
Technical Writing Skills	23 Mar	<b>APICS (Please call 68263071 / 68263063 for the latest schedule)</b>	<b>APRIL 2011</b>
Tele-Techniques To Increase Leads and Sales	24 Mar	APICS CPIM Basics of Supply Chain Management	5,12,19,26 Apr
Continuous Improvement Techniques	24,25 Mar	APICS CPIM Detailed Scheduling and Planning	11,18,25 Apr
Value Stream Mapping (Mandarin)	24,25 Mar	APICS CPIM Execution and Control of Operations	7,14,21 Apr
Effective Costing Management, Budgeting & Analysis	25 Mar	APICS CPIM Master Planning of Resources	1,8,15 Apr
5S (Mandarin)	25 Mar	APICS CPIM Strategic Management of Resources	6,13,20,27 Apr
Effective Uses and Applications of Incoterms in International Trade	28 Mar	APICS CSCP Certified Supply Chain Professional	7 Mar to 28 Apr
TPM-Autonomous Maintenance	28,29 Mar	<b>Occupational Safety and Health</b>	<b>APRIL 2011</b>
Global Sourcing and International Purchasing	29,30 Mar	Safety Orientation Course for Workers (Metalworking) MSOC (Enquiries: 68263056)	Mandarin: 1,8,13,20,29 English: 6,11,15,27
Thinking On Your Feet	29,30 Mar	Forklift (1 day Theory & 2 days Practical)	Please call 68263044 for the latest schedule
<b>APICS (Please call 68263071 / 68263063 for the latest schedule)</b>	<b>MARCH 2011</b>	Forklift (1 day Theory & 4 days Practical)	7,14,21,28 Apr
APICS CPIM Basics of Supply Chain Management	10,17,24,31 Mar	Basic Industrial Safety & Health Course (BISH)	
APICS CPIM Detailed Scheduling and Planning	11,18,25 Mar	<b>WDA Workforce Skills Qualifications (WSQ) (Enquiries: 68263044/ 68263041/ 6826 3086)</b>	<b>APRIL 2011</b>
APICS CPIM Execution and Control of Operations	9,16,23 Mar	Supervise Teams at Work	4,5,6, Apr
APICS CPIM Master Planning of Resources	7,14,21 Mar	Apply Continuous Improvement Techniques	5,6,7 Apr
APICS CPIM Strategic Management of Resources	8,15,22,29 Mar	Develop Purchasing Skills & Selection of Vendors	5,6,7 Apr
APICS CSCP Certified Supply Chain Professional	7 Mar to 28 Apr	Perform Warehouse Operations	6,7,8 Apr
<b>Occupational Safety and Health</b>	<b>MARCH 2011</b>	Follow Good Manufacturing Practices	12,13 Apr
Safety Orientation Course for Workers (Metalworking) MSOC (Enquiries: 68263056)	Mandarin: 2,7,16,21,25 English: 4,9,18,23,30	Perform Delivery Operations	13,14,15 Apr
Forklift (1 day Theory & 2 days Practical)	Please call 68263044 for the latest schedule	Supervise Quality Procedures	14,15,21 Apr
Forklift (1 day Theory & 4 days Practical)		Supervise Work Improvement Processes	18,19,25 Apr
<b>WDA Workforce Skills Qualifications (WSQ) (Enquiries: 68263044/ 68263041/ 6826 3086)</b>	<b>MARCH 2011</b>	Implement Profitable Marketing & Sales Strategies in Manufacturing	19,20,21 Apr
Apply Continuous Improvement Techniques	8,9,10	Apply Workplace Safety & Health Policy	26,27,28 Apr
Apply Teamwork in the Workplace	9,10,11	Supervise Workplace Safety & Health Practices	27,28,29 Apr
Apply Workplace Safety & Health Policy	15,16,17	Operate Basic Measuring Devices	27,28,29 Apr
Apply 5S Techniques	16,17,18	Perform Stock Control and Housekeeping Operations	29,29 Apr
Apply Quality Systems	23,24,25		
Supervise Teams at Work	2,3,4		
Supervise Quality Procedures	7,8,14		
Supervise Work Improvement Processes	10,11,18		
Supervise Workplace Safety & Health Practices	21,22,23		
Develop Purchasing Skills & Selection of Vendors	15,16,17		
Follow Good Manufacturing Practices	22,23		
Perform Delivery Operations (Mandarin)	9,10,11		
Perform Stock Control and Housekeeping Operations - Mandarin	16,17,18		
Perform Warehouse Operations- Mandarin	23,24,25		
Practice Entrepreneurship Within Your Organisation	22,23,24		
Use Hand Tools	16,17,18		

For Seminar enquiries:

**Call:** 6826 3071/ 6826 3056

**Email:** ccl@smafederation.org.sg

**Website:** www.sma.sg



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## Perak delegation visits SMA

In an effort to establish a practical framework for the development of stronger business relations between SMA & Perak, a business delegation of 20 visited SMA on 10 Nov 2010.

The visit also provided good opportunities for Singapore manufacturers who may seek to relocate their manufacturing facilities to Perak in the future, to enhance their competitiveness and ensure sustainable growth.



