

# Connect



MAR-APR 2010

Local F&B Manufacturers Whet  
Global Appetites

Phillips Singapore: Sense and  
Simplicity

MICA (P) 135/03/2010

## Sino-Singapore Tianjin Eco-City Project

Eco-Industrial Park in Sino-Singapore Tianjin Eco-City Project





PAOLO ROVERSI,  
INSPIRED BY MARTELL CORDON BLEU



*Roveri*

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# { Dear Members, }

**Y**ou spoke. We listened. And now we present you the new connection to leaders, markets and opportunities.

Over the past few months, CONNECT underwent a major facelift, with new content and structure, referenced from our readers' feedback.

The new CONNECT promises a refreshing palate of editorial offerings – news, information and insights and opportunities. Let me highlight some key segments that will be of interest to you.

## Leadership and Strategy

Leadership is the capacity to translate vision into reality but what is leadership without strategy? CONNECT talks to aspiring business leaders who chart new progresses in their companies. Kick starting this series is CEO of Philips Singapore, Wong Lup Wai, who will be sharing his views on Philips' growth and strategy.

## Technology and Innovation

CONNECT invites experts from different fields to share on latest manufacturing technologies and innovative approaches to boost performance. For this issue, we have academicians from Temasek Polytechnic's Clean Energy Centre and Fuel Cell Community to unravel the mysteries of the fuel cell technology, the next clean energy alternative.

## Industry News

To stay ahead in competition, one must understand the playing field and competitors. Keep updated with the latest trends, developments and opportunities across industries. In this issue, we see how the local F&B manufacturing industry whets international appetites and how 'Hunt in a Pack' approach helps our local F&B manufacturers make foray into the Thai market.

## Best Practices

Learn from the best. It is the quickest way to results. There may be no winning formula in businesses but to learn from the proven and tested techniques, experience and research, approaches and standards such as ISO standards. This time round, we continue our focus on Sustainable practices to help you see the big picture in green practices.

With new CONNECT, we hope to bring you closer to opportunities generated within and outside of the federation. We thank you for your feedback and look forward to your continued support in SMA and CONNECT.

*Connecting People. Connecting Markets. Connecting Opportunities.*

Gwee Seng Kwong  
Secretary-General



COVER: Eco-Industrial Park in Sino-Singapore Tianjin Eco-City Project

## Editorial Advisors

Gwee Seng Kwong  
Annabelle Tan  
Michael Chin

## Staff Writers

Evelyn Tan  
Gillian Lim  
Janelle Teo  
Teng Jing Wei  
Daniel Lim

## Contributors

ORIGIN Exterminators  
Temasek Polytechnic  
UK Trade & Investment

For editorial contributions, write to  
**connect@smafederation.org.sg**

## Publisher

Singapore Manufacturers' Federation  
2 Bukit Merah Central #03-00  
SPRING Singapore Building  
Singapore 159835  
Tel: +65 6826 3000  
Fax: +65 6826 3008  
Email: hq@smafederation.org.sg  
Website: www.smafederation.org.sg

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## Advertising Sales

Florence Long  
Mediactive Pte Ltd  
Hp: (65) 9382 0381  
E: florence@mediactive.com.sg

Publishing Consultant  
Lyon Low

Design  
Eunice Gracilia  
Nurzuli Sobahri

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T: 6846 4168  
F: 6846 4768  
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{06}

{18}

# { Inside }

<b>Markets Outlook</b>	Growing your Business in UK	06
	Indonesia Welcomes Investors	07
<b>Industry</b>	Whetting Global Appetites	08
<b>Best Practices</b>	A Framework for 'Sustainable Manufacturing Practices'	10
	Time to Chill	12
<b>Insights</b>	Sino-Singapore Tianjin Eco-City	14
<b>Leadership &amp; Strategy</b>	Manufacturing Pioneer Adopts Sense And Simplicity for Growth	16
<b>Technology &amp; Innovation</b>	Fuel Cell Technology – Decoded!	18
<b>Enterprise</b>	Grow the Inorganic Way	22
<b>Regulars</b>	Forward	01
	News	04
	Coming Up	05
	Past Events	24
	Snapshots	26

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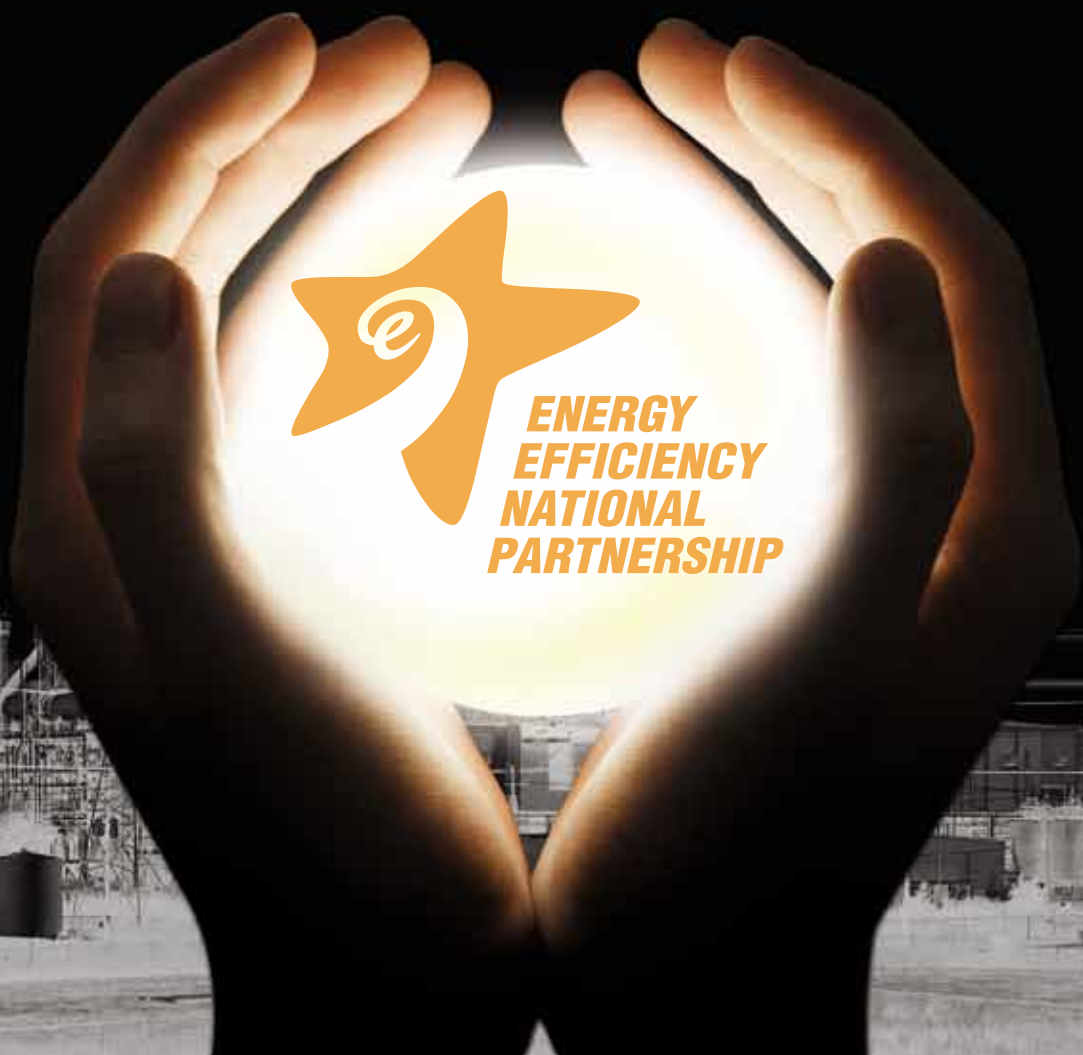
It is not just a vision, it is in your hands.

