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Ming Say Holdings –
An All-Weather Friend

Inaugural SMA Event on National Security Drew Accolade from Deputy Prime Minister

By Myca Tan



↑ Dialogue with Prof S. Jayakumar (2nd from left), Mr Lim Hng Kiang (2nd from right) and Assoc Prof Ho Peng Kee (far right). SMA's Acting President, Mr Edwin Khew (far left) moderated the session

The inaugural Singapore's National Security Presentation-cum-Dialogue Session for the manufacturing community was organized and staged by the Singapore Manufacturers' Federation with support from the National Security Coordination Secretariat (NSCS) on 17 January 2006 at the Raffles City Convention Centre.

The event's theme on "Forging a Strong Government-Business Partnership" saw an overwhelming attendance in excess of 800 from the private and public sectors. Besides presenting prominent industry practitioners as speakers, the event also featured three senior ministers, namely the Deputy Prime Minister and Coordinating Minister for National Security

Prof S. Jayakumar; the Minister of Trade and Industry Mr Lim Hng Kiang and the Senior Minister of State for Law and Home Affairs Assoc Prof Ho Peng Kee, as the panel members for an hour-long closed-door dialogue session.

Speeches by Senior Assistant Commissioner Aubeck Kam, Director of Operations in the Singapore Police Force, Mr Teng Chong Seng, Environment, Health and Safety Director at Pfizer Asia Pacific Pte Ltd and Mr Hans-Dieter Bott, Managing Director at Siemens Pte Ltd provided the audience with invaluable insights on (i) Security Measures in Singapore, (ii) Protective and Preventive Security Measures and (iii) Business Continuity and Disaster Recovery Measures respectively.

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PRINTED BY

Entraco Printing Pte Ltd

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Singapore Manufacturers' Federation

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Singapore 609077

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SMa Connect is a bi-monthly newsletter by the Singapore Manufacturers' Federation.

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...continue from cover

Security concerns covering evacuation exercise in a commercial setting, government assistance in enabling SMEs to fortify their protective and preventive measures and easing the Causeway jam without compromising on security were addressed by the ministers.

In his concluding remarks, the Deputy Prime Minister and Coordinating Minister for National Security Prof S. Jayakumar drew special attention to the intangible damages of terrorism, alluded to by the SMa Acting President in the latter's welcome address, to encourage the audience to cultivate an alert mindset and resilient psyche to combat terrorism.

In the light of the positive and encouraging feedback from the participants and praise from the DPM, the NSCS has indicated its intention to collaborate with SMa in similar events in the future. So, if you have missed this opportunity, do make sure you hop onboard with us for future events!



↑ Senior Assistant Commissioner Aubeck Kam of Singapore Police Force making his presentation on Security Measures in Singapore



↑ Mr Edwin Khew, Acting President of SMa giving the welcome address



↑ Prof S. Jayakumar mingling with guests during the networking session



↑ The event saw an overwhelming attendance of more than 800 members and guests



↑ The two industry speakers, Mr Teng Chong Seng of Pfizer Asia Pacific Pte Ltd (left) and Mr Hans-Dieter Bott of Siemens Pte Ltd during the morning tea reception

Made-in-Singapore《出奇制胜》 Variety Show



↑ The variety show's participants posing with officials from EDB, WDA and SMA

Making its debut on 19 January 2006, <<出奇制胜, Made-in-Singapore>> is MediaCorp Channel 8's new variety programme, which is aired every Thursday at prime time, 8.30pm, for eight consecutive weeks. The programme is hosted by Michelle Chong, one of the Top Ten most popular female artistes in MediaCorp and she is joined by two new guest celebrities every week who will each head a team of three participants.

出奇制胜, Made-in-Singapore is a joint collaboration between the Economic Development Board (EDB), the Singapore Manufacturers' Federation (SMA) and the Singapore Workforce Development Agency (WDA). This programme is part of EDB's Manufacturing 2018 vision to double the manufacturing output to S\$300 billion by the year 2018 and to create an estimated 15,000 jobs yearly in the manufacturing industries over the same period.

This variety programme aims to inject a brand new image of the Singapore's manufacturing sector especially to the youths and to promote the vibrancy of the sector. In addition, it aims to raise the awareness of the interesting jobs within the different manufacturing industries through interactive and innovative games played within the sponsoring companies' premise.

Each episode will focus on one major manufacturing industry and two companies that have co-sponsored the episode with the presenting organisations.



← Michelle Chong giving a lively explanation on what the variety show was all about



Week 1:

Electronics: Chartered Semiconductor Manufacturing Ltd & Systems on Silicon Manufacturing Co. Pte Ltd (SSMC)

Week 2:

Aerospace: Goodrich Aerostructures Service Center-Asia & Singapore Aero Engine Services Pte Ltd (SAESL)

Week 3:

Chemicals: ExxonMobil Asia Pacific Pte Ltd & Petrochemical Corporation of Singapore

Week 4:

Marine: Association of Singapore Marine Industries, Keppel Offshore and Marine & Sembcorp Marine Limited

Week 5:

Biomedical Sciences: BD Medical & Forefront Medical Technology (Pte) Ltd

Week 6:

Electronics: Sanmina-SCI Systems Singapore Pte Ltd & Wincor Nixdorf

Week 7:

Precision Engineering: Leica Instruments (Singapore) Pte Ltd

Week 8:

Food: Nestle Singapore (Pte) Ltd



↑ A huge turnout of journalists at the <<出奇制胜 Made-in-Singapore>> media conference on 16 January 2006

Launch of SMa Calendar 2006-cum-Networking Session

By Lyn Soon



↑ Dr Roger Low, Secretary-General of SMa (left), posing with Mr David Ong of CSR South East Asia Pte Ltd at the Ode To Art gallery

The launch of SMa Calendar 2006-cum-Networking Session, jointly organised by the Singapore Manufacturers' Federation (SMa) and Ode To Art on 15 December 2005, attracted more than 150 members and guests.

