

# CONNECT

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

MICA (P) 103/05/2015 Issue 2

EUROPE



**LINKING SINGAPORE  
TO BUSINESSES IN EUROPE**

SINGAPORE

## Transformation through Collaboration

- Inauguration of EEN Singapore
- SMF-SDO introduces standards to make headway in the TCM industry
- Home-Grown Companies Showcase Ground-breaking Innovations at Food&HotelAsia 2016



# nautique

The Magazine of Raffles Marina, Aseanarean's Premier Marina, Country Club and Nautique Lifestyle Centre

NAUTIQUE is a magazine that embraces the evolving and affluent lifestyle options of those who live by and love the water, at sea and inland.

No single publication can hold such an enviable position of being the lifestyle magazine of Singapore's premier megayacht marina, and Aseanarean's first 5 Gold Anchor Marina.

**Give your advertising dollar a focused reach to the higher echelon of the society capable of pursuing the good life.**

For advertising enquiries, please contact:

*mediactive*  
MEDIACTIVE PTE LTD

Mediactive Pte Ltd  
245a South Bridge Road, Singapore 058794  
Tel: (65) 6222 4987 | Fax: (65) 6227 0859  
consult@mediactive.com.sg  
www.mediactive.com.sg

# Dear Fellow Members

In today's fast-paced and highly competitive marketplace, speed is king. To achieve your business goals faster, one great way is to collaborate with other companies. Given the age-old wisdom in the adage, "two heads are better than one", it makes perfect sense to build mutually beneficial relationships and leverage on synergies in experience and resources to co-develop innovative solutions.

At SMF, 'collaboration, collaboration and collaboration' is our mantra – indeed it is one of the four strategic thrusts propelling the transformation of our members. In this issue of CONNECT, you will learn about the 'hows' of collaboration, especially if you are looking to venture into overseas markets.

Companies targeting the European markets should take advantage of the services provided by Enterprise Europe Network (EEN) Singapore, which was launched in April by SMF jointly with IE Singapore and Intellectual Property Intermediary to promote business collaboration between the European Union (EU) and the rest of the world. EEN Singapore helps Singapore companies to make forays into the European markets. Similarly, EU companies can leverage on EEN Singapore to partner Singapore companies and gain access to the ASEAN market.

In May, SMF led a 21-member business delegation to explore partnership opportunities in Italy, in conjunction with a state visit by Singapore's President Dr Tony Tan. The business mission trip took participants to six cities in Italy where they met Italian companies to discuss partnerships and opportunities to jointly enter Southeast Asian markets. Memorandums of Understanding (MOU) signed between SMF and two Italian trade associations underscored our intent to foster greater business relations between enterprises in both countries.

In addition, riding on the success of an SMF-led business mission trip to Indonesia in March, the doors for collaboration and investments were opened in May with the inking of an MOU between Sakae Corporate Advisory Pte Ltd, Buleleng Regency and PT Baruna Indonesia, for the development and management of the North Bali Airport.

In conclusion, I hope that our SMEs will seize the collaboration opportunities arising from SMF's activities, and reap the benefits of partnerships and strategic alliances.

**Douglas Foo**  
President  
Singapore Manufacturing Federation



## Editorial Advisors

Patrick Chang  
Billy Wong  
Lam Joon Khoi

## Editorial Team

Debra Toh

For editorial contributions, write to  
**contact@smfederation.org.sg**

## Publisher

Singapore Manufacturing Federation (SMF)  
2985 Jalan Bukit Merah  
Singapore 159457  
Tel: +65 6826 3000  
Fax: +65 6826 3008  
Email: [contact@smfederation.org.sg](mailto:contact@smfederation.org.sg)  
Website: [www.smfederation.org.sg](http://www.smfederation.org.sg)

SMF Connect is a quarterly magazine by Singapore Manufacturing Federation (SMF).

SMF takes every reasonable care to ensure that the information in this publication is accurate at time of print. The opinions expressed in this publication rest solely with their contributors/writers and do not constitute an endorsement by SMF.

SMF reserves the right to accept or reject all editorial or advertising material, and assumes no responsibility for the return of unsolicited artwork or manuscripts.

No portion of this publication may be reproduced without the permission of SMF.

Distributed to more than 3,000 organisations.



## Advertising Sales

Evelyn Lim  
Mediactive Pte Ltd  
Tel: (65) 6222 4982  
E: [eve@mediactive.com.sg](mailto:eve@mediactive.com.sg)

Publishing Consultant

**mediactive**

Mediactive Pte Ltd  
Tel: (65) 6222 4982  
Fax: (65) 6227 0859  
[info@mediactive.com.sg](mailto:info@mediactive.com.sg)  
[www.mediactive.com.sg](http://www.mediactive.com.sg)



# CONTENTS

## NEWS AND UPDATE

Dialogue with IE Singapore	
Singapore Budget Seminar 2016	04
Bringing SMF Members Together	
Gearing Towards Additive Manufacturing	05
Courtesy Visit by the Director & Commercial Counsellor, Trade Promotion Office from The Embassy Of The Republic Of Costa Rica In The People's Republic Of China, Mr Jose Pablo Rodriguez	
SME Centre@SMF Hosts Vietnamese Delegation at SMF House	07

## INDUSTRY FOCUS

WSH Awards for Outstanding Companies and Supervisors	09
--	----

## GLOBAL CONNECTIONS

BroadcastAsia, CommunicAsia, NXT Showcases Smart Technologies	10
---	----

Business Mission Trip Bears Fruit	11
Propelling the F&B Industry Through Asia	12
IMAP Approved Trade Fairs : July 2016 To December 2016	14
SMF Collaborates with IE S'pore and IPI to Launch Enterprise Europe Network Singapore	15
Cards and Payments Asia 2016	
SMART Facilities Management Solutions Expo 2016	18
Leading SMEs to Italy	19

## CENTRES OF EXCELLENCE

Strategic Thrusts for SMEs	
Budget 2016 – What Does it Mean For You?	21
Lean Enterprise Accelerated Programme	23
GS1 Singapore Launched Our Solution Partner Zone!	24
Efficient Consumer Response (ECR) Singapore CEO Forum Well Received by Retailers	

Food Safety Forum 2016	25
Singapore Innovation & Productivity Conference	26
SME Capabilities Forum	
Innovation-Led Productivity Workshop 2016	27
World's First Standard on Last Mile Delivery	
The First Standard for Handling Frozen Fish and Seafood Takes Off	28
SMF-SDO Launches First Standards for the TCM Industry	29
Facilitating SMEs Understanding of Government Assistance Schemes	30
Lean Enterprise Development (LED) Scheme	31

## NETWORKING

Singapore Manufacturing Federation Certificate of Origin	
SMF Welcomes You!	32

# COUNCIL MEMBERS

### Executive Committee

#### President

Mr. Douglas Foo, BBM  
Sakae Holdings Ltd

#### Deputy President

Mr. Sunny Koh, PBM  
Chinatown Food Corporation Pte Ltd

#### Honorary Secretary

Mr. Ryan Chioh  
FarEastFlora.com Pte Ltd

#### Honorary Treasurer

Mr. Saw Ken Wye  
CrimsonLogic Pte Ltd

#### Vice President

Dr. Ahmad Magad, JP  
II-VI Singapore Pte Ltd

#### Vice President

Mr. Simon Li  
Feoso Oil (Singapore) Pte Ltd

#### Vice President

Mr. Low Beng Tin, BBM  
Assimilated Technologies (S) Pte Ltd

#### Vice President

Mr. Patrick Chang  
Paclin Office Products Pte Ltd

#### Vice President

Mr. Adam Hamid  
Naina Mohamed & Sons Pte Ltd

#### Mr. Birch Sio

Concord Associates Pte Ltd

#### Mr. Billy Wong

Metrohm Singapore Pte Ltd

#### Mr. Tay Jih-Hsin

Swee Hin Power Systems Pte Ltd

#### Mr. Samson Wong

Asia Pacific Breweries (S) Pte Ltd

#### Emeritus President

Mr. George Huang, PBM, DSM  
Amoy Canning Corporation (S) Ltd

### Industry Group Chairmen

#### Automation Technology

Mr. Billy Wong  
Metrohm Singapore Pte Ltd

#### Building Products & Construction Materials

Mr. Rowan Tan  
DORMA Far East Pte Ltd

#### Electrical, Electronics & Allied Industries

Mr. Tay Jih-Hsin  
Swee Hin Power Systems Pte Ltd

#### Energy & Chemicals

Mr. Simon Li  
Feoso Oil (Singapore) Pte. Ltd

### Food & Beverage

Mr. Sunny Koh, PBM  
Chinatown Food Corporation Pte Ltd

### Lifestyle

Ms. Zhang Jia Lin  
Inflo Health Sciences Pte Ltd

### Life Sciences

Dr. Stuart Koe  
ICM Pharma Pte Ltd

### Medical Technology

Mr. Albert Lee  
Singapore Johnson & Johnson Pte Ltd

### Metal, Machinery & Engineering

Mr. James Wong  
O. E. Manufacturing Pte Ltd

### Packaging Council of Singapore

NB: In alphabetical order by industry group

Dr. Ong Siew Hwa  
Acumen Research Laboratories Pte Ltd

Ms. Angeline Suparto  
Angeline Suparto Law Corporation

#### Mr. Pious Jung

CJ Korea Express Asia Pte Ltd

#### Mr. Yeo Cheong Guan

Eng Bee Paper Merchant Pte Ltd

#### Mr. Philip Lee

KPMG LLP

#### Mr. Neo Eng Chong

Makino Asia Pte Ltd

#### Mr. John Kong

M Metal Pte Ltd

#### Mr. Tan Boon Chong

Mr. Paul Maguire  
Senoko Energy Pte Ltd

#### Mr. Lim Meng Wee

SP Consulting (International) Pte Ltd

NB: In alphabetical order by company

### SMF Secretariat

Mr. Lam Joon Khoi  
Secretary-General

#### Dr. Michael Teng

Assistant Secretary-General

\*Information is correct as of July 2016.



# TECHINNOVATION

**SINGAPORE** 20 - 21 SEPT 2016  
RESORTS WORLD CONVENTION CENTRE



**TECHINNOVATION** is the leading technology-industry brokerage event that enables enterprises to **DISCOVER** innovative technologies, **CONNECT** with new partners and **COLLABORATE** to bring new ideas and opportunities to market in the spirit of Open Innovation.