Energy efficiency is fast becoming a currency for the global competitiveness of companies as it enhances long-term business competitiveness and improves bottomlines.

As such, the National Environment Agency (NEA), Energy Market Authority (EMA) and Economic Development Board (EDB) have introduced the Energy Efficiency National Partnership (EENP) programme to help companies improve energy efficiency and reduce energy costs.

We will help you introduce energy management practices and implement energy efficient solutions.  
Do join us and become an EENP Partner.

For more information, call 1800-2255 632 [1800-CALL NEA] or email to [Contact\\_NEA@nea.gov.sg](mailto:Contact_NEA@nea.gov.sg).



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## Senoko: Championing Environmental Excellence

Senoko Energy, the largest power generation and retailer company in Singapore, was awarded the Excellence Award in the Environmental Excellence category at the Asian CSR Awards Gala dinner on 20 November 2009. The results were announced at the 8th Annual Asian Forum on Corporate Social Responsibility (AFCSR), held from 19 to 20 November 2009, in Manila.

The Asian CSR Awards Program recognises and honours Asian companies for outstanding, innovative and world-class products, services, projects and programs. These projects demonstrate the company's leadership, sincerity and on-going commitment in incorporating ethical values, compliance with legal requirements, respect for individuals, involvement in communities and protection of the environment into the way they do business.

Senoko Energy was recognised for its environmental stewardship and championing green causes through its Senoko Power Environmental Project (SPEP). The project had two main thrusts, one was the focus on water conservation and the other was focused on creating climate change awareness among the young in Singapore through the National Weather Study Project 2009. Senoko Energy believes that by engaging youths in climate change awareness and conserving the environment, they will become green warriors who will perpetuate the green movement to save our planet.



## Phase II of Symrise's Manufacturing Expansion Completed

Symrise's Asia Pacific headquarters in Singapore completed phase II of a 3-phase expansion programme in January 2010 – opening an automated plant for liquid flavours which caters to the South East Asia market. Its expansion programme represents S\$40 million worth of investment.

Dr Heinz-Jürgen Bertram, CEO of Symrise, justified the investment by alluding to Singapore's vibrant and sophisticated research and development environment, which is supported by global talent and strong protection of intellectual property. Singapore's ranking as one of the world's most innovative economies further highlights us as an ideal location for a high-tech manufacturer in the highly competitive and fast-paced food manufacturing industry – such as Symrise.

Mr Leo Yip, Chairman of the Economic Development Board, who was at the official opening, echoed Dr Bertram's sentiments, citing that Symrise Asia Pacific's latest decision is indicative of Singapore's strategic location for innovation.

Symrise is one of the top four global suppliers of fragrances, flavourings and raw materials as well as active ingredients for the perfume, cosmetics and food industry. In 2008, its total revenue from 35 production sites around the world was 1,320 million Euros. Of which 20% was from the Asia Pacific region.

## From Bean to Cup experience

Local homegrown coffee manufacturer, Hui Yee Coffee Manufacturer, gets renamed with its increasingly popular coffee brand, Cuppachoice. The company's philosophy, *Roast To Demand*, illustrates its emphasis on freshness. Mr Alex Chong, managing director, commented that as a manufacturer, Cuppachoice can provide better pricing and quality control compared to a third party providers. The company can also customise its coffee to suit customers' requirements.

Cuppachoice recently launched its first café, retail and academy at Temple Street, Chinatown. The concept store, which showcases products and services, hopes to attract corporate customers, café owners and even investors



by strengthening direct market outreach to customers. It also serves as a meeting place for customers to discuss business as well as a training place to conduct coffee appreciation workshops and barista training. The company hopes to turn Cuppachoice into a homegrown popular, traditional coffee-shop that serves gourmet coffee.

Equipped with European state-of-the-art coffee roaster facilities in its 2,300 sqm plant in Bukit Batok, the 20-year manufacturer has plans to break into the Chinese market. It currently has sales offices in Shenzhen and Guangzhou. Mr Chong believes that China has the most market potential due to its increasing affluence among middle-class consumers.

SMA INAUGURAL

# Singapore Productivity & Innovation Conference 2010

21 June 2010 | Shangri-La Hotel

Productivity and Innovation Is Everybody's Business



SMA cordially invites you to its inaugural  
Productivity and Innovation Conference  
21 June 2010

This full-day Conference will bring together distinguished speakers and productivity experts from the US, Japan, Germany and Singapore to share their experiences on how to increase productivity to overcome labour shortage, increase in costs and use their competitive edge to expand their business. The presentation on the importance of training to achieve productivity, will also lend a supporting perspective to the awareness of productivity and innovation.

### Who should attend:

C-level and mid-management executives

### What to expect:

This conference offers a holistic approach to understanding productivity innovation from four angles – automation, mind & skill-sets, tools and technologies & approaches.

It will be an interactive platform where local industry and overseas professionals come together to exchange insights into approaches, solutions and considerations for local companies to realise productivity gains.

### Hear from

Speaker 1: Mr Toyohiko Ito,  
Executive Managing Director,  
Denso Wave Inc., Japan

Productivity Improvement in DENSO –  
with Robotics & Auto ID

Speaker 2: Mdm Ho Geok Choo,  
CEO,  
Human Capital Singapore

Changing Mindset to Embrace a  
Productivity Culture

Speaker 3: Mr Ulrich Schraudolph,  
Design Director,  
XentiQ (Pte) Ltd, Singapore

Value over Volume:  
Opportunities for SMEs in New  
Product Development

Speaker 4: Mr Daniel Castle,  
Vice President,  
Business Excellence  
Corporate Quality,  
Head (CQH) Tata  
Communications

Lean Productivity versus Traditional  
Productivity Approaches

Speaker 5 and 6: Mr Tetsuji Saikawa,  
Chief Consultant,  
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Singapore Productivity and Innovation Conference 2010

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Phone: +65 6826 3035 | +65 6826 3037



# Growing your Business in UK

The London 2012 Olympic and Paralympic Games will generate an estimated £26 billion worth of economic activity. The events will act as a catalyst to boost the development and economic performance of businesses based in the UK, even long after their closing ceremonies.

London remains the world's hub for financial services. In fact, with office rents down by 38% (November 2009) and the sterling's depreciation against the dollar, global recession has opened up more investment opportunities across the UK.

UK Trade & Investment (UKTI) can help you make the most of these opportunities. UKTI is a Government organisation which helps UK-based companies succeed in the global economy and assists overseas companies in bringing their investments to the UK. It has 1,300 staff overseas, in 98 markets. The Inward Investment team, based at the British High Commission Singapore, provides support to Singaporean companies looking to grow their business in the UK.

For more information, please contact UKTI's Inward Investment team, at 6424 4200 (Phil Hickson) or [phil.hickson@fco.gov.uk](mailto:phil.hickson@fco.gov.uk) [Connect](#)

According to the Economist Intelligence Unit, the UK will continue to have the strongest business environment of all European economies.

The UK has maintained its position as the largest recipient of Foreign Direct Investment (FDI) in Europe, even as the world faces a challenging recovery period from the global recession. It is ranked No. 1 in Europe and No. 5 in the world for ease of doing business by the World Bank.

The UK represents a springboard for global growth, with more overseas companies setting up their European headquarters in the UK than anywhere else. Over 80% of Singaporean investment in the European Union (EU) goes to the UK.