Tapping into the artistic flair of Ode To Art, the SMa Calendar 2006 featured some of the local artists' pieces from the gallery. These art pieces include the illustrations and meanings of the SMa logo and its 11 Industry Groups.

The original art pieces featured in the calendar were also put up for priority sales to SMa members and guests. Part of the proceeds (30%) from the sale of the 12 art pieces were donated to the Chen Su Lan Methodist Children's Home and the Bright Hill Evergreen Home.

To make the launch of the SMa Calendar 2006 more meaningful, SMa also put up 200 pieces of the calendar for sale as part of the charity drive. The calendars were sold at S\$20 a piece and at S\$50 for three pieces. All proceeds were also donated to the two homes.

As a token of appreciation to all SMa members, business associates and friends for their support to SMa, a complimentary copy of the SMa Calendar 2006 was given to them.

Corporate sponsors interested in hosting the SMa Networking Session may contact Ms Lyn Soon at 6826 3037 or email lynsoon@smafederation.org.sg for further information.

Presentation on Trade Credit Insurance (TCI) Programme

By Dennis Toh

The Singapore Manufacturers' Federation (SMa) and IE Singapore jointly organised a presentation on Trade Credit Insurance (TCI) Programme on 12 January 2006, where speakers from Marsh Singapore Pte Ltd and Development Bank of Singapore (DBS) shared on the mechanics and benefits of the TCI Programme.

About TCI Programme

The TCI Programme, developed by IE Singapore, offers trade credit insurance at premium rates available only to companies which transact significant trade volumes. Trade credit insurance protects against the non-payment by buyers. The insurer will assume payment when the buyers default on payment after the stipulated due date and grace period, subject to the validity of the claim.

For more information on the programme, SMa members can contact Ms Wendy Chong of IE Singapore at 6433 4801.

Corrigendum

In Jan/Feb 2006's SMa Connect, Networking section (Page 8), "Wine & Cheese Networking" article, we indicated "Special prizes were also given for members who were interested in purchasing the car." It should be **"Special prices were also given for members who were interested in purchasing the car."** We are sorry for the error.

Seminar on Formation of Contract – What you will need to know when drafting a contract

By Cindy Quah

To educate and inform companies on the pitfalls of contractual arrangements, a seminar on the “Formation of Contract” was held on 5 January 2006 at Sma’s EDC Auditorium. This was part of a series, covering topics relating to the “Security of Payment Act”, organised by the Sma Building Products & Construction Materials (BPCM) and Sma Fire Protection, Safety & Security (FPSS) Industry Groups, with support from the Institution of Engineers, Singapore. The seminar was especially designed for companies which are negotiating or administering contracts, and wish to have a firmer grounding in contract law.

The 150-strong audience was thrilled by an enlightening presentation by Mr Edwin Lee, partner at Rajah & Tann. In his more than 12 years of practice and involvement in court cases and at arbitration, Mr Lim has advised statutory boards, developers, contractors, and consultants on numerous aspects of building contract law. At the seminar, Mr Lee elaborated on topics such as recognising the different contract documents, awareness of contract terms, how to carry out proper contract administration and the principles of interpreting a contract.

The participants enthused that they had benefited greatly from the seminar, especially in gaining a clearer understanding of contract formation and contract law.

To find out more about activities on the Security of Payment or Drafting of Contract, please contact the Sma Secretariat, Ms Cindy Quah at cindyquah@smafederation.org.sg.



↑ Mr Edwin Lee, a partner in Rajah & Tann



↑ The auditorium packed with 150 participants

Seminar and Workshop on Arbitration and Dispute Resolution in China

By Lawrence Chan



↑ Mr Peter Chow sharing with the participants on how to survive the arbitration system in China

China is undoubtedly the largest factory in the world today, producing billions of dollars’ worth of merchandise each year. Invariably, along with the foreign investments into China comes the potential of legal disputes with the Chinese partners. If handled inappropriately, a dispute can quickly turn a cordial profit venture into an investor’s worst nightmare.

To equip its members with a better understanding of the Chinese arbitration system and dispute resolution in China, a seminar and workshop on “Arbitration and Dispute Resolution in China” was organised by the Singapore Manufacturers’ Federation (Sma) on 17 November 2005. The seminar started off with Professor Ge Huangbin from Singapore International Arbitration Centre (SIAC) giving the 50 participants an overview of the arbitration system in China. Mr Ang Yong Tong from the Singapore Institute of Arbitrators (SI Arb) followed up with a presentation on the new arbitration rules of the China International Economic and Trade Arbitration Commission (CIETAC).

The workshop “Playing Chinese Chess the Chinese Way”, conducted by Mr Peter Chow of Mallesons Stephen Jaques, Hong Kong, concluded the event. It served as a practical guide to surviving arbitration in China.