With a key focus on matching industry needs to ready-to-market technologies in the areas of: Services and Digital Economy, Advanced Manufacturing & Engineering, Urban Solutions and Sustainability and Health & Personal Care, the two-day event will offer an exciting programme of stimulating plenaries, showcase of emerging technologies and vibrant networking opportunities to unlock your business potential through technology and innovation.

## KEYNOTE SPEAKERS



**Dr Gregg Carpenter**  
Senior Director, Global  
External Technology  
Acquisition  
The Coca-Cola Company



**Xander Sim**  
Co-Founder/Chief  
Technology Officer  
Cell ID Pte Ltd



**Dr Reza Ghahary**  
Director, Innovation  
Networks &  
Communication  
Evonik Industries AG

## HIGHLIGHTS OF TECHINNOVATION 2016



### CROWDSOURCING

Seek collaborations and discover technologies through an open innovation platform.



### CROWDPITCHING

Exhibit and pitch technologies for commercialisation or co-development to technology seekers.



### BEST PRACTICES

Learn from thought leaders and be inspired by successful enterprises in their innovation journeys.



### 1-TO-1 MEETINGS

Connect with potential collaborators through pre-matched business meetings.

Organised By:



Key Partner:



Network Partner:



Partner Event:



[www.techinnovation.com.sg](http://www.techinnovation.com.sg)

## Dialogue with IE Singapore

As part of SMF's ongoing collaboration with IE Singapore, SMF held an annual dialogue session with the government agency on 22 April 2016. Chaired by SMF President, Mr Douglas Foo, the meeting saw SMF representations from all its 10 Industry Groups convening with the key leaders of IE Singapore. The theme for this year's dialogue was 'Assisting Singapore companies to innovate and compete internationally'.



SMF President, Mr Douglas Foo, led the interactive dialogue



IE Singapore CEO, Mr Lee Ark Boon



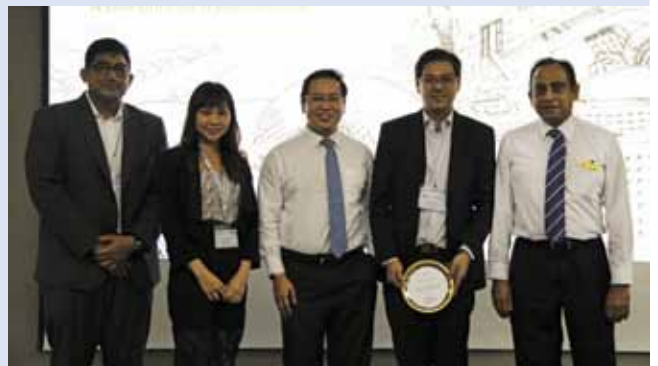
Helping companies to internationalise, export and expand was one of the topics covered that morning

## Singapore Budget Seminar 2016



The participants present to learn what Budget 2016 had in store for them

Following Finance Minister Heng Swee Keat's delivery of the budget statement on 24 March, SMF, together with Deloitte Singapore, shortly put together a seminar for its members on 27 April to help companies better understand the impact of Budget 2016 on their businesses. Participants were given a summary of Budget and the impact, in



Mr Adam Hamid (R) Chairman of SMF Membership Function Committee with the speakers from Deloitte Singapore

terms of taxes, it has on businesses. This was followed by an overview of various tax incentives and government assistance programmes to support the expansion and capabilities development of local companies.



## Bringing SMF Members Together

SMF held its quarterly networking session for its members on 13 April 2016. Taking place in a casual setting, the session was the second in the series of networking events of the year, aimed at helping members, across different industry groups, to get to know one another better. The gathering was also an appropriate time to introduce 19 new members into the SMF family.

In the opening address by Mr Adam Hamid, SMF Vice President and Chairman of the Membership Function Committee, he gave a brief introduction to SMF and its ten industry groups, highlighting its strength in diversity. He went on to encourage members to tap on such similar sessions to form linkages amongst the wide network of contacts SMF offers. Said Mr Hamid, "In light of reports on the manufacturing industry's slowdown, we must band together and collaborate with one another to remain competitive in today's challenging business landscape. Members can use these networking sessions as good platforms to generate synergy amongst different industries and to collaborate with one another."



A new SMF member introducing his company to the rest



New contacts were established and existing ones were strengthened



Mr Myles McCarthy from Carbon Trust UK, gave a presentation on 'Sustainable and energy efficient manufacturing sectors in Singapore'. Mr Hamid (L) presented Mr McCarthy (R) with a token of appreciation

Exciting upcoming events were also shared that afternoon. For example, the Singapore Innovation and Productivity Institute, one of SMF's centres of excellence, is organising a conference to address ways companies may innovate to build their productivity culture. Another event highlighted was the biennial SMF Awards that will take place in October 2016 to recognise the exceptional business achievements of SMF members.

## Gearing Towards Additive Manufacturing

As Singapore's manufacturing industry continues on its fast track towards high value manufacturing, SMF, as the driver of the industry organised a seminar on Additive Manufacturing on 22 April 2016. Targeted particularly at the Electrical, Electronics and Allied Industries, and Metal, Machinery and Engineering industry groups, the session saw presentations by lecturers from Nanyang Polytechnic and speakers from Creat3D on how to use Additive Manufacturing as a tool to innovate and transform design and manufacturing processes – a step up from traditional manufacturing.

Said a participant, Mr Ken Wong from Kong Shiang Engineering: "Additive manufacturing is the way to go. However, we still have to consider the cost of implementation. The cost of production will also be higher than traditional manufacturing. Furthermore, we will need skilled workers to manage the technology."

This view was shared by Mr Jason Lee from Classic Precision Tooling Pte Ltd. "At the moment we are not ready for Additive Manufacturing. Still, this is a good session as we have to know the new technology present in the market, and be aware of the 3D printing scene in Singapore," he said.

The sharing session also touched on topics such as the potential of Additive Manufacturing for mass customization of complex materials at competitive costs, covering as well the expectations and challenges of implementing such processes. This was followed by a tour of Nanyang Polytechnic's Additive Manufacturing Innovation Centre, bringing the event to a close.



Mr David Wong, Head of Nanyang Polytechnic's Additive Manufacturing Innovation Centre, welcoming participants to the session



Curious participants from different industry groups paying close attention to Mr Zaw's explanation on the various existing applications of Additive Manufacturing



Recognising companies in quality business growth,  
innovative business model and collaborative partnership.  
Presented in conjunction with SMF 84th Anniversary Dinner

Date : Thursday, 13th October 2016  
Time : 7.00pm—10.00pm (Cocktail @ 6.00pm)  
Venue : The Ritz Carlton, Millenia Singapore  
7 Raffles Ave, Singapore 039799  
Guest-of-Honour : Mr S. Iswaran  
(Minister for Trade & Industry (Industry))



## SMF Awards 2016

Application to participate in  
SMF Awards is open now!

To participate, please visit  
<http://www.smfawards.sg/> to retrieve,  
complete and return application to SMF.  
Closing date is 15th July 2016

Contact SMF Awards Secretariat  
Mr Ng Wee Kok / Ms Regina Lim  
Tel: 68263058 / 68263073  
Email: [secretariat@smfawards.sg](mailto:secretariat@smfawards.sg)

Proudly Organised by Singapore Manufacturing Federation





## Courtesy Visit by the Director & Commercial Counsellor, Trade Promotion Office from The Embassy Of The Republic Of Costa Rica In The People's Republic Of China, Mr Jose Pablo Rodriguez

Mr Jose Pablo Rodriguez, Director & Commercial Counsellor, Trade Promotion Office from the Embassy of the Republic of Costa Rica in The People's Republic of China paid a courtesy visit to Singapore Manufacturing Federation on 8 June 2016. Mr Rodriguez was accompanied by Mr Alfonso Murillo, Trade & Tourism Counsellor from the Embassy of Costa Rica in Singapore and they were warmly received by Ms Emmeline Lam, Director of SMF's Global Business Groups.

The meeting was aimed at forging greater understanding and exchange of insights. Mr Rodriguez was particularly impressed with the growth of Singapore within 50 years, noting the contributions of manufacturing as a key economic pillar in Singapore's success as well as the role of SMF as the voice of the manufacturing sector in Singapore.

Mr Rodriguez also shared more information on the XVIII Edition of the Buyers Trade Mission (BTM) that will be held from the 27th – 29th Sept in Costa Rica. This event comprises two days of business matching with local businesses and the focus will be on buying products from Costa Rica. The last day will be for conferences as well as tours around Costa Rica.



## SME Centre@SMF Hosts Vietnamese Delegation at SMF House



SME Centre@SMF hosted the Vietnamese delegation on 15 April 2015 at SMF House.

The delegation was made up of government officials from Vietnam who made a trip to Singapore to learn about Singapore's SME policies and support system through the SME Centres funded by SPRING Singapore. The delegation consists of seven members from National Assembly, the Government Office, Ministry of Planning and Investment, GIZ and was led by Ms. Pham Thuy Hanh Vice-Director General.



**LINDE WERDELIN**  
WATCHES AND INSTRUMENTS



SOLD EXCLUSIVELY AT MANDARIN GALLERY  
T: +65 6737 3820 | [www.ecollezione.com](http://www.ecollezione.com) |

**E'COLLEZIONE**  
**歐美公司**



## WSH Awards for Outstanding Companies and Supervisors

Three organisations with the most innovative ideas for workplace safety and health, as well as two outstanding supervisors who have contributed significantly to their workplace safety, won Gold Awards for the 2016 Workplace Safety & Health (WSH) Awards competition held on 3 June at SMF House.

Team Wade from ST Aerospace Engineering Pte Ltd, Team Muscle Arm from ST Aerospace Services Co Pte Ltd (SASCO), and Team NH4orce from The Polyolefin Company (S) Pte Ltd were the proud Gold awardees of the **WSH Innovation Awards** for organisations.

Elated winners of the Gold award for the **WSH Awards for Supervisor** were Mr Eldrick Saw Chia Hong, Production Group Leader, Hal Completions Mfg Pte Ltd, and Mr Muhammad Ruzaini Bin Abd Jalil, Environmental Health & Safety Coordinator, Multiheight Scaffolding Pte Ltd.

Of the gold awardees, a selected few will be chosen for consideration at the WSH Awards presentation at the national level.

Organised by SMF and supported by Ministry of Manpower (MOM) and the Workplace Safety and Health Council (WSHC), the annual WSH Awards is a competition to raise awareness of workplace safety and health, and to recognize good ideas and best practices.