It is also the world's sixth largest manufacturer. The manufacturing sector, which accounts for more than half of the UK's exports, is high-tech, high-skill and high-end – the UK enjoys over 13% of the global turnover in aerospace manufacturing.

## Research and Development:

- The UK's 88 biggest R&D investors increased their spending on R&D by 10.3% year on year (Reference from UK R&D Scoreboard published in January 2009)
- Among the 850 top-spending companies on R&D in the UK, spending rose by 6.4% to £21.6 billion.
- The UK has claimed 23 Nobel prizes in the life sciences. (Medicine and Chemistry) out of the total 90 Nobel prizes it has received so far.

## Low Carbon Solutions & Renewable Energy Opportunities:

- The Government aims to reduce CO<sub>2</sub> emissions by at least 80% in greenhouse gas emissions by 2050 through a robust framework for continued investment in the UK.
- Opportunities in renewable energy sectors including, onshore and offshore wind, biomass, wave and tidal energy
- The UK's low carbon market, worth £106 billion in year 2008/09, is projected to increase by £45 billion in the next decade.
- About one-third of industrial low carbon activity is in manufacturing.



# Indonesia Welcomes Investors

**S**Ma President Mr Renny Yeo led 18 companies to Jakarta, Indonesia, on 4-6 March 2010 to explore investment merits and business opportunities.

With a GDP of US\$550 billion in 2009, Indonesia is Asia's third fastest growing economy and the only Southeast Asian country in the G20. Despite global financial crisis in 2008, the economy grew by 4.5%. Forecasts of economic growth in 2010 predict an expansion by 5.6%.

Indonesia's investment merits include competitive labour market, i.e. labour costs around US\$0.6/hr; China: US\$2.11/hr; India: US\$1.03/hr. Indonesia also has a large domestic market of 240 million population, where private consumption accounts for 70% of GDP.

The Finance Ministry also provides industries with import tax subsidies. Industries such as Agro & Chemical, Transportation Equipment & Telematics, Metal & Textile Machineries, and various industries will receive approximately IDR 1,000 billion (S\$150 million) in import duty exemption.

The Indonesia Investment Coordinating Board (BKPM) has introduced several business-friendly policies to make investments more welcomed in Indonesia. These include:

- **One-Stop Shop**

Under the One-Stop Shop services, BKPM could process investment licensing as fast as in five hours and in seven days at the slowest. 16 ministries have already consented to delegating its authority to BKPM in granting licensing and non-licensing services.

- **National Single Window for Investment (NSWi)**

NSWi is an electronic platform for investors to apply for licenses online. The fully automated process will greatly enhance the efficiency of licensing services.

For more information on business and investment opportunities in Indonesia, please contact Ms Katherine Heng, at 6826 3031 or [katherineheng@smafederation.org.sg](mailto:katherineheng@smafederation.org.sg). **Connect**

**Top 5 Investment Development Priorities in Manufacturing Sector**

- 1 Copper Concentrate to Copper Cathode Processing
- 2 Liquid Coal
- 3 Biofuel
- 4 Shipping
- 5 Automotive and Parts

# Whetting global appetites

Singapore F&B manufacturers go hunting for big hoteliers, restaurants and supermarket chains.



Singapore promoters explaining Singapore products to Thai locals.

CONNECT looks at how F&B manufacturers are ready to whet appetites.

## Hunt in a Pack @ Tops Thailand

The saying "In union, there is strength" is best demonstrated by the recent business trip to Thailand led by SMa F&B industry group Chairman, Mr Sunny Koh.

The 'Hunt in a Pack' strategy is not a new concept, but is given a new lease of confidence when Thailand's largest supermarket chain, Tops Thailand, imported up to 150 food products from 20 to 30 local manufacturers after talks led by Mr Koh last December.

Some of the products include Glutinous Rice Ball, Prata, Soya Sauce, BBQ Pork & Chicken, Floss and Chili Crab Sauce.

By leveraging on combined capabilities, brand name, knowledge and export quantities, all the orders were marketed and consolidated into a single shipment in late January this year.

Apart from listing, local products were given promotional booth space in Tops Thailand during the Chinese New Year shopping period. Local manufacturers used the promotional booth space for marketing, cooking demonstrations and interacted with the locals to gain a better understanding of their taste preference. The session was well-received by the locals.

Mr Koh attributed these achievements to the successful hunt in a pack strategy, describing it as a convenient 'total solution' for both retailers and manufacturers.

Ms Alice Choo, Director, Kwong Cheong Thye, local manufacturer of seasonings such as soya sauce, gave thumbs-up for the 'hunting' project. She said, "It has always been the case of importing Thai products into Singapore, and rarely the other way round. This is a good opportunity for local manufacturers like us to bring our products to Thailand."

"Exporting to Tops opens up direct retail opportunities in Thailand, where



Special promotional booth set up displays Singapore products at Tops Thailand

**T**wo different customer profiles. Two different strategies.

Today's F&B manufacturers are hungry to explore new overseas markets and different customer profiles from big hoteliers and restaurants to supermarket retailers and households.

Local F&B manufacturers recently made waves in Thailand, by clustering and listing products in supermarkets together. On the other hand, 64 F&B manufacturers participated in Asia's largest food and hospitality, Food&Hotel Asia (FHA) 2010 under the Singapore Pavilion to showcase new products to 52,000 trade visitors.



Hai's chef in action at their open kitchen setup in FHA 2010



our Hong Kong distributor used to re-distribute to," she continued.

Mr Nick Reltmeier, Vice President, Tops Thailand, who was also at the FHA 2010 in Singapore to source for more local products, gave positive feedback. "Singapore food products have an interesting and unique food flavour profile other Asian backgrounds can easily relate to. This has made it easier for Thai locals to accept," he said. He is also very pleased with Singapore manufacturers' 'can-do' business attitude.

Mr Reltmeier also highlighted advantages Singapore manufacturers have over their counterparts in the region. "Number one... is the food taste and quality. Number two is how it is made, so that we can make sure that the quality is manufactured at top international standards."

He continued, "For price, it's absolutely comparable to Thailand's products. Now, with zero duties, you have the same level playing field. Perhaps (Singapore's) manpower might be slightly more expensive than Thailand's, but I think the Singapore government may be helping out in terms of rental or investments. So I think it is fair to compare. (Singapore

manufactured) soya sauce, for instance, is roughly the same as what it costs to manufacture in Thailand."

### Hunting hoteliers and restaurants

At FHA 2010, Hai's Pte Ltd, a local manufacturer known for its chilli sauces and paste, has made an extra presence with its open concept kitchen setup. Ms Shirley Phua, Deputy Managing Director, said, "This is the 5th time we are participating in FHA. This time, we implemented the concept of a standalone kitchen countertop to create a spacious and relaxing corner for visitors to sample our products and see our chef in action. We want to give our visitors a 'family kitchen' setting; a different experience."

Ms Phua said she hopes to attract keen hoteliers and restaurants in Asia and Middle East with this marketing concept.

Local F&B manufacturers are moving away from domestic markets such as cafes and local retailers to target innovative hoteliers, and hospitality industry in huge markets such as the Middle East.

It certainly sounds like the usual volume business - contract manufacturing, when manufacturers focus on delivering value. When customised flavours are in demand, Ms Phua said, "The flavour needs to be 'localised' to suit locals' taste buds, and with our food lab, we have the capabilities to do so."

To stay competitive and keep costs low, Hai's Pte Ltd places equal emphasis on both sales and ingredient-sourcing functions. Ms Phua said the company has a specialised sourcing team to help monitor and source for ingredients.