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Breakfast 2 (Feb 23): Manufacturing & Distribution in :

- 1) Chemical Industry Group
- 2) Life Sciences Industry Group
- 3) Medical Technology Industry Group

Breakfast 3 (Mar 16): Manufacturing & Distribution in :

- 1) Automation Technology Industry Group
- 2) Electrical, Electronic & Allied Industries Industry Group

Breakfast 4 (Apr 20): Manufacturing & Distribution in :

- 1) Food & Beverages Industry Group
- 2) Lifestyle Industry Group

To register or to obtain more details, please contact
Ms Lyn Soon at Tel : 68263037 or email to
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Singapore hosts GS1 Asia Pacific Regional Forum 2005

By Rosyati Mohd Said



↑ Mr Edwin Khew, Chairman of GS1 Singapore and EPCglobal Singapore delivering his welcome address at the GS1 Asia Pacific Regional Forum 2005

GS1 Singapore is very honoured to be chosen and to be able to successfully host the GS1 Asia Pacific Regional Forum 2005 in Singapore after a very short notice of seven weeks. This was a decision by GS1 Head Office to move the venue from Bali to Singapore after the tragic bomb attack in Bali recently.

The meeting, held from 22 – 24 November 2005 at the Shangri-La's Rasa Sentosa Resort Hotel, was attended by 43 delegates from 16 GS1 Asia Pacific Member

Organizations (MOs) from Asean countries, Australia, Belgium, China, Hong Kong, Japan, Korea, Taiwan and USA.

Mr Edwin Khew, Chairman of GS1 Singapore and Acting President of the Singapore Manufacturers' Federation (SMa) delivered the welcome address in which he highlighted the name change of this annual regional event to GS1 Asia Pacific Regional Forum. He also complimented GS1 Singapore's contribution to the global standard development and implementation in Singapore and the region.

Mr Khew further commented that the award given to Mr Tan Jin Soon, Executive Director of GS1 Singapore by SPRING Singapore was in recognition of his outstanding contributions to the Singapore Standardisation programmes. Mr Miguel A. Lopera, CEO of GS1, next delivered the opening address.

During the two-day meeting, Mr Tan Jin Soon made the following presentations:

- EPCglobal Cook Book / Pilot & Implementation, EPCglobal Asia Adoption Program & EPCglobal Pilot in Singapore

- Implementation of EAN.UCC XML Standard with product catalogue for Item Synchronization & GEPIR for Party Synchronization
- The Priority & Strategic Work Plan For GS1 Asia Pacific Region 2006
- Promote EPCglobal for Transportation & Logistics

Among many important issues discussed during the meeting was the balloting process to nominate a member from the Asia Pacific region to sit in the GS1 Management Board.

On the last day of the forum, field visits were arranged for the delegates to visit NOL Radio Frequency Identification (RFID) Performance Test Lab, PSA Container Port, the new RFID-enabled National Library and Asia Pacific Breweries.



↑ The GS1 Asia Pacific Regional Forum 2005 in progress



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- Street Elbows
- Tees (Straight & Reducing)
- Crosses
- Unions
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- Bosses
- Plugs (Hexagonal, Square & Round)
- Hex Nipples (Straight & Reducing)
- Hex Bushings
- Reducing Inserts

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- Socketweld
- Slipons
- Blinds
- Reducing
- Orifice
- Long Weldnecks
- Fig.8 (Spectacle Blind)
- Spades
- Spacers
- DIN Flanges
- JIS Flanges

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- Latrolets
- Flanges Outlets (Nipoflanged, Weldoflanged)
- Pipe Nipples
- Sweepolets
- Custom Forgings
- Target Tees
- Swadges (Concentric & Eccentric)
- JIS Flanges

Sizes from 1/8" to 24"

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Seraya Energy Reaches Out To SMa Members

By Lyn Soon 



Being the recommended electricity retailer for members of the Singapore Manufacturers' Federation (SMa), Seraya Energy invited SMa members to a seminar to

learn more about the energy market on 16 November 2005. Over 40 participants attended the seminar, which was held at the EDC Auditorium at The Enterprise.

The "Power Updates" seminar gave participants an overview of the operations of the National Electricity Market of Singapore. Guest speaker, Mr Allan Dawson, CEO of Energy Market Company (EMC) spoke on the trend of the electricity prices over the past months and the role of the EMC in Singapore.

Seraya Energy's Portfolio Manager, Mr Sim Meng Khuan shared his knowledge about Seraya Energy's risk management strategies for electricity retail contracts, while the Key Account Manager, Mr Ng Soo Yong, presented the factors companies ought to consider when choosing electricity service plans. During

the seminar, Seraya Energy also unveiled a special "Christmas Promotion" package for SMa members, offering up to \$500* rebate (subject to certain terms/conditions) on the 1st month's bill upon sign-up.

An engaging Q&A session ensued after the presentation, where the presenters and participants exchanged ideas. "It was refreshing to get varied opinions from the industry experts and customers", a participant commented delightedly.

At the end of the session, a quiz was conducted which saw seven SMa members walking away with attractive prizes.

To find out how you can co-organise seminars with SMa, please contact Ms Lyn Soon at 6826 3037 or email to lynsoon@smafederation.org.sg.