The WSH Innovation Awards honour the companies that demonstrate safety practices in the manufacturing workplaces through innovative solutions, while the WSH Awards for Supervisors recognize the efforts by supervisors who make efforts to ensure the health and safety of their colleagues in the workplace.

### Upholding Best Practices

Guest-of-honour SMF President Mr Douglas Foo, BBM, said at the award presentation event, “Besides reinforcing the message about on-going workplace safety awareness and vigilance, the WSH Awards serve to recognise the exemplary organisations and individuals that have demonstrated great initiatives. Over the years, SMF has been pushing vigorously with its mission of upholding the best practices and technologies that will enhance the environmental and occupational safety and health of workers across the manufacturing sector.”

Mr Birch Sio, Chairman of SMF's Health, Safety, Security and Environment (HSSE) Function Committee, added, “The HSSE Function Committee has put in place a series of programmes, seminars and workshops to constantly educate and remind our member companies to keep their employees safe and healthy at work. In March this year, the committee also organised a Health Walk for SMF members as part of its continued efforts to promote a healthy workplace.”

### 2016 Nominations

This year, SMF received 14 nominations from the manufacturing sector for the WSH Award for Supervisor, and 24 submissions for the WSH Innovation



Two representatives of the Team Wade from ST Aerospace Engineering Pte Ltd, one of the three Gold Award winners for the WSH Innovation Award, flanked by Mr Douglas Foo (extreme left) and Mr Birch Sio (extreme right).



Eldrick Saw Chia Hong, Production Group Leader, Hal Completions Mfg Pte Ltd, one of the two Gold Awardees of the WSH Award for Supervisor, receiving his trophy from Mr Foo. On his right is Mr Birch Sio.

Award. The selection panel was very pleased with the quality of the submissions and the innovative solutions presented to improve safety and health of workers at the workplace.

### Other Event Highlights

The award ceremony also included a keynote presentation by Mr Chan Yew Kwong, Director, OSH Inspectorate Department, MOM, on “Industry 4.0 – Challenges and Opportunities”. Industry 4.0 is a vision of the industrial production of the future. Mr Chan highlighted that the widespread application of robotics and automation technology will transform sectors such as healthcare, construction, manufacturing and logistics. SMEs will get more support in deploying robotic solutions in the drive for transformation or productivity improvement efforts. Mr Chan said the factory of the future is set to blur the lines between humans and machines, with teams comprising both robots and people working side by side. Hence, this calls for a different approach to safety that addresses the need to respond to a range of situations with high flexibility.

The WSH Awards event also featured sharing sessions by companies which have participated in the CultureSAFE programme, a platform which empowers organisations to cultivate the right WSH mind-set and attitudes amongst employees.

## BroadcastAsia, CommunicAsia, NXT Showcases Smart Technologies

From 31 May to 3 June, Marina Bay Sands Expo was abuzz with activity, with BroadcastAsia, CommunicAsia and NXT occupying four floors of the exhibition halls. As Asia's leading ICT, broadcasting and digital multimedia event, this annual trade exhibition featured many smart technologies this year. This rides on the trend of a surge in the number of communication devices and emerging technologies. Such new and disruptive information and communication technologies will likely be game changers for engaging consumers, running businesses and improving productivity in the near future.



Mr Lam shared some exhibitor and product highlights to be seen at the SMF member booths in the Singapore Pavilion during a pre-show press conference. The press conference was held on 20 May 2016 to give media a sneak peek into the trade shows' event highlights

As such, it is essential that Singapore companies in the broadcasting and ICT sectors be agile enough to stay ahead of the curve of technological changes. They must be quick to adopt and leverage on the new technologies so that they can create value and maintain their competitive edge in both local and global markets.



Dr. Yaacob Ibrahim, Minister for Communications and Information, visiting the Singapore Pavilion after the opening ceremony of the trade shows



The SMF-organised Singapore Pavilion

SMF supports such efforts by encouraging Singapore companies to exhibit under the Singapore Pavilion. Companies participating in the Singapore Pavilion will not only be presented as frontrunners in the industry, but their presence in the show will lead to international exposure, given the many opportunities they will have to interact with international exhibitors and visitors. 2016 marks SMF's tenth year as the organiser of the Singapore Pavilion at these shows and it has seen an increase in interest in exhibiting in the trade shows. The three shows saw an expansion in both the area of the Singapore Pavilion and the number of exhibitors compared to the year before. Furthermore, a large number of exhibitors were repeat exhibitors, demonstrating that Singapore companies do see the value in these trade shows.

Said Mr Lam Joon Khoi, SMF's Secretary General, "BroadcastAsia, CommunicAsia and NXT will see the convergence of multiple establishments showcasing their latest innovative technologies. We encourage all visitors and exhibitors to visit the Singapore Pavilion and network among the frontrunners of the industry. Trade shows like these are excellent platforms for collaborative partnerships to take flight, not only within the domestic market but international markets as well."



A number of business matching sessions were held at SMF booths throughout the four-day exhibitions. This is continuance of the launch of EEN Singapore, a recently launched collaborative initiative to help Singapore companies access some 10,000 technology and business partnership opportunities in Europe



## Business Mission Trip Bears Fruit

Riding on the success of an SMF-led business mission trip to Indonesia in March this year, an MOU was inked on 18 May 2016 between Sakae Corporate Advisory, PT Baruna – an Indonesian property developer, and Buleleng Regency.

The business mission trip brought the delegation of 27 representatives from local businesses to Surabaya and Jakarta, where they had opportunities to meet Indonesian government officials and conglomerates. With the main objective of exploring potential opportunities for business collaborations, many business matching meetings were held. SMF is therefore pleased that the trip has resulted in a successful collaboration between Singapore and Indonesian business entities.



*The signing of the MOU was witnessed by Ambassador of Indonesia, His Excellency, Mr Ngurah Swajaya*

Said Mr Douglas Foo, President of SMF and Chairman of Sakae Corporate Advisory Pte Ltd: “Both Singapore and Indonesia are countries with varied strengths and businesses can leverage on each other to complement their business needs. I urge all to make use of sessions like this to network and seek opportunities for business collaborations.”

The partnership formed is aimed at developing and managing the North Bali Airport in Indonesia, and the signing of the MOU kick started the advancement of the existing airport to accommodate bigger airplanes. To be developed in stages, the project will comprise a first-class transit hotel and parking area for private jets, and will later see the development of a special sea port designed for cruise ships and private yachts. In the long term, this venture will include a world-class integrated resort with a hospital, golf course, villas and more.

This project paves the way for numerous opportunities for investments, both regionally and globally. Investment opportunities are available in areas such as ground handling, as well as operation and maintenance of supporting facilities



*In his opening speech, Ambassador of Indonesia, His Excellency, Mr Ngurah Swajaya, stated that Singapore has been the top foreign direct investor to Indonesia for the past three years*

and infrastructure. Potential investors are therefore urged to consider participating in this venture. The area where the development is to take flight has also been given the ‘Excellence and Innovation in Tourism’ Award by the World Tourism Organisation this year.

Mr Foo said, “Business opportunities abound for potential investors, not just locally but regionally and globally as well. I welcome and urge the participation of interested parties to join us in advancing this exciting project.”

Mr Swajaya further stressed the importance of such collaborations in his speech. “The global economic situation is not encouraging, but in every difficult situation there are always opportunities. The infrastructure of Indonesia is currently very robust, and the Indonesian President is very committed to developing it... We have a one stop service for investment – for a certain amount of investment, we have a facility where you can finalise all the necessary paperwork in three hours. This is in our efforts to build a better and more conducive environment for foreign direct investment in Indonesia. It is a first step, but it is also a big step.”



*The session was concluded with a SMF hosted dinner for the three partners of the MOU and His Excellency*

## Propelling the F&B Industry Through Asia

SMF, together with International Enterprise Singapore and Singapore Exhibition Services successfully put together FoodAsia 2016, which took place from April 12 to 15. FoodAsia, a specialised exhibition dedicated to food and drinks, is part of Food&HotelAsia (FHA), Asia's premier biennial trade event for the food and hospitality industry. This year saw more than 100 Singapore companies coming together to form the Singapore Pavilion, where they showcased a range of home-grown, innovative products. It was also an advantageous platform for local food makers looking to expand their businesses overseas. SMF strengthened these possibilities by inviting more than 130 buyers from over 60 companies across 18 countries and regions to meet Singapore exhibitors through scheduled business matching sessions.

New products and solutions that were showcased at FoodAsia2016 range from ready-to-cook meals, chocolates, and fish otah. One innovative example is the frozen retail pack "Hargow Crystal Skin", which is the first-of-its-kind in the world and is developed by Tee Yih Jia Food Manufacturing. The skin used to make 'Hargow', also known as prawn dumpling, is usually hand-made with



*FHA 2016 drew more than 65,000 trade attendees from more than 90 countries*

inconsistent quality. This innovative new product will reduce food preparation time significantly and will greatly benefit restaurant owners and Dim Sum manufacturers.

Another innovative Singapore company is Tan Seng Kee Foods Pte Ltd, which uses pasteurisation technology to manufacture fresh preservative-free noodles. These noodles have an enhanced shelf life of six months when stored at a chilled temperature. In addition, The Factory Chocolat, manufacturer of a wide and unique range of freeze-dried fruit chocolates, unveiled its Gourmet range at FoodAsia2016. It is one of the local companies that have successfully expanded and exported its products overseas, to Mainland China, Hong Kong, Indonesia, Taiwan, Thailand, and Vietnam.



*Mr Sunny Koh showing Minister S. Iswaran around the Singapore Pavilion*

"Innovative practices and technology as well as strategic alliances are important pillars for the Singapore F&B industry to create value, stay competitive in the global and local market, and contribute towards a diverse global food industry. The Singapore Pavilion at FoodAsia2016 allows exhibitors to build networks and distribution channels. SMF helps to make the internationalisation process easier for our exhibitors through the Hosted Buyers Programme, whereby buyers from all parts of the world are brought to meet the exhibitors directly. We are seeing some positive results of food companies' efforts to expand overseas, especially as the 'Made in





Minister S. Iswaran witnessed the signing of a number of MOUs at the Singapore Pavilion

Singapore' brand becomes increasingly recognised for food safety and high quality," says Mr Sunny Koh, SMF Deputy President and Chairman of SMF Food & Beverages Industry Group.