The company also grew productivity level to over 90% today. Over the years, Hai's Pte Ltd has taken a consistent and serious approach to maximise resources and minimise wastage. Ms Phua said that better machines were purchased and technical skills were reviewed and honed to give maximum productivity gains.

She believes these are some ways to retain her company's competitiveness.

Connect

"Hunt in a Pack" is a Singapore Manufacturers' Federation's initiative under the Manufacturing Excellence Initiative (MEI) framework. To share with us your interest, please contact us at 6826 3000.



(L - R) Sma F&B industry group Chairman, Mr Sunny Koh and Tops Thailand Vice-President Nick Reitmeier showing thumb-ups at FHA 2010.



# A Framework for 'Sustainable Manufacturing Practices'

By Daniel Lim



**S**ustainable Manufacturing can be defined as the “development and application of technologies to transform materials without emission of greenhouse gases, use of non-renewable or toxic materials or generation of waste.”

Adopting sustainability practices in the workplace may no longer be an option for most companies, but rather, a necessity, especially to those that are export-based.

We see economies, markets and consumers asking for goods that are environmentally friendly or manufactured from an “environmentally-friendly” plant. Many global, financial and environment factors are calling for mitigation to address the climate change issues.

Factors such as the instability of energy prices, depleting natural resources, changing global financial guidelines, and the

need to align organisational branding and reputation in the midst of this escalating “Green-movement” are further driving companies to seriously consider “transforming” into a ‘sustainable’ organisation.

Hence, the need for companies to adopt and implement sustainable manufacturing practices, to ensure profitability and sustainability for their businesses.

## What's next?

A good sustainable strategy identifies opportunities and benefits for the organisation while safeguarding the environment. There are basically four stages in formulating<sup>1</sup> a strategy on adopting a sustainable manufacturing process:



<sup>1</sup> Note: this is a basic framework. Companies are encouraged to derive their own framework or learn from best practices by successful sustainable companies.

## Stage 1

**Understand and Establish an Impact assessment – Establish a working committee to evaluate the impact of sustainable practices on your organisation.**

No company should embark on any initiatives without understanding the value and impact on its' businesses. You might want to conduct research through various channels such as:

- Sources of information on climate change and business sustainability found on various internet portals such as Al Gore.com, Greenpeace.com, IPCC.ch and worldwildlife.org.
- Case studies of businesses that have implemented sustainable practices (Honda, Tesco, SC Johnson, etc).

- Feedback from stakeholders – shareholders, suppliers, distributors, customers, staff.
- Assessment of immediate and future impact on the business and business operations if sustainable practices were implemented.

This stage enables your management to explain why the adoption of sustainability practice is worth the time, expense and effort. Your research should answer the following questions:

### Questions

How would sustainable manufacturing practices make sense to us and the business?  
 What are the pressures pushing us to do it?  
 What opportunities does it present?  
 How does it relate to existing organizational practices?

### Points to Consider

Profitability, productivity, corporate social responsibilities  
 Governmental, societal, business environment  
 Higher profitability, competitive edge, etc  
 Quality management systems, manufacturing processes, product certification, business competitiveness

## Stage 2

**Audit and Plan – analysis of current state and desired objectives to reduce resource use, reuse or recycle and engaging stakeholders on your initiatives.**

This stage establishes the baseline for your plant and manufacturing processes. With a task force, prepare a set of questions to audit your systems and plant processes. For example:

- "Do we have any practices or programs that reduce energy use?"
- "Do our processes contribute to unsafe and unhealthy environments internally and externally to the community?"
- "Are we creating wastes in our processes?"

(You may request a template from Mr Lauw, SMA for a sample template)

As you plan your strategies, it is important to focus on how sustainability practices could also result in profitability for the business. It may be through savings in energy usage or less wastage and less reworks, increase in human and machines' productivities or innovative products for the "green" markets.

## Stage 3

**Implement – implementing the plans that were derived from the audit process and integrating with existing quality and manufacturing systems.**

The Implementation strategy should involve the whole organisation. This stage involves identifying, prioritising, scheduling and strategising action

steps towards your vision. Set reasonable milestones over several years. An example is given below.

Area	Project Milestones		
	3 Month	1-3 Year	Long term
Air-Conditioning System	<b>Goal:</b> Get baseline data on energy consumption	<b>Goal:</b> Reduce electricity usage by air-conditioning system, 20% by end of Yr 3	<b>Goal:</b> Using alternative clean energy sources to power the air-conditioning system.
	<b>Actions:</b> - Gather data from utility bills - Conduct human comfort levels in varying temperatures conditions.	<b>Actions:</b> - Conduct education on energy savings. - Install timing and temperature-sensor devices.	

Ref: Adapted from Winter, 2009 Vol. 19 No. 1 - article from Performance Advisors. [www.axisperformance.com](http://www.axisperformance.com)

## Stage 4

**Monitor, Control and Enhance – maintain achievement through monitor and control procedures, and constant improvement to enhance successes.**

When you have successfully implemented practices that are showing results, you need to have a support system to monitor and control the progress. Your planning should already

include processes to track and review the performance of your initiatives and be able to identify variances so as to initiate corresponding changes.

### What's at stake?

Whatever the outcome at the next climate conference in Mexico, there is too much at stake, both for planet Earth and your businesses. The 'Green' movement is not going to stand still. Demand is rising for environmental-friendly products and governments are expected to pass legislations requiring businesses to adopt sustainable practices.

If you are keen on adopting sustainable practices in your business or manufacturing process, please feel free to contact the undersigned indicated below for assistance. **Connect**

**Sustainable Manufacturing Label programme**  
Contact: Mr Lauw Kok Keen at 6826 3013

#### Internet References

[http://www.sustainableoregon.net/toolkit/sustainability\\_planning.cfm](http://www.sustainableoregon.net/toolkit/sustainability_planning.cfm)  
<http://www.naturalstep.org/>  
<http://www.ipcc.ch/> (Intergovernmental Panel on Climate Change)

‘No more complaints about milk and yoghurt!’

The chilled products industry and officers at the consumer watchdog, Consumers Association of Singapore (CASE), have long waved goodbyes to frustrating complaints about dairy products and vegetables gone-bad even before they hit the shelves.

Thanks to the Singapore Cold Chain Centre (CCC), such gaps in industry practices were addressed, reducing the potential threats to consumers’ health.

Under GS1, division of SMa, the Centre was formed to address industrial and consumers’ concern on freshness and quality of chilled and frozen products. The cause was the lack of cold chain management standards for perishable food products that raised questions on perilous consequence of food contamination.

Swift assistance was rendered to SPRING Singapore Food Standards Committee in developing new Singapore Standards such as Cold Chain Management of Vegetables, Chilled Pork and Milk and Dairy Product. These new initiatives were well received and supported by industry, government bodies and CASE.

### A Cold Chain Officer in Every Factory

The bigger picture, however, was to nurture a local pool of cold chain professionals. This was to ensure continuous adoption and development of cold chain practices in every factory, and to support Singapore’s upcoming role as Asia’s cold chain hub. Companies are encouraged to send their company staff for workshops on cold chain practices at the warehouse, transportation, retail level.

The Centre collaborates with local academia such as Singapore Polytechnic and Republic Polytechnic to develop content for certificate training courses, and to provide career opportunities for students in the supply chain and logistics field.

With syllabus based on Singapore Technical Reference and standards, trainees are certified and will receive identification card as cold chain officer of their factory. To date, more than 200 trainees have received the Certification in Cold Chain Management.