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ChemAsia, InstrumentAsia, AnaLabAsia 2005 (CIA 2005)

By Pauly Tan



↑ **SMA Acting President, Mr Edwin Khew (Left) and SMA Industry Development Director, Mr Jeffrey Liew (second from right) with Guest-of-Honour, Dr Yacob Ibrahim, Minister for the Environment and Water Resources at the Singapore Pavilion**

In its 14th year of running, the ChemAsia, InstrumentAsia, AnaLabAsia 2005 (CIA 2005) was held at Suntec Singapore International Convention & Exhibition Centre from 29 November to 2 December 2005. The exhibition was held concurrently with EnvironmexAsia 2005 & Watermex Asia 2005.



↑ **Ms Josephine Choy of Goldbell Weigh-System Pte Ltd explaining her company's products to potential customer**

CIA 2005 was proud to have Dr Yacob Ibrahim, Minister of the Environment and Water Resources graced the event. The exhibition offered a wide range of products and services that fulfill all the sourcing needs for players in the process engineering, instrumentation, control equipment, laboratory and analytical technology equipment sectors.

The Singapore Manufacturers' Federation (SMA), with the support of IE Singapore, led 46 companies under the Singapore Pavilion. They occupied a total of 771 sqm in the exhibition. The exhibitors were:

CIA2005

- | | |
|---|---|
| 1. Achema Pte Ltd | 24. Millipore Singapore Pte Ltd |
| 2. Ansac Technology (S) Pte Ltd | 25. New Fine Co Pte Ltd |
| 3. APP Systems Services Pte Ltd | 26. Phoenix Contact (SEA) Pte Ltd |
| 4. Ascendas Services Pte Ltd | 27. PNR Engineering Pte Ltd |
| 5. Beaver Contromatic | 28. Practical Mediscience Pte Ltd |
| 6. Consys Ent. Pte Ltd | 29. QSS Safety Products (S) Pte Ltd |
| 7. De Dietrich Singapore Pte Ltd | 30. Schlegel Elektrotechnik Co (FE) Pte Ltd |
| 8. DNR Process Solutions Pte Ltd | 31. Scientific and Industrial Instrumentation Pte Ltd |
| 9. Factronics Systems Engineering Pte Ltd | 32. Scientific Procurement Services |
| 10. Fisher Scientific Pte Ltd | 33. SciMed (Asia) Pte Ltd |
| 11. Fortuna Scientific Pte Ltd | 34. Sefar Singapore Pte Ltd |
| 12. Futron Electronics Pte Ltd | 35. Singapore Test Services Pte Ltd |
| 13. Goldbell Weigh-System Pte Ltd | 36. Sino Chemical Co Pte Ltd |
| 14. INOV Solutions Pte Ltd | 37. SLS Bearing (S) Pte Ltd |
| 15. Instron Singapore Pte Ltd | 38. Taiko Network Communications Pte Ltd |
| 16. Intermass Fischer-Asia Pte Ltd | 39. Techcomp Singapore Pte Ltd |
| 17. Keithley Instruments, International Corporation | 40. Yamari Singapore Pte Ltd |
| 18. Kewaunee Labway Asia Pte Ltd | 41. TNS Asia Pacific Pte Ltd |
| 19. Lee Hung Scientific Pte Ltd | 42. Trittech Scientific Pte Ltd |
| 20. Linair Bio-Science | 43. Trans Instruments (S) Pte Ltd |
| 21. Linkmet Controls Pte Ltd | 44. Wago Electronic Pte Ltd |
| 22. Masstron Pte Ltd | 45. West Asia Trading & Engineering Pte Ltd |
| 23. Messer Cutting & Welding (Sin) Pte Ltd | 46. Whatman Asia Pacific Pte Ltd |

Besides the Singapore Pavilion, other international market leaders and group pavilions include those from United Kingdom (UK), Korea, Germany, Taiwan, China, Malaysia, etc. CIA 2005 attracted more than 6,000 visitors and it will be back again in 2007.

SMA One Day Business Visit to Bintan Industrial Estate

The Singapore Manufacturers' Federation (SMA) led a group of businessmen to Bintan Industrial Estate (BIE) on 19 January 2006. This visit was organised jointly with SembCorp Parks Management and was targeted at manufacturers who would like to explore new grounds for their manufacturing base.

Bintan Island, situated in the Riau Archipelago Province of Indonesia has a land area of 1,030 km² and a population of 300,000. Its southwesterly proximity of 50km from Singapore necessitates a short journey of just 75 minutes by ferry from the Tanah Merah Ferry Terminal!

BIE, with up to 4,000 hectares of industrial land, is a duty-free bonded zone (no duties on imports of raw materials and equipment and export of finished products). Its container

vessel terminal operates 2 services a day to allow waterfront access to international trans-shipment in Singapore. Privacy on the island and low land and labour costs are plus points that have so far attracted several international electronics and precision engineering manufacturers to set up their plants in BIE.

The trip included visits to factory units, medical care centre and dormitories for workers and expatriates. In addition, a tenant visit with Sumiko Leadframe Bintan (SLB) was also arranged for SLB to share their experience of operating from Bintan with the participants.

For more information on the visit or investment opportunities in BIE, please email Ms Ashlynn Loo at ashlynnloo@smafederation.org.sg.



↑ **Viewing the Masterplan Model of BIE**



↑ **Visit to Sumiko Leadframe Bintan**

Food & Hotel Vietnam 2005

By Wilson Tan

The Singapore Manufacturers' Federation (SMA) led the Singapore's delegation for the second time to the Food & Hotel Vietnam 2005 (FHV 2005), which was held from 1-3 December 2005 at Ho Chi Minh International Exhibition & Convention Centre (HIECC) in Ho Chi Minh City, Vietnam.