Led by Dato' Samsudin Hashim, Chief Executive Officer of Perak State Economic Development Centre, the delegation had the opportunity to network with SMA counterparts on two occasions. They also visited LHT Holdings Ltd to have a better understanding of wood and wood waste recycling.

## 18th Global GS1 Healthcare Conference Holiday Inn Atrium, Singapore, 9 – 11 November 2010

GS1 Singapore was privileged to host the 18th Global GS1 Healthcare Conference during 9 – 11 November 2010. There were more than 150 overseas and local delegates that attended this conference.

During the welcome speech by Mr George Huang, Chairman of GS1 Singapore, he emphasised that in order to bring up the service standards for our healthcare sector, it is important to promote the awareness of GS1 Healthcare system, which covers security, traceability, and efficiency in healthcare to deliver and ensure the 5 patient rights – right product, right route, right dose, right time to the right patient.

Mr Huang notably ended his speech by saying, "We come together as strangers and all leave as friends to mark a delightful opening of this event and expressed our great honour to have the respectable Healthcare experts from across the countries attending this conference."

GS1 Healthcare, the voluntary, global Healthcare user group, was proud to celebrate its fifth anniversary this year. GS1 has existed for over 30 years and GS1 Member Organisations worldwide have supported the Healthcare sector for many years. It was in 2005 that industry leaders agreed to kick off a truly global initiative. The user group was tasked to further develop global standards

to meet emerging Healthcare requirements, such as eHealth, traceability, eCommerce, and unique device identification, and to drive global harmonisation. Although standards development work continues, today there is a solid foundation of global standards available to the Healthcare sector to implement standards-based solutions that will make the Healthcare supply chain more secure and efficient. Many local user groups have already launched national programmes, pilot projects and other initiatives to drive adoption and implementation in their country.

This conference comprised of diverse programme, with more than 20 international experts presenting the latest regulatory and industry developments in healthcare supply chain management, automatic identification, traceability and electronic product catalogues.

In addition to the wide variety of presentations, the conference has provided the delegates with the

opportunity to leverage on a unique neutral and international forum to network and benchmark with other stakeholders from around the world. The interactive breakout sessions also allowed the delegates to discuss the implementation of global standards in the Healthcare supply chain with experts.

The 18th Global GS1 Healthcare Conference closed on a wonderful note and the delegates were very pleased with the presentations and updates presented by the experts from the Healthcare industry. The next Global GS1 Healthcare Conference will be held during 6 - 8 April 2011 in Washington D.C., USA.

We are all aware of the fact that standards implementation will take time, and surely some nerves, but it is time to move forward now.

To view the programme and presentations of this conference, please visit [www.gs1.org/healthcare/news\\_events/091110](http://www.gs1.org/healthcare/news_events/091110) for more details.



Chairman of GS1 Singapore, Mr George Huang delivering his Welcome Address.



## GS1 Standards in Healthcare: Making a difference in the Healthcare supply chain

In the light of a variety of concerns about patient safety and rapidly escalating Healthcare costs, governments worldwide are taking action and important policy changes on the Healthcare supply chain. Various authorities worldwide have developed, or are developing, regulations requiring automatic identification, serialization, and traceability systems in Healthcare to improve patient safety, including the European Commission, the US Food and Drug Administration (FDA), the National Health Surveillance Agency in Brazil (ANVISA), the Ministry of Health of Turkey and the India Ministry of Health and Family Welfare (MoHFW).

GS1 Standards provide a global framework that takes into account all these types of specific requirements for medical products (pharmaceutical and medical devices).

In light of the same requirements, Healthcare providers, group purchasing organizations and associations worldwide have also announced that they will take action to drive adoption and implementation of GS1 global Standards in the Healthcare supply chain, including; Australia, Brazil, Canada, Chile, Columbia, France, Germany,



Delegates from around the world gathered in Singapore to learn from the experts on the implementation of global standards in the Healthcare supply chain.

Hong Kong, India, Japan, the Netherlands, Spain, Switzerland, Turkey, UK and USA.

### GS1 in Healthcare – Global Reach

GS1 has been working with the global Healthcare community for more than 5 years via its voluntary, global Healthcare user group: GS1 Healthcare. This group is leading the Healthcare sector to the successful development and deployment of GS1 global Standards by bringing together experts in Healthcare to enhance patient safety and supply chain efficiencies.

Countless hours of vetting, offline discussions, brainstorming and more than 10,000 contact hours (conference calls and physical meetings) have now resulted in some important milestones with the publication of a set of ratified global standards for the Healthcare sector including: GTIN Allocation Rules for Healthcare, AIDC Application Standards

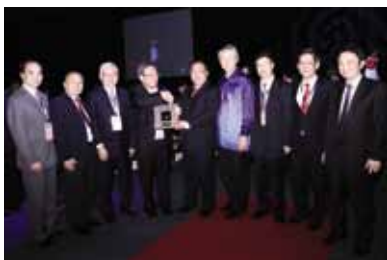
for Healthcare and the Global Traceability Standard for Healthcare.