### Coming up

Supporting the government’s efforts to drive Singapore as the next pharmaceutical hub, the Centre is also assisting to develop standards in Pharmaceutical Cold Chain. This is an important move to overcome issues in effective and safe transportation of time and temperature-sensitive pharmaceuticals as it relates to patient safety and product integrity.

For more information, please contact the Singapore Cold Chain Centre, c/o GS1 Singapore Council, at 6826 3082 or [sanc@gs1.org.sg](mailto:sanc@gs1.org.sg) [Connect](#)

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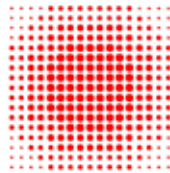
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# Sino-Singapore Tianjin Eco-City



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worldwide to develop a global and vibrant city with practical ideas, and create quality jobs to attract new residents.



The Sino-Singapore Tianjin Eco-City (Tianjin Eco-City) is a landmark bilateral project between China and Singapore with private-sector investment and development. Located in the fast-growing Tianjin Binhai New Area (TBNA), the 30 sq km Tianjin Eco-City is envisioned to create a harmonious and sustainable community that meets the needs of an urbanising China.

## Top 5 reasons why companies should look at Tianjin Eco-City:

### • Strong Government Support and Commercial Viability

As a G2G project, Tianjin Eco-City receives high level support and attention from Singapore and Chinese governments. Tianjin Eco-City is developed via a commercial-driven approach – to bring in quality partners from

### • Tap Opportunities in China's Next Growth Engine

Tianjin Binhai New Area is one of the fastest growing areas in China and home to more than 100 of the Fortune 500 MNCs. Designated as a pilot reform area by the Chinese government, Tianjin Binhai New Area is well-positioned to serve as a gateway for businesses venturing into Northern China.

### • Ride on China's Clean Tech Wave

China has been encouraging the development and use of clean technologies such as solar and hybrid/electric vehicles in recent years. Eco-City is an excellent platform for companies keen to develop, commercialise and test-bed eco-solutions and products to tap on new opportunities in China in clean technologies. With over 25,000

visitors a year from China and abroad, Eco-City also serves as an excellent platform to showcase businesses' products and solutions.

- **Quality Business Platforms**

Business activities in Eco-City are well-supported by the 30 hectares Eco-Business Park (EBP) and 130 hectares Eco-Industrial Park (EIP) which meet business needs ranging from manufacturing and Research & Development (R&D) to skills and training development.

- **Attractive Incentives.**

To drive industries' growth, Tianjin Eco-City also offers attractive incentives in R&D, manpower, taxes to manufacturers and businesses operating in Eco-City.

### Who should participate?

- Eco & Urban Technology Solution Providers:
  - » Clean Energy – Solar, Wind, Geothermal
  - » Water & Environment
  - » Green & Intelligent Buildings/Homes
  - » Green Transport – Electric Vehicles, Hybrid Electric Vehicles
- Business Process Outsourcing & Animation
- Education & Training
- Business & Professional Services Providers
- Retail and Food & Beverage

### Possible areas of participation:

- Provision of Eco Solutions & Products
- Green Manufacturing Hub

- Design-Build-Own-Operate/ Joint Venture for investment & operations
- R&D and Incubation of tomorrow's eco solutions
- Test-bedding & Development activities

### Eco-Business Park and Eco-Industrial Park

The EBP will occupy 30 hectares in the Tianjin Eco-City's Start-Up Area and see a total investment of RMB 2 billion when completed in five to six years. The EBP will attract global clean technology and green R&D companies as well as high value-added services such as business process outsourcing (BPO) companies which have low carbon footprint.

Similarly, the EIP will see a total investment of RMB 4 billion upon completion. Located northern of the Tianjin Eco-City and occupying 130 hectares, the EIP will attract global clean technology and industries, and form green business clusters such as Clean Energy, Green Building, Green Transport, Clean Water, Waste Management and Environment Management.

The EIP is also located next to major highways linking the Eco-City to Tianjin Port, Tianjin Airport, Tianjin City and Beijing. It will be the first eco-industrial park in China built completely in compliance to Eco-City's green building evaluation standards, a system that draws the best standards from Singapore's

Today the Bohai Rim region already contributes one quarter of China's GDP. With a population of more than 11 million, Tianjin is China's third largest city. It is a major manufacturing hub and has one of China's principal deepwater ports. As part of the Bohai Rim region comprising Beijing, Tianjin, Shandong, Liaoning and Hebei, this thriving northern coastal region has been earmarked as China's next strategic economic development zone. Located in TBNA, Eco-City can serve as your gateway to Tianjin and Northern China.



Green Mark standards and China's Green Star standards.

Both parks will create and support a 24/7 vibrant and self-sustaining business community. They are also expected to be the base for global eco-businesses in the Tianjin Binhai New Area and the Bohai Rim and serve Northern China's growing need for clean technologies and sustainable urban solutions. In total, these two parks will create 25,000 white and blue collar jobs, which will in turn attract new residents and generate economic spin-offs

For more information, please contact Liu Qing Hua, at 6826 3019 or [liuqinghua@smafederation.org.sg](mailto:liuqinghua@smafederation.org.sg).

Connect



# Manufacturing Pioneer Adopts Sense And Simplicity For Growth



**P**hilips Singapore is one of the pioneer investors in Singapore and has remained strongly committed to its manufacturing growth for almost 60 years. CONNECT speaks to Philips Singapore CEO, Mr Wong Lup Wai, for insights into Philips' brand promise of sense and simplicity, and its plans on Productivity and Innovation.

## Q. Can you give us an overview of Philips' investment in Singapore and its growth strategies?

Philips has been in Singapore for 59 years and we are witness to Singapore's economic development over the last five decades. In the 80s, Philips produced consumer appliances such as audio, TV, tuners and domestic appliances in Singapore. In the 90s, Philips moved to high-value manufacturing such as flat-screen LCD TV, semi-conductors and optical storage. In the 2000s, we set up the Philips Innovation Campus in Toa Payoh and our Philips Lumileds high-power LED factory in Yishun.

Over the decades, Philips' activities have changed and grown in tandem with Singapore's economic development, from capital and technology-intensive in the 80s and 90s, to knowledge-intensive in 2000s.

Today, we carry out innovation and development activities for our Consumer Lifestyle sector at the Philips Innovation Campus. The Philips Lumileds factory, which was officially opened in 2007, is the first power LED production facility in Asia, and also the first outside of Silicon Valley. These activities are testaments to the success

of Singapore's changing economic strategy and development, by focusing on attracting innovation, knowledge and R&D activities in the last decade.

When we were deciding on the location for our Philips Lumileds power LED production facility, we were won over by Singapore's ready pool of talents, its world-class infrastructure, and its network and connectivity to Asia and the world. Together with a pro-business government who worked as one body, we were able to set up the facility in record time and produced our first batch of wafers within six months. This is compared to the 12 to 18 months we would have normally taken.

These strengths, coupled with the government's ability to work fast and closely with companies, will continue to be one of Singapore's strengths in attracting advanced manufacturing activities.

## Q. What are some of the productivity programmes adopted by Philips, given that it employs some 3,000 people? How much is being invested in these programmes?

We define productivity as doing more with less and it is also about changing mindsets - to do things right the first time and continuously improve on what we do.

Sometimes, too much emphasis is placed on using technology and I believe there is a need to go back to the basics. We have set the target to increase productivity by more than 5% across the board. In line with Philips' sense & simplicity brand promise, we do this by simplifying processes, reducing wastage, training and continuous improvement in operational excellence.

Progress is tracked by various departments, as well as at the corporate level, and this is evaluated quarterly to ensure we're on track.