The exhibition featured a total of 263 exhibitors from 26 countries, whereby more than 82% of the exhibitors were from overseas. This underscored the international repute of the show and the eagerness of the exhibitors to penetrate the vibrant Vietnamese market. There were nine country/regional groups (inclusive of the Singapore Pavilion) at the show.

The "flavours" of Singapore were showcased by nine exhibitors, namely,

Australian Fruit Juice (S) Pte Ltd, Chinatown Food Corporation Pte Ltd, Clempert Singapore Pte Ltd, Crocs Asia Pte Ltd, Del Monte Asia Pte Ltd, Hock Seng Food Pte Ltd, Pokka Corporation (S) Ltd, Sime Darby Edible Products Limited, and Twin Food International Pte Ltd.

Strong economic growth fuelled consumer demand and heightened businesses' interest in the Vietnamese market. The trade show attracted thousands of visitors, a good number of which were particularly drawn to the wares and food samples displayed in the Singapore Pavilion.

SMA will coordinate the Singapore Pavilion at the next show, the Food & Hotel Asia 2006, which is part of the Food & Hotel series. It will be held in Singapore

from 25-28 April 2006. The Food & Hotel Vietnam 2006 will be held from 27-29 September 2006.

Food & Hotel Vietnam 2005 was organised by the Singapore Exhibition Services Pte Ltd.



↑ Brisk business at the Singapore Pavilion!

ProPak Indonesia 2005

By Cecilia Tham



ProPak Indonesia 2005 was Indonesia's most established international exhibition for the packaging, process and printing industries. This 18th international series of exhibition for the Processing & Packaging Industries also incorporated "FoodProPak Indonesia" and "PharmaProPak Indonesia".

Held from 7 - 10 December 2005 at the Expo Kemayoran in Jakarta, ProPak Indonesia 2005 was officially launched by the Indonesia Minister of Industry, Dr Ir. Andung A. Nitimihardja on 7 December 2005. The show organiser, International Expo Management Pte Ltd organised a networking session for all exhibitors on the same night for all exhibitors to network and collaborate in future ventures.

The Singapore Manufacturers' Federation (SMA), with support from IE Singapore, led seven Singapore companies in the packaging &

packaging-related businesses to exhibit their products and services under the Singapore Pavilion. The seven Singapore companies are APV ASIA PTE LTD; GOLDBELL WEIGH-SYSTEM PTE LTD; HKK INDUSTRIAL SERVICES; PACKAGERS PTE LTD; SYMPAK ASIA PACIFIC PTE LTD; TS INDUSTRIAL SERVICES PTE LTD and CGS PTE LTD.

The Singapore Pavilion exhibitors displayed a wide range of plastics & packaging products and packaging machinery during the 4-day exhibition, where it attracted approximately 21,000 trade visitors from ASEAN and Asia. Singapore exhibitors were delighted at the big turnout of trade visitors which led to many potential deals being identified. At least two Singapore companies found new agents for their products in Indonesia and expressed confidence that sales would increase in the coming months based on the numerous enquiries received at the exhibition.

ProPak Indonesia 2005 was supported by The Indonesian Packaging Federation, The Indonesian Food & Beverage Association, The Indonesian Woven Polyolefin Manufacturer Association and the Indonesian Cold Chain Association. For more information, please contact Ms Cecilia Tham at 6826 3030 or e-mail to ceciliatham@smafederation.org.sg

ProPak Vietnam 2005

By Dennis Toh

The Singapore Manufacturers' Federation (SMA) set up a Singapore Pavilion at ProPak Vietnam 2005, which was held from 1 - 3 December 2005 at Ho Chi Minh City, Vietnam.


ProPak Vietnam is the country's leading show for the processing, filling and packaging industries. The 10 participating companies from Singapore occupied a total area of 117sqm, making the Singapore Pavilion one of the biggest national pavilions at the exhibition.

The exhibition in Vietnam was an excellent platform for Singapore companies in the food processing and packaging industry to congregate in a professionally organised event. Vietnam is seen as a fast emerging market with excellent prospects for international suppliers. Its economy is growing consistently at an annual rate exceeding 7%.

The next ProPak Vietnam exhibition will be held from 7 - 10 March 2007, HIECC, Ho Chi Minh City, Vietnam.



Energy Conservation in Existing Manufacturing Industries

By Lyn Soon 

- A practical approach to reducing your energy costs

The usage of energy for the manufacturing industries can be very intensive and this in turn means high energy costs. It is not uncommon for energy costs to range between 3 to 5% of a company's annual sales. Since energy cost savings go directly to the bottom line, even a modest reduction in energy costs can significantly increase the profitability of a plant.

Although companies are aware of energy conservation, they often lack the knowledge of a systematic process to achieve energy cost savings. To help companies better understand how to plan and execute an energy management plan, the Singapore Manufacturers' Federation (SMa) organised a seminar on "Energy Conservation in Existing Manufacturing Industries" on 28



November 2005, which attracted more than 60 participants.

The seminar provided participants with an insight into how a company can systematically plan, develop and implement an energy management plan. Besides focusing on the process of achieving energy cost savings, specific examples of energy conservation measures for the various industries were also highlighted during the seminar.

To find out how you can co-organise seminars with SMa, please contact Ms Lyn Soon at 6826 3037 or email to lynsoon@smafederation.org.sg.