The business matching sessions at the Singapore Pavilion not only offered companies an opportunity to network with global and regional buyers, but they also complemented SMF's initiatives such as the Working in Partnership (WIP) programme, which helps local food manufacturers enjoy economies of scale when participating in regional promotional activities. Essentially, WIP allows local food exporters to consolidate their efforts and ship their products directly to overseas markets. This helps food companies reduce operational costs, and at the same time leverage on the strength of collective branding.

This is why SMF was extremely pleased to sign a RMB\$1.62 Million agreement with Yonghui Superstore at the Singapore Pavilion of FHA 2016. Witnessed by Mr S. Iswaran, Minister for Trade and Industry (Industry), the signing marked an agreement to bring Singapore F&B products to the shelves of China supermarkets. Not only is Yonghui Superstore one of China's top 500 enterprises, it has more than 400 supermarkets under its brand and is China's first supermarket in China on board the WIP programme. SMF has appointed Chinatown Food Corporation Pte Ltd as the anchor partner of Yonghui.

Said Mr Koh, "SMF is happy to secure Yonghui as our first WIP overseas partner in China. This partnership will help Singapore F&B companies to internationalise and explore the potential of the China market. Our local F&B industry is known worldwide for its high level of quality and safety. These characteristics will be advantageous for our local companies as they continue to push for internationalisation."

In addition to the agreement made with Yonghui, SMF has also signed a Memorandum of Understanding (MOU) with the Forum of Indian Food Importers (FIFI) and the Singapore Food Manufacturers' Association (SFMA), to promote and strengthen the business relations and collaboration opportunities between the food industries in Singapore and India.

## IMAP Approved Trade Fairs : July 2016 To December 2016

S/ no.	Name of The Trade Fair	Start Date	Industry	Country
1	Cosmobeaute Asia 2016	18-Jul-16	Lifestyle	Malaysia
2	OS+H Asia 2016	24-Aug-16	Medical	Singapore
3	RetailEX ASEAN 2016	25-Aug-16	Electrical, Electronics & Allied Industries	Thailand
4	Broadcast Indonesia 2016	31-Aug-16	Electrical, Electronics & Allied Industries	Indonesia
5	Communic Indonesia 2016	31-Aug-16	Electrical, Electronics & Allied Industries	Indonesia
6	CamBuild 2016	8-Sep-16	Building Products & Construction Materials	Cambodia
7	Cards & Payments Philippines	6-Sep-16	Electrical, Electronics & Allied Industries	Phillipines
8	SEMICON Taiwan 2016	7-Sep-16	Electrical, Electronics & Allied Industries	Taiwan, Province of China
9	IFSEC Southeast Asia 2016	7-Sep-16	Building Products & Construction Materials	Malaysia
10	E-2 COMMERCE INDONESIA	7-Sep-16	Electrical, Electronics & Allied Industries	Indonesia
11	Tank Storage Asia 2016	27-Sep-16	Energy & Chemicals	Singapore
12	Metalex Vietnam 2016	6-Oct-16	Metal, Machinery & Engineering	Vietnam
13	Manufacturing Solutions Expo 2016	12-Oct-16	Metal, Machinery & Engineering	Singapore
14	Cosmobeaute Indonesia 2016	13-Oct-16	Lifestyle	Indonesia
15	Indonesia Transport, Supply Chain and Logistics 2016 (ITSC 2016)	19-Oct-16	Electrical, Electronics & Allied Industries	Indonesia
16	BuildTech Asia 2016	18-Oct-16	Building Products & Construction Materials	Singapore
17	CamFood 2016	20-Oct-16	Food & Beverage	Cambodia
18	MyanAuto 2016	27-Oct-16	Automation Technology	Myanmar
19	INDODEFENCE 2016 EXPO & FORUM	2-Nov-16	Building Products & Construction Materials	Indonesia
20	The Big5 Construct Indonesia	9-Nov-16	Building Products & Construction Materials	Indonesia
21	Renewable Energy and Energy Efficiency Vietnam 2016	9-Nov-16	Energy & Chemicals	Vietnam
22	MEDICA 2016	14-Nov-16	Medical Technology	Germany
23	Marintec Indonesia 2016	23-Nov-16	Metal, Machinery & Engineering	Vietnam
24	MyanFood & MyanHotel 2016	24-Nov-16	Food & Beverage	Myanmar
25	MyanBuild 2016	1-Dec-16	Food & Beverage	Myanmar
26	INMEX China 2016	7-Dec-16	Metal, Machinery & Engineering	China
27	BuildTech Mandalay 2016	8-Dec-16	Building Products & Construction Materials	Myanmar



## SMF Collaborates with IE S'pore and IPI to Launch Enterprise Europe Network Singapore



*Marking Singapore as a member of EEN, the largest business network in the world*

Singapore firms can now leverage on the world's largest business and innovation support platform, Enterprise Europe Network (EEN), with its network spanning 64 countries, 600 organisations and several million enterprises.

The EEN Singapore Centre is a collaboration between by International Enterprise (IE) Singapore, Singapore Manufacturing Federation (SMF) and Intellectual Property Intermediary (IPI). It is set up under European Commission's Agency for Small and Medium Industries to promote two-way business between the EU and the rest of the world. EEN Singapore will give Singapore companies access to technology know-how, intellectual property and exclusive access to 10,000 business and technology partnership opportunities in Europe.

Under the tripartite partnership, IE Singapore will drive in-depth facilitation of business partnerships, SMF is the overall secretariat that will reach out to businesses and other trade associations and chambers, while IPI will lead technology and research partnerships. Together, this consortium aims to help



*Mr S Iswaran was received by Mr Douglas Foo (second from right)*

Singapore companies establish their presence in the bigger overseas market by promoting and assisting business and technology partnerships between Singapore and European companies.

The EEN Singapore Centre was jointly launched by Mr S Iswaran, Minister for Trade and Industry (Industry) and Dr Michael Pulch, Ambassador of the Delegation of the European Union in Singapore on 21 April 2016. Some 300 participants including chief executives of local firms, as well as representatives of trade associations and chambers attended the launch event.

Mr Iswaran said that the European Union accounts for 10 per cent of Singapore's total trade, with bilateral trade standing at about S\$91 billion in 2015. He emphasised that innovation and internationalisation are key drivers for Singapore, and the EEN platform will enable Singapore companies tap on the international network to drive innovation efforts.

Singapore enterprises, which face growing challenges such as high business costs, tight labour pool, and global economic slowdown, must actively seek the business opportunities beyond their existing markets and collaborate with each other to grow. The establishment of EEN Singapore is therefore timely for companies in Europe and Singapore to find business partners and leverage on each other's strengths to expand their business markets. EEN Singapore is supported under IE Singapore's Local Enterprise and Association Development (LEAD) programme.

Encouraging collaboration is also in line with SMF's strategy to help companies explore and establish their presence abroad,



*Singapore companies can leverage on EEN Singapore to help them make foray into the European markets*

whether it is bringing companies out of Singapore or linking overseas businesses with Singapore companies.

SMF President Mr Douglas Foo said, "EEN Singapore is a key and practical platform that can assist Singapore companies to collaborate with EU companies on specific business projects and technology. Through the EEN Singapore database, we can actively assist companies in Singapore to find business partners with EU companies to form various business and technology collaborations."

He added that companies have to register their interest to collaborate on the EEN Singapore website. EEN Singapore will then help to identify potential businesses for companies to collaborate with.

As part of the launch event, a panel discussion titled "Europe-Singapore partnerships – creating growth opportunities for global markets" was held with participants sharing insights on the catalytic role of EEN Singapore. More than 200 companies from Singapore and Europe also took part in a networking brokerage event held during the launch.

Singapore firms can join the network for free. To date, over 200 companies have registered to be on the Singapore database. Almost 50 have been matched with business partners.

For more information, visit <http://www.een-singapore.sg/>



*More than 200 participants from businesses and associations witnessed the inauguration*



# It's Your Business To Care

**Mentally Healthy People = Happy People = Productive Workforce**

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

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

It's your business to care.

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

**EMCC (Eagles Mediation & Counselling Centre)**  
can show you how...

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

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

*For more information about our services, workshops or talks, please call: 6788 8220; email: [reachus@emcc.org.sg](mailto:reachus@emcc.org.sg)*



There is hope.

177 River Valley Road  
#05-19 (Level M5) Liang Court  
Singapore 179030  
[www.emcc.org.sg](http://www.emcc.org.sg)

## Cards and Payments Asia 2016

Cards and Payments Asia, the annual trade show for the region's smart card and payments industry, was back once again from 19 to 22 April 2016. With Asia's emerging middle class consumers, coupled with their rising digital lifestyles and the proliferation of new markets, the four-day trade show was a valuable occasion that saw the convergence of experts and key players of the cards and payments industry in the region.

Held at Suntec Convention and Exhibition Centre, Singapore, the trade show presented a platform for exhibitors and visitors alike



SMF was the proud organiser of the Singapore Pavilion



Pacfin Pte Ltd has been a regular participant in Cards and Payments since its launch over 20 years ago

to keep up to date with the latest trends of the industry. It was also an excellent launch pad for businesses that wanted to showcase their new products. SMF was therefore pleased to again lead the Singapore Pavilion, with 33 Singapore companies under its wing, a step up from the previous year.

Exhibitors and visitors to the trade show included international banks and financial institutions, government agencies, manufacturers, logistics, retailers, travel and hospitality and food and beverage establishments. With such a wide range of sectors descending upon this exhibition, many businesses took the chance to exchange ideas and knowledge, thereby strengthening their market presence. It was also an ideal platform to build and establish business networks both between and within regions and countries.

## SMART Facilities Management Solutions Expo 2016

Touted at the region's most comprehensive trade event of the facilities management industry, the trade show, which took place from 26 to 28 April provided a one-stop platform for suppliers, end users and professionals to network, share best practices and stay updated on the latest industry needs.

Participating exhibitor, Anewtech Systems Pte Ltd, a Singapore company under the Singapore Pavilion organised by SMF, spoke briefly about its solutions and their experience as a first-time exhibitor in this trade show. Anewtech specializes in providing innovative and cost-effective embedded computing solutions for telecommunications, broadcast, storage servers and more. They featured mainly three systems at the trade show – Customer Survey System which allows customers to provide immediate feedback on their experience with service, Visitor Management System, designed to replace the manual process of filing up visitor passes in organisations, Cloud-based Toilet Feedback System, another touch-screen system that generates reports by users.