### GS1 in Healthcare – Local Reach

The main focus of GS1 Healthcare is now on standards adoption and implementation. Standards' development work will continue, but now we have reached a point where local Healthcare user groups and GS1 Member Organisations are driving adoption in their local communities and support the implementation of these standards throughout Healthcare. The global and local Healthcare user groups provide a neutral platform for Healthcare supply chain stakeholders to exchange experiences and best practices, to enhance future standards development and adoption.

For more information about GS1 Healthcare, visit [www.gs1.org/healthcare](http://www.gs1.org/healthcare).

## Leveraging the S'pore-Malaysia relationship



SMA President, Mr George Huang (fifth from left) presenting a token of appreciation to Tan Sri William Cheng, President of Associated Chinese Chambers of Commerce and Industry of Malaysia

With the improved bilateral relationship between Singapore and Malaysia, more joint initiatives are expected to be announced.

Against this backdrop, SMA led a 25-strong business delegation to Malaysia for the Malaysia-International Chinese Business Forum (MICBF).

The MICBF was organised to facilitate investment

partnership in promoted activities and projects and to promote Malaysia as the preferred destination for foreign investment. It was a platform for the delegates to gain a deeper understanding of the Malaysia Economic Transformation Programme (ETP) which is a comprehensive effort that will transform Malaysia into a high-income nation by 2020 (see box).

MICBF was held from 1-3 Dec 2010 at the Kuala Lumpur Convention Centre.

### About Malaysia ETP

The Malaysia ETP will lift Malaysia's gross national income (GNI) per capita from about USD6,700 or RM23,700 in 2009 to more than USD15,000 or RM48,000 in 2020, propelling the nation to the level of other high-income nations. This GNI growth of 6 percent per annum will allow us to achieve the targets set under Vision 2020.

Successful implementation of the ETP will see Malaysia's economy undergo significant changes to resemble other developed nations. They will continue the shift towards a service-based economy, with the services sector growing from 58 percent to 65 percent in the same period. More than 3.3 million new jobs will be created by 2020 in urban and rural areas. Greater Kuala Lumpur will be transformed into a world-class city. Finally, growth will be achieved in a sustainable manner, without cost to future generations, through initiatives such as building alternative energy generation capacity and conserving our environment to promote eco-tourism.

## Networking Luncheon cum Presentation on Global Outlook 2011 and Funding Initiatives

**Date:**

11 January 2011

**Venue:**

Ah Yat Seafood Restaurant



Mr Daniel Lim, Project Manager from LEAD Office at SMA sharing with members on funding initiatives on Inclusive Growth Programme (IGP).



Mr Max Goh, Associate Consultant from Adlerblick Pte Ltd giving an overview of 2011.



Mr Kelvin Tay, Chief Investment Strategist, UBS Singapore Wealth Mgmt Research (WMR) sharing on the 'Economic Outlook of 2011'.

## IRAS Briefing on ESC Tax Incentives

**Date:**

13 January 2011

**Venue:**

Revenue House



Ms Ang Siok Peng, Senior Tax Officer from IRAS giving an overview of Productivity & Innovation Credit.



Seminar participant raising a question at the Q&A session.



Panel of IRAS officers taking on questions and concerns from the floor.



# SMA Centre for Corporate Learning - WSQ Certified Operations Professional (COP) Graduation Ceremony & SMA Institute and Edith Cowan University (ECU) Graduation Celebration 2010

**Date:**  
18 November 2010

**Venue:**  
Raffles City Convention Centre



Front row, L to R: SMA Institute Examination Board Chairman Professor Arnold Depickere, ECU Associate Professor Maryam Omari, SMA Institute CEO Mr Richard Soh, Guest-of-Honour Mr Goh Eng Ghee WDA DCE, ECU Vice-Chancellor and President Professor Kerry Cox, SMA Deputy President Dr Moh Chong Tau, SMA Institute Academic Board Chairman Mr Edward Ho, and Dr Sally Yong, SMA Institute Academic Director.



ECU Vice-Chancellor and President Prof. Kerry Cox addressing the graduates



The business world today is fast moving and dynamic, necessitating constant changes within the organisation. In line with the changing environment, it is necessary for employees to show their ability in adaptation, progression and be continuously innovative and effective in supporting management decisions in times of change.

To help us champion the human capital development, SMa Institute of Higher Learning cordially invites all Business Decision Makers, CEOs, MDs and General Managers to help equip our students to be future ready by coming forward to support us in the following initiatives as part of their learning journey:

- ✓ **Share Industry Updates & Experience via Public Lecture**
- ✓ **Industry Field Visits to your Organisation**
- ✓ **Internship Opportunities**
- ✓ **Mentorship Scheme**
- ✓ **Networking Sessions**
- ✓ **Research & Project Works with Universities**
- ✓ **Student Project Works**

With your assistance and participation in the above initiatives, we hope to provide opportunities for our students to apply relevant knowledge in their future professional practice, prepare them for life-long learning and personal development with a global and multi-cultural perspective.



For more information, please contact:

Mr Henry Goh, Director, Marketing & Industry Development  
☎ (65) 6572 5633 @ henrygoh@sma.edu.sg

Ms Rainus Chong, Executive, Marketing & Industry Development  
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