A Customer-Oriented Approach in Developing a Quality Management System

By Wilson Tan 



 **Dr Phil Miller sharing the importance of customer orientation in Quality Management**

The past 100 years have seen dramatic changes in how customers view quality, which also accorded significant implications to the manufacturing methods used to produce quality goods and services. The next 100 years will see even more exciting changes – changes that will make it increasingly difficult for a non-customer focused company to stay in business.

Abiding by its philosophy of rendering continual education for its members, the Singapore Manufacturers' Federation (SMa) Metal, Machinery and Engineering (MME) Industry Group committee invited Dr Phil Miller of Essential Quality Systems, Inc. Bloomington Minnesota, USA, who is also an Honorary Fellow of the Plastics and Rubber Institute of Singapore to present the International Automotive Industry Quality Requirements to SMa members on 5 December 2005.

The ISO/TS-16949 Standard promotes the adoption of a customer-oriented process approach when developing, implementing and improving the effectiveness and efficiency of a Quality Management System.

For an organisation to function effectively and efficiently, it has to identify and manage numerous linked activities. An activity using resources as inputs and transforming these to outputs, is considered a process. The application of a system of processes within an organisation, together with the identification, interaction, and management of these processes can thus be referred to as the "Process Approach."

Dr Miller is a well-known academician who has worked closely with Dr W. Edwards Deming, who was known as the father of the Japanese post-war industrial revival and regarded by many as the leading quality guru in the United States.

SCIC Conference 2005

By SCIC 



"Prospects & Challenges Facing the Singapore Chemical Industry" was the theme of the 2005 SCIC conference, which was held at Novotel Clarke Quay on 27 October 2005. An overwhelming response of more than 120 participants attended this conference.

The objective of the conference was to inform and share with the industry players an overview of the current business climate of the Singapore Chemical Industry, the challenges faced by the industry and how the industry can benefit from existing regulations and incentives that were put in place. The conference also provided a forum for professionals and practitioners in the public and private sectors to interact and exchange experiences.

Speakers and experts from a variety of disciplines were invited to give presentations and to engage in discussions on the various issues. Speakers from government agencies included Economic Development Board, Ministry of Trade and Industry, National Environment Agency, Singapore Civil Defence Force and Singapore Customs. Industry speakers hailed from ExxonMobil Chemical Asia Pacific Pte Ltd, PSA Corporation and SCIC Responsible Care Committee.



SCIC Cocktail Reception cum Networking Session

By SCIC

The Singapore Chemical Industry Council (SCIC) organised a Cocktail Reception-cum-Networking Session on 15 December 2005 to appreciate SCIC members who have strongly supported the council over the past year.

The opening address was delivered by SCIC Vice-Chairman, Dr A Chockalingam, who extended his heartfelt thanks to the SCIC board and members who have made SCIC a worthy council in the chemical industry. The event was attended by more than 60 members, including representatives from the statutory agencies such as National Environment Agency, Singapore Civil Defence Force, Ministry of Trade and Industry and Ministry of Manpower.

→ Dr Chockalingam, SCIC Vice-Chairman, delivering the opening address



SCIC-SCDF Dialogue Session

By SCIC



The 2nd SCIC-SCDF (Singapore Chemical Industry Council – Singapore Civil Defence Force) dialogue session was successfully staged on 1 December 2005. The event attracted more than 40 industry participants who shared their views and concerns with the agency.

As a follow up to the dialogue session held earlier in April 2005, SCDF took the opportunity to share valuable lessons and learning points from the various industrial incidents that had happened over the course of the year. This was a significant step forward in the sharing of mutually beneficial information between the authorities and the industry.

SCDF also updated members on the enforcement efforts that have taken place since the implementation of the Flammable Materials Regulations and cited a substantial decrease in violations over the past quarter.

Members aired their concerns with SCDF including the need to step up enforcement checks on storage facilities and also on foreign transport vehicles entering Singapore.



→ SCDF representatives (from left to right): MAJ Sakhubai Ramanathan, CPT Michael CHUA and LTA Steve Koa

Expedite Business Growth with DP Credit Rating & Credit Bureau

By Lyn Soon

More than 20 participants attended a half day seminar on "Expedite Business Growth with DP Credit Bureau" on the 25 November 2005.

At the seminar, the speakers explained in detail the importance and advantages of using credit rating and financial models to assess companies' credit-worthiness.

Good credit control can be helpful in managing customer purchases and debts. Credit checks are especially helpful in deciding which companies to trade with. It provides important financial information such as the company's financial status, which allows one to make an informed decision.

To find out more about Sma-DP Corporate Centre's services, please contact Ellane or Erwan at 6477 9723 or 6477 9724.



SMa School of Management launches SMa Professional Diploma in Security Management and SMa Professional Diploma in Crisis and Emergency

By Jaslyn Choo



Organizations today are faced with numerous threats arising from terrorism, which they can ill afford to treat lightly. Everyone has to be prepared for unexpected events which can have disruptive impact on our economy and society. Companies must ensure that they are safe from attack by determining the proper controls to install in order to reduce the threat of an attack and to mitigate the effects of such an attack.

Against this backdrop, the Singapore Manufacturers' Federation (SMa) has made a concerted effort to work with the relevant government agencies in educating the manufacturing community to strengthen security controls. By working closely with the government, SMa will be a major vehicle to source and inform the manufacturing community of cutting-edge technology and best practices in the field of security management. To this end, SMa School of Management is proud to launch the SMa Professional Diploma in Security Management and SMa Professional Diploma in Crisis and Emergency.