These systems have already been integrated in local hospitals especially in wards, toilets, reception and counter areas, said Mr Eric Er, the Sales Manager



Mr Er, at his booth, with the three systems displayed behind him

of Anewtech Systems Pte Ltd. "Our main purpose here is to get more projects. We write our own software and they have been used in many hospitals in Singapore" he said. Mr Er further shared that they were targeting the local market and have benefited from exhibiting there. "We have gotten a few good leads and enquires about our software and hardware systems," he said.



The SMF booth at the trade show drew many enquiries about current programmes and future trade exhibitions

The three-day trade show took place at Sands Convention and Exhibition Centre, Singapore, drew some 3,000 visitors and some 180 exhibiting companies from Malaysia, China, Japan, Spain, the United Kingdom and more.



## Leading SMEs to Italy

SMF, together with IE Singapore, led a 21-member strong business delegation to explore partnership opportunities in Italy. The week-long trip, starting 22 May brought participants to Rome, Turin, Tuscany, Parma, Veneto and Milan, where they met Italian companies to discuss partnerships, as well as opportunities to jointly enter Southeast Asian markets. The business trip also allowed for meetings with relevant government authorities and business associates from Italy. The delegation comprised companies from fashion, precision manufacturing, medical technology, furniture, food and beverage, education and technology industries.

The business mission trip was held in conjunction with the state visit by Singapore's President, Dr Tony Tan, signifying the desire to strengthen our bilateral relations, establish trust and build business collaborations with Italy.



*A business seminar was organised to provide participants with an overview of Italy's business environment and potential business opportunities in Lazio Region*

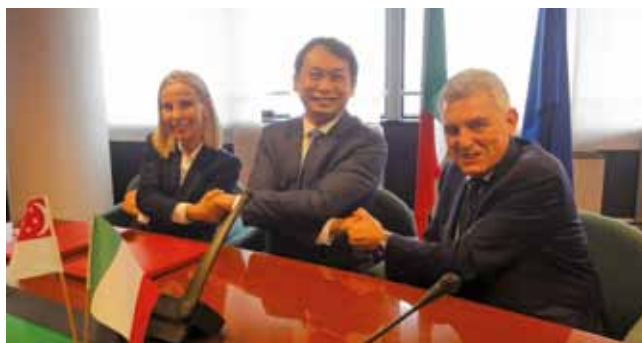
Mr Douglas Foo, SMF President, in his opening address at the first of many seminars held during the trip, said: "Singapore and Italy can play a complementary role to each other and feed off one another's strengths. For instance, Italy's interconnectivity between major cities such as Rome, Turin, Milan, sees the potential of high economic activity. Likewise, Italian counterparts can tap on Singapore's strategic location in Asia to reach out to the ASEAN region. As a member of ASEAN, Singapore has always played a key role in economic integration. Furthermore, we have a pro-business environment, and hence many multinational companies have set up their regional headquarters here. As with any form of collaboration, partnerships must be two-way, and SMF also encourages and welcome our Italian business associates over to Singapore to look for business opportunities. We will certainly provide any assistance to the best of our abilities."

The trip follows closely on the heels of the launch of the Enterprise Europe Network (EEN) Singapore – a tripartite partnership between SMF, IE Singapore and the Intellectual Property Intermediary Singapore (IPI) to promote business collaborations between the European Union and the rest of the world. As part of EEN Singapore's efforts to guide Singapore companies' venture into international markets, Singapore companies can leverage on EEN Singapore to help them make foray into the European markets by working with EU companies. Similarly, EU companies can tap on the services



*The Singapore delegation was honoured to be invited to a State Banquet hosted by HE Sergio Mattarella, President of the Republic of Italy in honour of HE Dr Tony Tan, President of Singapore*

of EE Singapore to partner Singapore companies and gain access to the ASEAN market. Given the present-day business challenges – rising business costs, a tight labour market, all against the backdrop of the global economic slowdown, it is now more important than ever for companies to step up and look for means to sustain their businesses and stay competitive.



*SMF signed 2 MOUs in Rome with (left) Ms Lucia Aleotti, Vice President of Farmindustria and (right) Mr Maurizio Stirpe, President of Unindustria*

SMF also signed two MOUs during the mission trip, one with Unindustria Lazio and another with Farmindustria, witnessed by Singapore's President, Mr Tony Tan, and Prime Minister of Italy, Mr Matteo Renzi. As both entities are fellow trade associations, it is hoped that the inked MOUs will reinforce business relations and promote economic co-operations between enterprises in both countries. These include advancing exchange of business data and information, as well as facilitating business missions, tradeshow and programmes to encourage trade and investment between members of the federations.



*Singapore President, Dr Tony Tan and Minister S Iswaran were received by representatives of the Singapore delegation over a tea reception*

# MSE2016

MANUFACTURING **SOLUTIONS** EXPO

• *The Future of Manufacturing* •

## The High Value Manufacturing Solutions in the ASEAN Region

12 - 14 October 2016, Singapore

Suntec Singapore Convention & Exhibition Centre

**Co-located Event:**

Manufacturing Productivity  
Technology Centre (MPTC)  
Annual Conference 2016

**ms-expo.com**



"LIKE US"  
Manufacturing  
Solutions Expo



### KEY FEATURES

- ▶ Business Advisory Clinic for SMEs
- ▶ Government Pavilion
- ▶ Additive Manufacturing & Robotics Showcase
- ▶ Emerging Solutions Showcase
- ▶ ManuTech Xchange
- ▶ Industry 4.0 Gallery (NEW)

**Book Your Premium Space Now!**

Contact MSE 2016 Sales Team at +65 6319 4021 or email to [mse@sph.com.sg](mailto:mse@sph.com.sg)

Organised by:



Partner:





## Strategic Thrusts for SMEs

Small and medium-sized enterprises (SMEs) in Singapore must focus on building four key pillars - Collaboration, Innovation, Productivity and Talent development (CIPT) - to underpin their future growth. Hence, the strategic thrusts by Singapore Manufacturing Federation to transform SMEs hinge on CIPT.

The importance of CIPT was highlighted by Dr Michael Teng, SMF's Deputy Secretary-General at the CEO Think Tank Series 2016 - Creating Value through CIPT - on 18 May 2016.

Attended by some 30 participants, the session was organised to educate the SMEs on the importance of these four strategic thrusts which will help propel



*The session drew some 30 participants from local SMEs*

their growth amidst rising costs, stiff competition, global economic slowdown, and the advent of disruptive technologies.

Dr Teng provided an overview of the SMF programmes and platforms which have been put in place to support the strategic thrusts. For instance, SMEs can collaborate with partners through SMF initiatives such as EEN (Europe), BEP (Iskandar), overseas mission trips, WIP, GS1, MSE and PeMC. To help SMEs boost productivity, SMF has been running programmes such as the biennial Business Model Innovation Awards and the BMI MasterClass. SMF's customised productivity solutions for manufacturing SMEs include the SiPi-JPC MasterClass, SME QIANG and LEAP, while its initiatives for talent development include P-MAX,



*It was an interactive session where participants had the chance to share their views on each strategic thrust*



STP, ETS and structured programmes to support the LED Scheme.

A highlight of the session was a segment by guest speaker, Dr Leong Horn Kee, Chairman of Austin International Management School, on the subject 'Strategic Collaboration and Talent Engagement – Towards Business Sustainability in Uncertain Times'. Dr Leong reiterated the importance of collaboration amongst SMEs, and the need for right talent management in the current tough business environment.

The event got a thumbs-up from one participant - Mr Edwin Tay, owner of a packaging firm. Mr Tay said, "Thanks to the BMI MasterClass which I am currently attending, we are able to address the issues facing SMEs from a different perspective. For instance, we are collaborating with a competitor to share resources and capabilities, and we are seeing the benefits. Hence I highly recommend SMEs to attend these Think Tank sessions and especially the BMI MasterClass!"

## Budget 2016 – What Does it Mean for You?

Upon the announcement of Budget 2016, SMF Centre for Corporate Learning (SMF-CCL) organised a short yet informative breakfast forum on 6 May, targeted at CEOs to help them understand what the new Budget entail and how they can leverage of the announcement for their business needs.

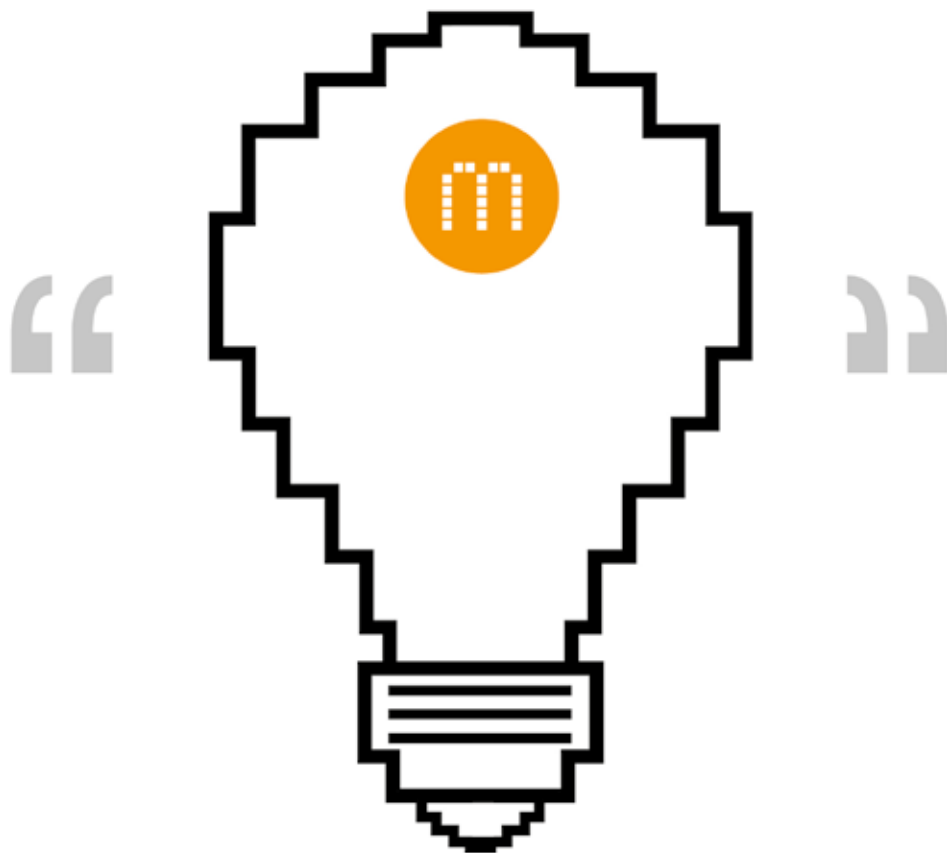
In his Budget 2016 speech, Finance Minister Heng Swee Kiat outlined a number of thrusts to address the challenges in our economy. One of which is to support Singaporeans through change, by enabling them to learn new skills, especially in the new, fast growing sectors, and facilitating employment and job-matching. It is therefore clear that the Singapore economy is gearing towards economic expansion through boosting productivity and innovation, as well as helping those displaced by the economic transformation.