## Q. If you were to offer some words of wisdom to an aspiring leader, what would you share with him?

Say what you mean and do what you say. And in all your decisions and action, always ask yourself - is it good for the company and is it good for its people? *Connect*



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# FUEL CELL TECHNOLOGY — DECODED!

## Introduction to Fuel Cell Technology

Temasek Polytechnic decodes the hype on fuel cell technology and their developments for its Clean Energy Centre.

### What is fuel cell?

A fuel cell is a device that generates electrical power and water as a by-product through a chemical reaction between the fuel and oxidant, typically hydrogen and oxygen respectively.

Fuel cell comes in a wide variety; the more common type is the Proton Exchange Membrane Fuel Cell (PEMFC). The PEMFC has found many applications from low power (a few watts) to high power requirements. Research and development (R&D) initiatives are ongoing to produce PEMFC and systems yielding higher performance, efficiency and reliability at lower cost.

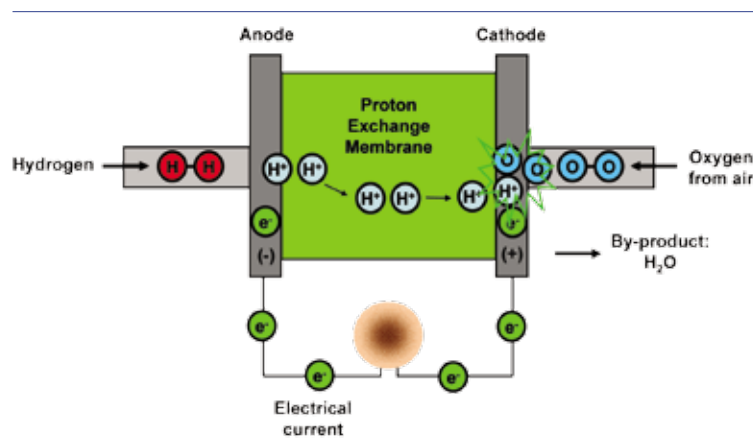
### Benefits

Generally, fuel cell technology has the following benefits:

- High system availability
- Low maintenance cost (approximately 90% lower than diesel generator/battery)
- Longer power backup hour compared to battery
- Smaller footprint for long backup hour
- Lesser maintenance and repair work needed
- Lower lifetime cost
- Cleaner and greener

With numerous benefits, fuel cell technology presents plentiful adoption possibilities for recreational and industrial applications. For instance, fuel cell could serve as a portable power supply, for engines replacement for transporter and as cogeneration power plants.

Recently, the US Department of Energy (DOE) raised its 2010 R&D budget for fuel cell and hydrogen to US\$174



million and has also requested for another US\$137 million in 2011. This is testament to the increased confidence and popularity of fuel cell technology in the world.

### The Singapore Fuel cell and the Clean Energy Test-bedding Community

In Singapore, the government has been positioning itself as an innovation hub for fuel cell technology and applications. As part of Singapore's plan to develop a Clean Energy Industry, the Singapore Fuel Cell Community (FCC), initiated by the Singapore Government and hosted by Temasek Polytechnic, was formed in March 2007.

More than 40 organisations such as the Experimental Power Grid Centre (EPGC) of A\*STAR, ST-Kinetics, TUV-SUD-PSB, The Singapore Business Federation, DHI Singapore, GasHub Technology, Real Time Engineering and Consistel have joined the FCC.

To foster a culture of innovation and enterprise development through partnerships in a community-based system, the members of the community collaborate to support one another across the developmental value chain, from funding support, to R&D, test-bedding, manufacturing, marketing and standards development. The Clean Energy Test-bedding Community was also established in January 2009 to facilitate the adoption and commercialisation of technology and products.

### The Clean Energy Centre

To drive and support technological developments of fuel cell solutions and applications, Temasek Polytechnic invested some S\$18 million in the construction of a Clean Energy Centre. The Centre began operations in 2009 and houses state-of-the-art equipment to support research & development in Clean Energy technologies.





(L - R): A 10kW fuel cell test station, in-house manufacturing of bipolar plates for the fuel cell stack, chemistry lab for research in catalyst and membrane technology, testing of a fuel cell marine engine and sub-system of a 10kW fuel cell power plant.

The Centre develops its own PEMFC stacks from 100W to 5kW power rating. These stacks deliver an output voltage from 36V to 62V, with a high peak power for portability and robustness in various applications. They also have high power density and operate at a low pressure – features that make these stacks highly marketable.

Clean Energy Centre continually seeks partnerships and collaboration with the academia, government and industry partners to research and develop industrial and commercially-viable solutions and technologies.

If you are interested to find out more about fuel cell technology or to explore potential technical and business collaborations, please contact Mr. Kwan Kian Hoong at [khkwan@tp.edu.sg](mailto:khkwan@tp.edu.sg) or Ms Michelle Chua [guathar@tp.edu.sg](mailto:guathar@tp.edu.sg) for more information. [Connect](#)



(L - R): Some of made-in-TP PEMFC stacks, 100-5000W.



(L - R): A PEMFC golf buggy, bicycle, a 3kW outdoor UPS and a 200W power pack

#### References

*Hydrogen Program*, US Department of Energy (accessed on 1 March 2010), <http://www.hydrogen.energy.gov/budget.html>

# SMa Centre for Corporate Learning Programme Calendar Upcoming Programmes

PROGRAMMES	JUNE 2010	PROGRAMMES	JUNE 2010
How To Negotiate With Vendors and Suppliers	21-22	Risk Management Course	29-30
Workshop on Understanding Letter of Credit Best Practices and International Trade	28-29	Effective Uses and Applications of INCOTERMS in International Trade	26
5S Journey	3-4	Global Sourcing and International Purchasing	12-13
Cycle Time Reduction for Higher Productivity	9-10	Import/Export Documentation and Shipping Procedures	5-6
Productivity Improvement Techniques	7-8	7 QCC Tools & QCC	14-15
Strategic Production Planning, Scheduling and Controlling	21-22	Failure Mode and Effect Analysis (FMEA)	1-2
How to Handle Conflict & Confrontation	2	Facilitation Skills Workshop - Tools and Techniques	5-6
Train The Trainer	7-8	Good Manufacturing Practices	1-2
Developing High Performance Teams	14-15	Lean Organization for Optimum Efficiency	14-15
Mastering Managerial Skills	15-16	Operation Planning and Control	12-13
Selling It Right!	2	Poka-Yoke (Mistake-Proofing at the Workplace)	15-16
Tele-Techniques To Increase Leads and Sales	30	Problem Solving and Decision Making using Six Sigma Tools	29-30
Selling Skills for Retailers	25	Process Engineering: Soldering in Electronics	20-21
Customer-Focused Telephone Tactics & Etiquette	16	Kaizen Management for Total Quality Factory	22-23
Frontline Customer Service Skills	17	Implementing Sustainable Manufacturing	19-20
Service Leadership	11	Effective Anger Management	5
Creative Ideas That Work	10	Negotiation Skills Best Practice	19
Self-Motivation for Results	14	Supervisory Management Skills-Leading, Coaching, Managing (Mandarin Workshop)	13
10 Techniques to immediately cut office stress	4	The Art of Delegation	14
The Art of Overcoming Politics	9	Time Management	25
Achieving Success in Overseas Business Ventures	4	Effective Office Administrative Skills	9
Effective Cash Flow Management	24	Fundamentals of Leadership	2
Effective Costing Management Budgeting & Analysis	18	New Ideas for More Sales	12
Financial Management for Non-Finance Personnel	10	Successful Sales Management	7
Speak Good English	15	Customer Service and Retail selling	27
An Introduction to HRM Practises	7-8	Effective Service Recovery	1-2
Coaching Skills for Managers	2-3	Frontline Customer Service Skills	26
Conducting Successful Recruitment Exercises	17-18	Managing Difficult Customers Effectively	28
Managing Total Rewards	17-18	Essentials of Email Writing and Etiquette	16
Performance Appraisal Management	14-15	Presenting with Confidence & Impact	28
APICS CSCP Certified Supply Chain Professional	Please call 68263071 for the schedule	Business Writing Skills	23
APICS CPIM Basics of Supply Chain Management		Creative Problem Solving at Work	5
APICS CPIM Master Planning of Resources		Thinking On Your Feet	12-13
APICS CPIM Detailed Scheduling and Planning		Adapting to Change at Work	23
APICS CPIM Execution and Control of Operations		Conversational Workplace English for Non-English Speaking Employees	12-16
APICS CPIM Strategic Management of Resources		HR for Non-HR Professionals	29-30
APICS Global Sourcing Workshop Series		Strategic Management Planning & Evaluation - The Balanced Scorecard	19
APICS LEAN Enterprise Workshop Series		Understanding Key Performance Indicators (KPI)	26
Forklift (1 day Theory & 2 days Practical)	Please call 68263044 for the schedule	SPUR-Certificate in Generic Manufacturing Skills (Logistics)	Please call 68263041 for the schedule
Forklift (1 day Theory & 4 days Practical)		SPUR-Certificate in Generic Manufacturing Skills (Precision)	
Forklift Refresher Course		SPUR-Certified Operations Specialist (COS)	Please call 68263086 for the schedule
Safety Orientation Course for Workers (Metalworking) - MSOC (Mandarin/English)	Please call 68263056 for the schedule	SPUR-Certified Operations Professional (COP)	Please call 68263044 for the schedule
Basic Industrial Safety & Health Course (BISH)		Basic Industrial Safety & Health Course (BISH)	08,15,22,29