The SMa Professional Diploma in Crisis and Emergency (in collaboration with NOVO Environmental Services) focuses on man-made and industrial disasters and emergencies. Upon completion of the course, participants shall be able to plan for, respond to, and recover from a variety of emergencies so as to minimise injuries and loss of life, mitigate damage, and ensure a speedy return to business as usual.

The SMa Professional Diploma in Security Management (in collaboration with Edith Cowan University, Western Australia) is designed for professional security personnel including security officers, risk managers, corporate managers, departmental security supervisors, professional security consultants who are required to conduct security surveys and risk assessment, and investigative work in corporate environment. The course aims to provide learners with the relevant knowledge and skills in security risk management, facilities management, law and ethics, security principles and key security technology which are essential for career advancement in such fields as government security, professional security, strategic facilities security, retail security, financial institutions security and corporate security.

To find out more about these courses, please contact Ms Jaslyn Choo at 6720 3333 or visit www.sma.edu.sg for more information.

Launch of Executive MBA awarded by PHW Business School, Zurich



SMA School of Management, in collaboration with PHW Business School, Switzerland, is proud to offer the Executive Master of Business Administration programme with specialization in General Management and International Marketing here in Singapore.

Targeted at senior executives with extensive working experience, the EMBA programme aims to equip participants with the latest management skills. The programme is delivered over a modular basis with classes conducted in seminal blocks over weekends to suit the busy schedules of the professionals.

Founded in 1975, the PHW Business School is one of Europe's largest and most successful management school. With a strong foundation in management and leadership training, PHW Business School currently has over 2,000 students from 25 countries across the world. To ensure the highest standards in its teaching and research, the PHW is accredited by both EDUQUA and the European Foundation for Quality Management (EFQM).

PHW main campus is based in Zurich, Switzerland, which is the heart of the financial capital in Europe. As the only federal-approved university in Switzerland, it is not restricted to specific

locations. On the contrary, PHW has a global reach with campuses in Zurich, St. Gallen and Basle, as well as associate colleges in UK (London), Austria, Germany, Singapore and Malaysia.

The programme is taught by a team of internationally qualified academics and consultants to equip the adult learners with policy and strategy formulation skills that are heavily sought after in major organisations. The programme can be completed in 18-24 months.

Participants will be glad to learn that the PHW Business School is also an international associate partner with Cambridge International Examination (CIE) where participants can gain knowledge in the latest developments and trends in management training. Upon completion of the EMBA programme, participants will be awarded an Executive Master of Business Administration from PHW Business School and a Certificate of Management from Cambridge University. Graduates will also be eligible to apply for full membership of the UK Chartered Institute of Marketing and hence may collect two designatory titles, namely EMBA, MCIM.



To find out more about the programme, please contact Ms Mei Hee at 6720 3333 or visit www.sma.edu.sg for more information.

Doing Business In China – Risks and Challenges!

By Lyn Soon



According to a research note entitled "Choosing integrated or autonomous ERP in China" published in May 2004 from the leading research firm, Gartner, "China has such complex legal and statutory requirements that transplanting 'overseas' systems may not suffice". It is unwise to

underestimate the importance and impact of these local requirements and regulations on your business in China. The consequences of not handling these issues properly could create serious troubles or incur penalties to your business.

On 18 November 2005, the Singapore Manufacturers' Federation (SMA), together with KDS Technology and E.Mation Technologies Pte Ltd organised a seminar on "Managing Your Business Processes with Greater Assurance; Key Issues on the Accounting and Taxation System in China; and Becoming an On-Demand Business with IBM in China", where more than 50 participants turned up. The seminar was sponsored by Kindgee, IBM, CPCNet and Azure Technologies.

To find out how you can co-organise seminars with SMA, please contact Ms Lyn Soon at 6826 3037 or email to lynsoon@smafederation.org.sg.

Advertisement

Best Practice Procurement

6-7 April 2006 9.00am – 5.00pm • Holiday Inn Parkview Singapore

Why you should attend this workshop

By attending this 2-day programme, you will be able to share the latest thinking on procurement matters and explore opportunities that exist for step-change improvements in the way that procurement is carried out. This seminar also brings this subject to life through a series of case studies and examples from leading blue chip companies.

The expert seminar leader will take participants through essential issues, including:

- World-class procurement
- Moving to world class (a case study and action planning session)
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- Strategic procurement tools
- The Procurement value proposition
- Managing and Developing suppliers
- Measuring Procurement performance
- Core Themes
- E-commerce
- Relationship management and Negotiation
- Procurement in the next ten years

Methodology

This is a highly interactive programme combining lectures with case studies and examples from leading-edge companies.