As Singapore steers towards such a direction, SMF-CCL shared how businesses may leverage on their solutions and government programmes to overcome the common challenges in the business world. For example, businesses may consider the Lean Enterprise Accelerated Programme where participants will be coached on methods to improve their daily operations so as to increase productivity. This includes maximising productivity of staff all the way to the delivery process. Another programme shared that morning was P-MAX, an initiative by Singapore Workforce Development Agency (WDA) to assist SMEs to better recruit, train, manage and retain their newly hired PMETs. The programme also covers how SMEs can establish better communication channels between supervisors and staff, while adopting progressive HR practices for PMETs.



*Mr Raymond Gee, Manager, SMF-CCL, shared the P-MAX programme*

"I am here to find out how to take advantage of the newly released Budget, and also find out where the Government is moving towards. As what was covered during the forum, we should now focus on the output and not just the input itself. I realise the importance of maximizing output and the need to find ways to improve productivity," said Mr Kuah Rulin, a participant that morning whose business is in the construction industry.



## Full Service Digital Media Solutions

**Website Development**

**Corporate Communications**

**Interactive Marketing**

**Online Promotions and Events**

**Interactive Multimedia**

Product Demo, Trade Shows & Exhibitions,  
Corporate Presentation

**Computer Based Training**

**DVD Authoring**

**Video Editing**

**Computer Animation**

**Games Programming**

### MAKING ART SHINE.

With smarter designs that drive response and make an impact, Media Mechanics is capable of fulfilling all of your businesses' creative needs. From emailers, brochures, website development, videos to complex and engaging interactive multimedia for exhibitions, we've crafted marketing strategies for companies to showcase their products and services. **Contact us now for your next marketing campaign.**



## Lean Enterprise Accelerated Programme



SMF Centre for Corporate Learning (SMF CCL) has developed LEAP (Lean Enterprise Accelerated Programme) to improve companies' daily operations. LEAP is an effective solution to enhance productivity, specially conceived for service and manufacturing industries. LEAP curriculum is designed to support the four manpower priorities, namely: becoming more manpower lean, building a strong Singaporean core, ensuring quality workforce, and developing future readiness.



*The key take-away from these three days of the LEAP course is how to increase the productivity of the staff in the company. Using process mapping, I am able to know how the delivery process is being done and by using value stream mapping, I'm able to know the value-added actions and non-value added actions. I can see the source of waste through value stream map. I have also learnt that standardized work will make the staff work in an orderly method which can provide consistency of quality and flow, like the standard route for delivery.*

- Ms Seah Qin Quan, Yu Kee Duck & Noodle House, Participant of the fourth batch of LEAP

*The key take-away from this course is the systematic approach of solving a problem such as DMAIC and 5s. I would like to implement the concept of 5s to systematically clean up our office and to use Swim Lane process map to improve Peerer's process flow. I will recommend to our peers.*

- Mr Joe Poon, Peerer Revolutionize Tradition, Participant of the fourth batch of LEAP

## SMF-CCL as the Appointed P-Max Programme Manager

### About P-Max @ SMF-CCL

P-Max @ SMF is a place-and-train-programme administered by Singapore Manufacturing Federation (SMF) and supported by Singapore Workforce Development Agency (WDA), to assist SMEs to better recruit, train, manage and retain their newly-hired PMETs.

It will help newly-hired PMETs to better acclimatise to the new SME work environment and to encourage better PMET retention in SMEs. P-Max @ SMF will also enable SMEs to establish better communication channels between supervisors and staff, and to adopt progressive HR practices for their newly hired PMETs.

## GS1 Singapore Launched Our Solution Partner Zone!



In an effort to make the seeking and matching of solutions more easily accessible to our GS1 Members, we are proud to introduce the Solution Partner Zone website. This online zone provides an overview of information on our solution partners, featured articles, successful case studies and as well as its current technologies and innovative topics of discussions for reference.

### What can our Solution Partners offer?

#### EPC / RFID Solution

#### Electronic Data Interchange (EDI)

#### System and Software Integration (EDI)

#### Barcode Solution

##### Barcode Solution

- Barcode Printer
- Barcode Reader/Scanner
- Barcode Verifier
- Barcode Label & printing
- Asset & Inventory Management
- Project Consultancy & Management



##### EPC / RFID Solution

- RFID Hardware
- RFID Software
- RFID Tag/Label & Encoding
- Software Middleware Developer
- Project Consultancy & Management



##### Electronic Data Interchange (EDI)

- EDI Platform
- B2B E-com



##### System and Software Integration (EDI)

- Warehouse Mgt. System
- Supply Chain Mgt.
- Risk Mgt. Solutions
- Customer Relationship Management
- Enterprise Resource Planning
- Enterprise Application Integration
- Fleet Management System



With the creation of the webpage, GS1 hopes to effectively match our members with suitable solution partners who can provide better and more extensive assistance in the successful implementation of solutions supported by GS1 standards.

Check out the GS1 SP Zone web portal now.



#### GS1 Singapore Solution Partners





## Efficient Consumer Response (ECR) Singapore CEO Forum Well Received by Retailers



If a packed NTUC Fairprice Auditorium was anything to go by, the 2016 ECR Singapore CEO Forum held on 25th May was clearly well-received and hugely successful. Some 160 brand-owners, retailers, manufacturers and suppliers attended this year's ECR Singapore CEO forum, co-organised by ECR Singapore and GS1 Singapore. They were all keen to learn about the latest trends and the best industry practices. With the theme "Sustainability – Safety – Success", the forum presented five speakers, each bringing different perspectives of the retail industry dynamics.

Mr Seah Kian Peng, CEO, NTUC Fairprice Co-operative Limited, gave the keynote presentation entitled "Drivers that Will Shape the Future Retail Landscape". According to Mr Seah, the Internet of Things looks set to be the key driver in transforming the retail landscape as it brings about a world of connected devices. Through various video clips, he shared with the audience how some of the brand-owners around the world are leveraging on key technologies such as RFID, Augmented Reality, Virtual Reality, Home Hub/Automation, Health Data Mining and Wearable Technology, to help reshape customer experience. He



*Panel Moderator (1st from left): Mr Liew Wai Leong (GS1 SG)  
Panel Speakers (starting 2nd from left): Mr Tng Ah Yiam (NTUC Fairprice), Mr Edward Stark (Accenture), Mr Alvin Tan (DSI), Mr Chris Milliken (PengWine) and Dr Michael Teng (SiPi)*

said, "Technology should not replace the need for human touch, but should be used to provide a better customer experience, in terms of improved efficiency and lower costs."

The other speakers and their topics were: Mr Edward Stark, Managing Director, ASEAN Consumer Goods, Accenture Pte Ltd, on "Across Digital Dimensions: Test and Learn to get Outcomes"; Mr Alvin Tan, Business Development Manager (APAC), DSI Holdings Pte Ltd, on "Game-Changing Trends in Supply Chain – Find Out New Ways to Reduce Supply Chain Costs"; Mr Chris Milliken, Founder & CEO, PengWine, on "Widespread Problem of Combating Trade in Fake Goods – How can Brand Owners Increase Consumer Trust?"; and Dr Michael Teng, CEO, Singapore Innovation & Productivity Institute, on "Business Model Innovation". The forum ended with a panel discussion moderated by Mr Liew Wai Leong, CEO of GS1 Singapore.



*Participants received a goody bag upon registration*

  
**Food Safety Forum 2016**  
28 July | 1.30pm - 5.30pm  
2985 Jalan Bukit Merah, SMF House  
**Gaining Consumer Trust through  
Traceability in the Food Supply Chain**



Amidst a climate of continuing food threats around the world, Singapore has remained vigilant in monitoring the environment and putting in place stringent food safety standards.

GS1 Singapore is proud to organise the GS1 Food Safety Forum 2016 on 28 July at Singapore Manufacturing Federation (SMF). Aptly themed "Gaining Consumer Trust Through Traceability in the Food Supply Chain", this forum aims to bring together food manufacturers, importers, distributors and food retailers on a common platform to gain a better understanding of industry needs, identify areas of mutual benefits for collaboration and learn practical food safety solutions to implement in any type and size of business operation.

### Registration Fees (Inclusive of GST)

	Early Bird Fees S\$ (before 11 July'16)	Standard Fees S\$ (after 11 July'16)
GS1 Members/ SMF Members Rate	S\$58.00	S\$78.00
Partner's Rate / SFMA/RAS	S\$78.00	S\$98.00
Standard Forum/ Non-Members Rate	S\$118.00	S\$138.00

*(Group bundle rate: Receive a complimentary ticket with every 2 tickets purchased)*

For further assistance, please contact GS1 Singapore at 6826 3077 or email us at [contactgs1.org.sg](mailto:contactgs1.org.sg)



# Singapore Innovation & Productivity Conference 2016

**EARLY BIRD SPECIAL  
HAS BEEN EXTENDED  
UNTIL 30 JUNE 2016  
SIGN UP NOW!!!**

**22 September 2016 | 9:00am—5:30pm | HDB Hub Convention Centre—Auditorium**

## BUSINESS MODEL INNOVATION: INNOVATION-LED PRODUCTIVITY

Singapore Small and Medium-sized Enterprises (SMEs) faced the problem of declining productivity notwithstanding the huge amount of government assistance and effort expected by SME to boost productivity.

One of the primary reasons is that many of our SMEs need to address their business models. In addition, their productivity efforts also need to be innovation-led to create new value.