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**Seminars:**

Nina	DID: 6826 3071	nina@smafederation.org.sg
Mun Yin	DID: 6826 3056	munyin@smafederation.org.sg
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# Grow the Inorganic Way

In today's competitive business landscape, companies need to periodically restructure their operations around their core activities to grow and remain relevant. There are two main ways to grow—through the use of internal resources or from mergers & acquisitions (M&A).

M&A is increasingly viewed as strategic decision to drive business growth. It allows companies to move into new markets swiftly, reduce competition and even generate tax gains, if administrated correctly.

This article outlines some general tips business owners could consider if they are thinking of acquiring another business to grow. If you are interested to learn more, do approach an experienced M&A adviser for more details, prior to making a large financial commitment by contacting an M&A firm or M&A department of a law firm. While the latter might prove invaluable when structuring a deal, its services are more costly.

## Getting the right person to come in

M&A is a complex and time-consuming business activity. It is advisable to engage an M&A adviser who has the

necessary experience and a proven track record in the early stages of your plans.

Your adviser can provide valuable guidance in areas such as valuing the business, financing the deal and reviewing legal aspects of the deal. Examine the adviser's skills and expertise carefully before engaging him for the job.

## Deciding if M&A is the way to grow

Any M&A deal must be consistent with the strategic direction of the business.

Before sourcing for potential sellers, you need to do a review of your firm's business activities and structure. You can start off by doing a SWOT (strengths, weaknesses, opportunities and threats) analysis and gap analysis to identify gaps that hinder your growth.

Next, compare the cost of acquisition with the cost of starting up a similar business that fills up the identified gaps.

Your assessment should show if growing your business through M&A will produce a higher return than investing the same amount of money internally or, if not, that other reasons justify the deal.

## Sourcing for Potential Sellers

Gather as much relevant information on your target companies as you can on the markets, companies, products and services your company needs to grow by talking to their customers and suppliers.

From your research, you might realise that they could have a product that fills a gap in your product range, distribution channels that you could use to sell your products, or a huge customer base that could add value to your company.

When you have identified suitable candidates to acquire or merge with, your adviser can approach their owners. Find out if they already have plans to sell and, if so, whether they intend to remain involved in it. It is imperative to consider their motives for selling so as to turn the deal to your advantage. [Connect](#)

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Special thanks to Mr Christopher Brickhill, Managing Director of Global Treasury and Risk Solutions for his advice and support for this article. Mr Brickhill has over 30 years experience in the financial markets, risk and technology, working in regions such as Asia, Europe, and North America.

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# WSQ Programmes in Manufacturing Sales & Marketing

SMA and WDA have jointly developed training assessment leading to **Advanced Certificate** and **Specialist Diploma in Manufacturing Sales and Marketing** in response to the increasing demand for Sales & Marketing personnel in Singapore.



These programmes have been developed with the manufacturing industry in mind. All examples, case studies and activities have been contextualised to provide trainees with practical knowledge and insights into the sale and marketing function.



## NEW SPUR PROGRAMME! \*90% Funding is available

### WSQ Specialist Diploma in Manufacturing Sales & Marketing

Specialist Diploma in Manufacturing Sales and Marketing programme develops existing or potential sales and marketing personnel who would like to improve their knowledge and skills in handling the dynamic sales and marketing environment in the manufacturing industry. Apart from providing participants with specific and practical training in sales and marketing, the course also prepares them in the sales and marketing management process in an increasingly globalised environment.

#### This programme is designed for:

- Existing sales and marketing personnel in manufacturing industries who want to build on their experience.
- Non-business graduates who would like to have a better understanding and appreciation of the sales and marketing aspects of the business environment.
- Individuals who wish to switch from technical to sales and marketing positions in manufacturing industries.

As this is an industry oriented programme, applicants should preferably possess:

- + Diploma or Degree Qualified **and/or**
- + A minimum of 3 years working experience.

#### Programme Fee:

**S\$915.50\*** (inclusive of GST)

*\*Nett fee after SPUR funding for Singaporeans & PRs*

### WSQ Advanced Certificate in Manufacturing Sales & Marketing

Advanced Certificate in Manufacturing Sales and Marketing is designed to provide participants with foundational supervisory skills and the essential skills and knowledge in manufacturing sales and marketing to achieve success in today's competitive business environment.

#### This programme is designed for:

- Individuals who are working in sales and marketing roles to have a better understanding of manufacturing operations.
- Individuals who are currently in technical roles and would like to have a better understanding and appreciation of the sales and marketing aspects of the business environment.
- Individuals who wish to switch from technical to sales and marketing positions.

As this is an industry oriented programme, applicants should preferably possess:

- + GCE 'O' level/GCE 'A' level and
- + A minimum of 2 years working experience

#### Programme Fee:

**S\$842.60\*** (inclusive of GST)

*\*Nett fee after SPUR funding for Singaporeans & PRs*

# Beauty Up!



The 14th International Cosmetics, Skincare, Fragrance and Hair Products, Equipment & Packaging Technology Exhibition



**1** – 3 March 2010 – Sma led a record of 53 local companies to form the largest Singapore Pavilion at BeautyAsia 2010 at Suntec City Convention and Exhibition Centre. Hailed as the region's most established annual beauty and wellness trade exhibition, the business-to-business (B2B) trade event attracted more than 5700 visitors and 40 per cent more international exhibitors from across the region.

The Singapore Pavilion housed manufacturers, suppliers and professionals in the growing beauty, spa, natural, health, hair and lifestyle industries; showcasing their latest products and services offerings.