**To register, email us at [cherrie.rico@smfederation.org.sg](mailto:cherrie.rico@smfederation.org.sg)**

**HURRY!!! ATTEND THIS WIDELY ACCLAIMED ANNUAL NATIONAL EVENT!  
GAIN INSIGHTS FROM OVERSEAS AND LOCAL EXPERTS**

### PROGRAMME OUTLINE

<b>0900</b>	Opening Address by SMF President Mr Douglas Foo
<b>0910</b>	Speech by Guest-of-Honour, Ms. Low Yen Ling
<b>0930</b>	Plenary Session - Dr. Michaela Csik
<b>1045</b>	Tea Break
<b>1100</b>	Panel Session - Successful Case Studies from MNCs
<b>1300</b>	Lunch
<b>1430</b>	Panel Session - Successful Case Studies from SMEs
<b>1630</b>	One-to-one Business Clinics
<b>1730</b>	End-of-day Networking

**EARLY BIRD  
SPECIAL  
EXTENSION**

### EARLY BIRD SPECIAL

SIGN-UP BY 30 JUNE 2016

SMF MEMBER	NON-SMF MEMBER
SGD <b>\$160.50*</b>	SGD <b>267.50*</b>

### CONF

SIGN-UP BY 1 SEP 2016

SMF MEMBER	NON-SMF MEMBER
SGD <b>\$214*</b>	SGD <b>\$321*</b>

**To register, email [cherrie.rico@smfederation.org.sg](mailto:cherrie.rico@smfederation.org.sg)**

To register, click [here](https://www.eventbrite.sg/e/singapore-innovation-productivity-conference-2016-tickets-25831624083) or type the URL or click on the weblink below  
<https://www.eventbrite.sg/e/singapore-innovation-productivity-conference-2016-tickets-25831624083>

\*All registration fees are inclusive of the prevailing GST.

\*Terms and conditions apply.

### WHO SHOULD ATTEND?

1. SMEs (Singaporeans and Singapore PRs)
2. Business Owners & CEOs
3. Business Executives, Engineers & Sales Personnel
4. Those who are interested in creating value for their companies

Organised by



Supported by



### OPENING SPEECH



**Mr. Douglas Foo**  
Chairman  
Sakae Holdings

### GUEST-OF-HONOUR



**Ms. Low Yen Ling**  
Parliamentary Secretary, Ministry of  
Education & Ministry of Trade and  
Industry, Mayor, South West CDC

### PANEL SPEAKERS INCLUDE



**Dr. Michaela Csik**  
Co-author of the "The Business Model  
Navigator" published by Pearson/  
Financial Times in 2014

### PANEL SPEAKERS INCLUDE



**Mr. Sundeep Lal**  
Vice President of Strategy, Business  
Development and Healthcare  
Solutions, APAC Medtronic



**Mr. Arthur Fong**  
Managing Director  
3M Singapore



**Mr. William Ban**  
Country Manager  
GoGoVan Singapore



**Mr. Masoud Bassiri**  
Chairman  
Consistel



**Mr. Thomas Fernandez**  
Chairman & CEO  
PestBusters Pte Ltd



## SME Capabilities Forum

Faced with rising costs, increasing competition and the proliferation of disruptive technologies, SMEs are quickly recognising the importance of building capabilities that can help them to stay relevant, resilient and ready to capitalise on opportunities for growth.

Specially designed for SMEs across various industries, the SME Forum 2016, organised by SPRING Singapore, was a one-day conference for companies to learn about building business capabilities in areas that are crucial for sustained success in today's volatile market. Held on 19 May, SMF's Singapore Innovation and Productivity Institute (SiPi) was honoured to be one of the speakers on how to transform business competencies. Mr Chang Phuan Heng, Lead Consultant from SiPi gave a presentation on facilitating business transformation, sharing how Lean Six Sigma Methodology and Waste Reduction Strategy can help companies in transforming their business competencies.



*Panel Speakers from Different industries on business capabilities. 400 participants from SMEs and MNCs*



*PH was a speaker*



*GOH and speakers*

## Innovation-Led Productivity Workshop 2016

23 September 2016 | 9:00am—5:00pm | SMF Building, Level 3 Concourse

*Mark Your Calendar Now!*

**Date** : 23 September 2016, Friday  
(Tea-break & Lunch are provided)

**Time** : 9.00am to 5.00pm

**Venue** : SMF Building, Level 3 Concourse  
2985 Jalan Bukit Merah (S) 159457

**Target** : SMEs

**Audience** (Singaporeans and Singapore PRs)

**Workshop Fee** : \$856\* inclusive of GST

### Our Facilitator **Dr. Michaela Csik**



Dr. Michaela Csik is co-author of the "The Business Model Navigator" published by Pearson/ Financial Times in 2014. The book has been cited as a 'sensation' by a leading German newspaper, F.A.Z., and rapidly became an international bestseller. As of today, the book has been translated into 7 languages.

Dr. Michaela Csik works as a Global Project Manager for New Business Models at LafargeHolcim, a leading company in the construction material industry. In her current position, she is responsible for the group-wide set-up and implementation of Innovation methods and processes related to the design and implementation of new business models. Previously, she was a senior consultant at the BMI-lab as well as a research associate at the Institute of Technology Management, University of St.Gallen, Switzerland. She received her PhD in 2014 from the Institute of Technology Management for investigating the patterns of innovative business models and was a visiting researcher at the Center for Design Research at Stanford University, USA.

To register, email [cherie.rico@smfederation.org.sg](mailto:cherie.rico@smfederation.org.sg)

## World's First Standard on Last Mile Delivery



*Held at Furama Riverfront Hotel, the launch was attended by many trade professionals and industry stakeholders*

The Singapore Manufacturing Federation-Standards Development Organisation (SMF-SDO), Infocomm Development Authority of Singapore (IDA) and SPRING Singapore jointly launched the Technical Reference TR46:2016 for Last Mile Delivery – eCommerce Data Interchange on 12 April. eCommerce retailers and logistics service providers (LSPs) can now look forward to streamlining delivery processes by implementing the TR46. A world's first, TR46 provides guidelines for companies to adopt a common dataset to boost efficiency by reducing time, minimising errors in the process chain and providing a seamless transactional experience for customers.

Last mile fulfilment, which relies on effective logistics services, will be critical to the continued boom of the fast growing eCommerce industry in Singapore. However, eCommerce



Singapore  
Manufacturing  
Federation



retailers and LSPs still face challenges in last mile delivery. Currently, these businesses switch between many dataset formats when working with different partners, resulting in high switching costs.

As such, there is a compelling need for a standardised platform offering fixed data formats and processes. "The development of TR46 is timely, with the increasing need to improve last mile deliveries. TR46 will ultimately improve consumers' online shopping experience through increased logistics efficiency. This will further spur the growth of eCommerce in Singapore," said Mr Tay Jih-Hsin, SMF-SDO Steering Committee Chairman at the launch event.



*Mr Tay Jih Hsin (centre), Chairman of SMF-SDO Manufacturing Standards Committee, with the speakers at the end of a successful event*

TR46 is the culmination of efforts by key industry representatives in the Last Mile Delivery Working Group of the Technical Committee for Logistics under the purview of the Manufacturing Standards Committee (MSC) managed by SMF-SDO. The MSC is one of the 12 standards committees of the industry-

led Singapore Standards Council set up by SPRING, the national standards body. The TR provides the framework for players in the eCommerce and Logistics ecosystems to support other Urban Logistics initiatives spearheaded by the IDA and SPRING.

## The First Standard for Handling Frozen Fish and Seafood Takes Off

A Technical Reference, TR49: 2016 Cold Chain Management of Frozen Fish and Seafood has been developed to safeguard and meet the increasing demand by consumers for quality and safe frozen and seafood products. This standard was launched by SMF-SDO together with the Seafood Industries Association Singapore (SIAS) and SPRING Singapore on 25 May, and covers the application and observance of temperature controls for the cold chain management of raw and minimally processed frozen seafood. This includes the stages of post-harvesting, handling, packaging and repackaging, storage, distribution, transportation and retail.

Employing the recommended conditions of handling, producing and storing frozen fish and seafood will maximize their storage life throughout the supply chain, thereby reducing spoilage and minimizing waste. Singapore imports seafood from around the world and the adoption of TR49 will raise the safety and quality of such highly perishable products. The standard is therefore targeted at producers, importers, retailers and regulatory authorities.



*The launch, held at Furama Riverfront Hotel, saw more than 200 attendees*

Said Dr Allan Lim, Chairman of the Food Standards Committee, "Development of this TR is timely and useful for the fish and seafood industry to ensure safer and better quality supply of frozen fish and seafood. It is part of our long term effort to raise the safety standard of practice of cold chain management in this sector."



## SMF-SDO Launches First Standards for the TCM Industry



Singapore  
Manufacturing  
Federation



With the growing worldwide interest of Traditional Chinese Medicine (TCM) and the increasing demand for natural alternative medicines in Singapore, the Working Group of TCM under the Singapore Standards Council initiated the development of a couple of voluntary industry standards to enhance the professionalism of TCM physicians and instill greater confidence in TCM amongst consumers. The two standards, SS 613 and SS 614, were jointly launched by SMF and SPRING Singapore on 5 June 2016.

SS613 was developed to standardise the terminology of Chinese medicine and formulae used in the local TCM industry. Over the years, Chinese medicine has acquired multiple unique names from different languages. As the industry garners



*A participant addressing the speakers during the interactive panel discussion*



*The panel of speakers*

The Food Standards Committee is a committee established by the Singapore Standards Council to develop, maintain, promote and facilitate the implementation of Singapore Standards and relevant International Standards.

TR49 was developed by the Working Group on Cold Chain Management of Frozen Fish and Seafood under the Food Standards Committee. The Working Group comprises representatives from government agencies, educational institutions and practitioners in the fish and seafood industry, and is managed by SMF-SDO.

more attention worldwide, it has become essential to have a standard for common Chinese medicine and standard formulae. This Singapore Standard therefore recommends TCM physicians to use simplified Chinese or hanyu pinyin names to support accurate dispensing of medication as well as systematic documentation on prescription labels. For example, Ginseng is also known as 人參 in Chinese or *ren shen* in *hanyu pinyin*, and *Radix Ginseng* in Latin. SS 613 harmonises the name of this herb by recommending TCM physicians to use its Chinese name or *hanyu pinyin* (人參 or *ren shen*) when prescribing or identifying Ginseng. Adoption and implementation of SS 613 : 2016 will improve communication amongst TCM physicians and between physicians and their patients.

SS614, on the other hand, serves to provide a guide for prescription labels for Chinese medicine. Chinese medications, in the form of tablets, concoctions, powder or herbs, are commonly prescribed to patients post TCM diagnosis. These medications are typically packed into re-sealable plastic bags, paper wrappings or bottles for patients' consumption or application. Proper labelling of these prescriptions on their respective packaging will help to provide clear instructions on how to administer the medication. The recommended prescription labels are designed to improve patients' understanding of the medication, enhance safe medication usage and minimise the risks of medication errors.

Said Dr Swee Yong Peng, Convener of the Working Group for TCM, "As TCM continues to gain a foothold in the medical industry, it is imperative that relevant industry best practice standards are developed. These standards will help to enhance the understanding and receptiveness of TCM by the public."

## Facilitating SMEs Understanding of Government Assistance Schemes



*"While the economic situation Singapore is facing is challenging, we must not look at it as a threat, but as an opportunity to better our businesses," said Minister Teo (Right)*

In light of the announcement of Budget 2016, SME Centre@SMF, together with Mapletree Industrial Trust (MTI), organised a seminar for SMEs to get an update on the government assistance schemes that businesses may tap on for their business needs. The seminar included an engaging dialogue session with Minister of State, Ministry of Manpower, Mr Teo Ser Luck, on the Lean Enterprise Development (LED) scheme.

The LED scheme essentially helps businesses transform in the new manpower-lean landscape. However, to be considered for this scheme, SMEs have to meet three key criteria – become more manpower-lean, build a strong Singaporean core, enhance the quality of the workforce. In the current business climate, Singapore companies face intense competition and challenges of rising costs. Thus, this scheme encourages businesses to remain competitive by means of innovation and adopting technology to effectively increase productivity.



*The session saw close to 150 participants from Singapore SMEs*

have business advisors within the federation to help guide businesses. Today, we have more than 500 companies from all sectors that are on this path to lean, and I encourage more businesses to come forward as well," he continued.

Minister Teo also encouraged businesses to look beyond the shores of Singapore to grow their businesses. He urged companies to take Singapore as a base to internationalise as the overseas market is much more extensive. Furthermore, businesses may ride on the Singapore brand name to launch overseas, he said. There are various schemes and grants for companies that are looking to expand their businesses overseas as well.

On the other hand, raising business productivity is no easy feat as it requires change. It requires job redesign, automation, and a lot of rethinking, said Minister Teo. "Most importantly we have to start by changing our mindset, and this must first come from the leaders.

"SMF is one of our major partners to guide SMEs through this process. They



*Mr Louis Wong, Business Advisor at SME Centre@SMF provided updates on both CDG and ICV*



Expounding on the LED scheme was Mr Lin Yiqun, LEDS Advisor at SME Centre@SMF. His presentation detailed what it means to meet the criteria of the scheme. For example, building a strong Singaporean core entails improving jobs of Singaporeans, so as to better attract and retain local talent and lower one's reliance on foreign manpower. This may be done through job redesign, job rotation, or even job expansion.

It may be challenging for SMEs to put in the application of their proposal on their own without external help. This is how SME Centre@SMF may assist companies to look at their project scope and see if the criteria and indicators have been met, said Mr Lin.



*Mr Lin also shared some examples of proposals that can be supported under the LED scheme*

The seminar also touched upon other available government schemes to assist SMEs in their business needs. Two popular schemes – Capability Development Grant (CDG) and Innovation and Capability Voucher (ICV) – were shared. In a nutshell, CDG helps businesses sustain and grow through various capability areas, and ICV encourages SMEs to make a move towards capability upgrading in bite-sized projects.

*\*For more information on the grants and subsidies mentioned, please contact [query@smecentre-smf.sg](mailto:query@smecentre-smf.sg)*



## Lean Enterprise Development (LED) Scheme

Lean Enterprise Development (LED) Scheme is an initiative announced by the Ministry of Manpower (MOM) to help progressive SMEs transform and grow in the new manpower-lean landscape. This will help create stronger business growth and offer better jobs and careers to Singaporeans.

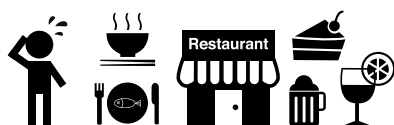
### What are the key Eligibility Criteria of LED?

LED will support SMEs that are committed to the following outcomes:

Become more manpower-lean	<ul style="list-style-type: none"> <li>Improving productivity and promoting innovation to reduce manpower wastage and reliance on foreign manpower</li> <li>Possible indicators: value-add per worker, sales per worker, output per worker, reduction in man hours</li> </ul>
Build a strong Singaporean core	<ul style="list-style-type: none"> <li>Singaporeans should have better jobs, pay and careers after restructuring</li> <li>Possible indicators: number/% of singaporean employees in total workforce, wages of impacted Singaporean employees.</li> </ul>
Enhance Workforce Quality	<ul style="list-style-type: none"> <li>Workers should become more skillful and have greater experience/expertise</li> <li>Possible indicators: reduction in number of low-skilled workers in workforce profile, average wage of all workers</li> </ul>

### Example of a LED Project

#### Identified Issues



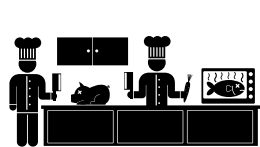
Group of restaurants facing the same issues banded together to seek for solutions



#### Main Challenge:

Lack of manpower and resources and it is difficult to meet the minimum quantity for outsource quantities

#### Proposed Issues



Central Kitchen



Productivity Initiatives



Skills Capability Transfer Programmes



Working with ACI to build pipelines for Chefs

#### Government Support & Outcome



Project Funding



Temp S-Pass Renewal for Chefs



New Local Chefs are trained, while S-Passes are transited out



#### Singapore Manufacturing Federation (SMF)

was founded in 1932 as a national body representing manufacturing companies with a clientele and membership base of over 3,000 corporations categorized into 10 industry groups across Singapore.



SME Centre @ Singapore Manufacturing Federation (SME Centre@SMF) was established in May 2005 as a subsidiary of SMF.

Supported by SPRING Singapore, SME Centre@SMF provides small and medium enterprises (SMEs) with easy access to business advisory to help them start, sustain and grow their businesses. This one-stop SME Centre provides services including business diagnosis, information on government schemes and capability workshops.

#### CONTACT US:

SME CENTRE@SMF

Tel: 6826-3011

Email: [leds@smecentre-smf.sg](mailto:leds@smecentre-smf.sg)

[www.smecentre-smf.sg/](http://www.smecentre-smf.sg/)

# Singapore Manufacturing Federation Certificate of Origin



**We are committed to delivering fast and quality services at a competitive rate to our customers**

## About Us

Singapore Manufacturing Federation is authorized by Singapore Customs, pursuant to Regulation 23 of Imports and Exports Regulations (Cap.272A, R1, 1999 ed.) to issue the following:

**Certificate of Origin (CO)  
Electronic Certificate of Origin (ECO)**

## On-Site Express Services

**Endorsement of CO  
within 20 minutes**

**Photocopying Services  
Typing Services for CO Form**

## Operating Hours

**Monday to Friday  
9:00am to 5:00pm**

**Open during lunch hours**

## Contact Us

**Ms. Christie Chua** 6826 3067  
christiechua@smfederation.org.sg

**Mr. Eddy Poon** 6826 0091  
eddy.poon@smfederation.org.sg

Fax: 6826 3022 Website: [www.smfederation.org.sg](http://www.smfederation.org.sg)

## Online Certification

The Electronic Certificate of Origin (ECO) is also available at:

**[www.certofororigin.com](http://www.certofororigin.com)**

### COLLECTION POINT

SMF CO's Office  
2985 Jalan Bukit Merah  
Singapore 159457



Scan the QR Code  
for more information

**Like us on our Facebook Page to receive  
updates on industry events, news, and more!**



[www.facebook.com/smfederation](http://www.facebook.com/smfederation)

## SMF Welcomes You!

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

1. Assimilated Technologies (S) Pte Ltd
2. Bestell Solution Pte Ltd
3. C&M Interactives Pte Ltd
4. Craft Print Holding Pte Ltd
5. Deloitte & Touche LLP
6. Delphic Manufacturing Solution Pte Ltd
7. Deston Precision Engineering Pte Ltd
8. Equiptest Engineering Pte Ltd
9. Excess Inventory Guru
10. Foo Kon Tan LLP
11. Fruit United Pte Ltd
12. Ho Printing Singapore Pte Ltd
13. ISO-Dynamique Microsystems Pte Ltd
14. i Switch Pte Ltd
15. Neuphonix Technology Pte Ltd
16. OSL Shinko Air-Conditioning Pte Ltd
17. Pet Lovers Centre Pte Ltd
18. Power & Motion Control Pte Ltd
19. PS Food & Beverage (S) Pte Ltd
20. Sunpower Energy Systems Singapore Pte Ltd
21. Teratech Solutions Pte Ltd
22. The Eco Trading Company Pte Ltd
23. The Tabernacle (PCB) Products Pte Ltd
24. Titan Engineering Pte Ltd
25. Wilson Cables Private Limited
26. XDel Singapore Pte Ltd

*\*Listed in alphabetical order and information accurate as of 30 June 2016*

*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 or to download the application form.*





# reflect<sub>5</sub>

mobile car detailing

## Premium Car-Detailing service at your doorstep.

We know looking good is not enough today.  
What you drive speaks of your status and personality.  
However, how it looks speaks a lot about you.

We use only the best available carnauba wax developed  
for connoisseurs and perfectionist to deliver the deepest possible shine.

Please visit our website:  
[www.brand5.sg/reflect5](http://www.brand5.sg/reflect5)

# CONNECT

An SMF Publication

FOR GREATER CONNECTIONS

10 Industry Groups

Over 3,000 corporate members from MNCs to SMEs

Over 21,000 readers

## INDUSTRY GROUPS

- Automation Technology
- Building Products & Construction Materials
- Electrical, Electronics & Allied Industries
- Energy & Chemical
- Food & Beverage
- Lifestyle
- Life Sciences
- Medical Technology
- Metal, Machinery & Engineering
- Packaging Council of Singapore

For advertising enquiries, please contact:

**mediactive**  
**MEDIACTIVE PTE LTD**

Mediactive Pte Ltd  
245a South Bridge Road  
Singapore 058794  
Tel: (65) 6222 4987 | Fax: (65) 6227 0859  
consult@mediactive.com.sg  
www.mediactive.com.sg