Exhibitors CONNECT spoke to said the B2B trade show has helped strengthen their brand awareness and market penetration across the region. They were pleased with the turnout and have received positive

feedbacks from visitors and strong business leads.

Show organiser, Ms Gillian Loh, said responses from exhibitors and visitors were overwhelming. They have already received booth space bookings from returning exhibitors and trade visitors for BeautyAsia 2011.

For more information, please contact Ms Cecilia Tham, at 6826 3030 or [ceciliatham@smafederation.org.sg](mailto:ceciliatham@smafederation.org.sg).

Connect

# GSMA Mobile World Congress 2010



**15** – 18 February 2010 – A total of 9 Singapore companies made their way through GSMA Mobile World Congress held in Barcelona, Spain. Under the Singapore Pavilion led by Sma and supported by International Enterprise (IE) Singapore and Infocomm Development Authority (IDA), Singapore companies showcased their products and services with the other leading brands and manufacturers at this highly anticipated trade exhibition representing interests of the worldwide mobile communications industry.

Singapore exhibitors were delighted with the good quality turnout, and excited at the exposure and opportunities garnered. The business matching programme and networking events held during the exhibition created awareness among the telecommunication companies and presented more business opportunities for the Singapore companies.

An interesting global study published by GSMA and Cherie Blair Foundation for Women - 'Women and Mobile: A Global Opportunity' was released at the exhibition. The report revealed the

extent of gender gap in mobile usage in many low and middle-income countries. Women in these countries are 21% less likely to own a mobile phone. Specific figures included 23% in Africa, 24% in Middle East and 37% in South Asia. Closing this gender gap would translate into market opportunities and outreach to an additional 300 million women. The report also highlighted barriers facing women's adoption of mobile technologies.

For more information, please contact Ms Vivien Yen, at 6826 3032 or [vivienyen@smafederation.org.sg](mailto:vivienyen@smafederation.org.sg). Connect





# Raising Standards for Pest Control in Food Manufacturing Industry

With evolving appetites and demands of consumers, today's consumers are becoming more conscious about food choices and hygiene. This translates into the need for higher standards in the food manufacturing industry. One area where improvement can be advanced, is pest management.

To meet the ever increasing standards of food safety, vector control is a key concern for food manufacturers.

Pest management company, ORIGIN Exterminators, developed various processes to achieve the goal of consistent pest monitoring and control. At a recent seminar organised with SMA, ORIGIN presented and exhibited specialised equipment for pest control system.

One key recommendation is the use of Insect Light Traps (ILTs), coupled with bio-audit reports. The ILTs deployed by ORIGIN utilise a glueboard attached with shatterproof Ultra Violet (UV) lights. The glue boards allow insects to be captured intact, thus facilitating identification and pest count. This allows effective monitoring of the type and population of pest within an area, and efficient elimination. The shatterproof light tubes ensure that food will not be contaminated in the event of an accident.

ORIGIN promotes source reduction. Thorough inspections are carried out to locate and destroy any indoor breeding or suitable harbourage areas for pests. Improvements on housekeeping practices are also recommended.

For more information, please contact ORIGIN, at 6280 5666 or [enquiries@origin.com.sg](mailto:enquiries@origin.com.sg) [Connect](#)

# Productivity Is Everybody's Business

**24** February 2010 - SMA, Singapore Workforce Development Agency (WDA) and International Enterprise (IE) Singapore, jointly launched a host of new courses to promote continuing education and training (CET) in February 2010. The launch was attended by companies, various government agencies and media.

WDA and SMA are jointly facilitating the WSQ Specialist Diploma in Manufacturing Sales and Marketing. The course, which aims to equip trainees with cross-disciplinary skills, is targeted at Professionals, Managers, Executives and Technicians (PMETs).

Guest of Honour, Minister of State for Trade & Industry and Manpower, Mr Lee Yi Shyan, said that the course goes towards developing a "T-shaped" workforce. SMA's President, Mr Renny Yeo, echoed this point, saying sales engineers will be equipped with both technical and global marketing knowledge. These employees can then better propel the company's growth with insights in areas such as product development, export strategies and increasing brand awareness.

WDA is also collaborating with CAD-IT Consultants on two new WSQ Graduate Diploma courses in Product Lifecycle Management and Engineering Simulation.

For more information on the training programmes, please contact Mr Chris Low at 6826 3049 or [chrislow@smafederation.org.sg](mailto:chrislow@smafederation.org.sg). [Connect](#)



## Signing of MOU Between SMa, TP & SEC

**Date:**

7 January 2010

**Venue:**

Temasek Polytechnic



(L-R) SMa Vice-President, Mr George Huang; SEC Chairman Ms Isabella Loh; TP Principal CEO, Mr Boo Kheng Hua; SMa President, Mr Renny Yeo; SEC Vice-Chairman, Prof Leo Tan; TP Director of Temasek Engineering School, Ms Lay-Tan Siok Lie.



A student (extreme left) explains his project to (L-R) SEC Executive Director, Mr Howard Shaw; SEC Chairman, Ms Isabella Loh and SMa President, Mr Renny Yeo.

## Seminar on Monitoring and Surveillance programs for effective HACCP Compliance

**Date:**

22 January 2010

**Venue:**

SMa@SPRING Singapore Building



The event was sponsored by ORIGIN Exterminators Pte Ltd



Participants were involved in a workshop on designing a suitable pest management program and preparation for audit compliance in pest management



Ms Deanne Ong from ORIGIN Exterminators Pte Ltd presents prize to winner of the lucky draw

## Seminar on Achieving Environmental Excellence in Manufacturing for SMEs

**Date:**

28 January 2010

**Venue:**

SMa@SPRING Singapore Building



SEC Executive Director, Mr Howard Shaw, explains *Singapore Environmental Achievement Awards* to a participant at the event.



Participants learnt more about the *Sustainable Manufacturing Label* which recognises companies in Singapore with high standards of sustainable manufacturing practices



(L-R) SMa Vice President and Chairman of China Business Committee, Mr Poh Choon Ann; SMa Deputy President and Chairman of SME Development Committee, Dr Moh Chong Tau; EDB Managing Director, Dr Beh Swan Gin; SMa President, Mr Renny Yeo; EDB Executive Director for Biomedical Sciences, Mr Yeoh Keat Chuan; SMa Vice President and Chairman of Europe, Russia and Central Asia Business Committee, Mr Hans-Dieter Bott.



(L-R) SMa Vice President and Chairman of Europe, Russia and Central Asia Business Committee, Mr Hans-Dieter Bott; EDB Managing Director, Dr Beh Swan Gin; SMa President, Mr Renny Yeo; SMa Deputy President and Chairman of SME Development Committee, Dr Moh Chong Tau.

## Dialogue with EDB Senior Officials

**Date:**  
22 February 2010

**Venue:**  
The Pines Club



President of China International Cooperation Centre, Mr Ke Zhihua (second from right) from the Chinese People's Association for Friendship with Foreign Countries, visited SMa CBC Chairman, Mr Poh Choon Ann; and CBC Vice Chairman, Mr Simon Li.



Ms Guo Wei, the new Director of Singapore Hangzhou Centre visited SMa.

## China Business Committee

**Date:**  
1 March 2010

**Venue:**  
SMa@SPRING Singapore Building

**Date:**  
4 March 2010

**Venue:**  
SMa@SPRING Singapore Building



Participants of the forum, learnt more about how recommended changes from Budget 2010 can impact their business



Guest speaker Ms Anna Low, Executive Director (Tax), KPMG, answering queries at the Q&A session

## Post Budget Seminar

**Date:**  
3 March 2010

**Venue:**  
SMa@SPRING Singapore Building



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