Seminar Fee SGD 1150

For copy of course brochure & registration, kindly contact:

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CCL Training Calendar - March to April 2006

Date	Fee (\$) Members	Fee (\$) Non-Members	Environmental, Health & Safety
6-Mar	\$350.00	\$390.00	Understanding Ergonomics *7 SDU from MOM / 7 PDU from PE Board
9 & 10 Mar	\$600.00	\$680.00	Energy Auditing
15 & 16 Mar	\$550.00	\$620.00	Principles and Practices of Indoor Air Quality (IAQ)
15-17 Mar	\$900.00	\$1,100.00	Safer Engineering Design for Dealing with Hazardous Materials
28-Mar	\$380.00	\$420.00	Emergency Preparedness and Response * 7 SDU from MOM / 7 PDU from PE Board

Date	Fee (\$) Members	Fee (\$) Non-Members	Accounting & Finance
5 & 6 Mar	\$620.00	\$680.00	Effective Budgeting Management
22-Mar	\$320.00	\$380.00	Corporate Fraud Buster's Toolbox (1/2-day Workshop)
7-Apr	\$628.00	\$688.00	My Fundraising Toolbox TM
19-Apr	\$428.00	\$480.00	Financial Litmus Test TM

Date	Fee (\$) Members	Fee (\$) Non-Members	Logistics & Supply Chain Management
8 & 9 Mar	\$480.00	\$525.00	Handling OEM in Collaborative Product Commerce
13 & 14 Mar	\$620.00	\$680.00	Principles & Concepts of Airfreight
22 & 23 Mar	\$580.00	\$650.00	Modeling Supply Chain Management with Excel
5 & 6 Apr	\$504.00	\$567.00	Designing Business Models in Effective Outsourcing
10 & 11 Apr	\$720.00	\$800.00	Supply Chain Modeling: Optimisation and Simulation
19 & 20 Apr	\$480.00	\$525.00	Managing Distribution in Demand Chain Management
20 & 21 Apr	\$650.00	\$690.00	International Transportation Industry - History & Overview

Date	Fee (\$) Members	Fee (\$) Non-Members	Radio Frequency Identification (RFID)
21-Mar	\$500.00	\$600.00	* CITREP Endorsed - supports up to 50% on the course fees. Terms and conditions apply.
30-Mar	\$550.00	\$660.00	RFID Management Overview
10-Apr	\$550.00	\$660.00	How RFID enabled your Distribution center?
25-Apr	\$550.00	\$660.00	RFID in Manufacturing
			How RFID enabled your Factory?

Date	Fee (\$) Members	Fee (\$) Non-Members	Manufacturing, Technical & Quality Management
4 & 5 Mar	\$580.00	\$650.00	Strategic Production Planning, Scheduling & Controlling
6 Mar - 8 May	\$5,000.00	\$5,000.00	3D Mold Design Course
15-Mar	\$390.00	\$440.00	Coaching Skills for Manufacturing Supervisors
27 & 28 Mar	\$620.00	\$680.00	Good Manufacturing Practices for Shop Floor Improvement
30 & 31 Mar	\$504.00	\$567.00	Implementing Total Productive Maintenance
24 Apr - 8 May	\$4,800.00	\$5,000.00	Lean Six Sigma Green Belt (2-week programme)
24 Apr - 22 May	\$10,250.00	\$10,500.00	Lean Six Sigma Black Belt (4-week programme)
24 & 25 Apr	\$500.00	\$560.00	Production Flow Analysis & Line Layout Optimisation
Commencing 26 Apr	\$4,000.00	\$4,000.00	Electrode Design and Programming Course (200 hours Programme)
26 & 27 Apr	\$480.00	\$550.00	Quality Problem Solving Tools

Date	Fee (\$) Members	Fee (\$) Non-Members	Leadership & Management
6 - 8 Mar	\$4,200.00	\$4,500.00	Leading Through Communication: The Communication Clinic - conducted by Dana Davidson
21 & 22 Mar	\$980.00	\$1,030.00	Doing Business in Russia & Ukraine
27 & 28 Mar	\$2,700.00	\$2,900.00	Designing & Implementing: Leadership Development Programs
28 & 29 Mar	\$800.00	\$880.00	Translating Strategy into Action - A Balanced Scorecard Framework
10 & 11 Apr	\$980.00	\$1,030.00	Partnering Effectively with the Americans
18-Apr	\$1,500.00	\$1,680.00	Breakout Leadership - conducted by Dr Thomas Lawton, Imperial College
24 & 25 Apr	\$800.00	\$880.00	Boxing Creativity for Managers
30-hour Program	\$1,888.00	\$2,088.00	Managerial Sharpener™
15-hour Program	\$980.00	\$1,088.00	Write to Win™
15-hour Program	\$800.00	\$888.00	Every Word is a Sales Pitch™

Date	Fee (\$) Members	Fee (\$) Non-Members	Demystifying Series™
3 & 4 Apr	\$800.00	\$880.00	Demystifying Business Planning for Managers
6-Apr	\$428.00	\$480.00	Demystifying Cashflow Management for Manufacturing Businesses
17-Apr	\$428.00	\$480.00	Demystifying Equities for Managers
18-Apr	\$300.00	\$350.00	Demystifying Going Public Bond for Managers (1/2-day Program)
18-Apr	\$280.00	\$328.00	Demystifying Equity Underwriting for Managers (1/2-day Program)
30-hour Program	\$1,888.00	\$2,088.00	Demystifying Contract Law for Managers
30-hour Program	\$1,888.00	\$2,088.00	Demystifying Mergers & Acquisitions for Managers

Date	Fee (\$) Members	Fee (\$) Non-Members	Personal Effectiveness & Stress Management
1-hour Preview	FOC	FOC	SMaRT Memory Recall
1.5-hour Preview	FOC	FOC	Effective Rapid Reading & Information Management
10-Mar	\$240.00	\$280.00	SMaRT Memory Recall
10-Mar	\$350.00	\$390.00	Defensive Driving
17 & 24 Mar	\$425.00	\$455.00	Effective Rapid Reading & Information Management
21-Mar	\$380.00	\$420.00	Outshine The Competition - a seminar on appropriate corporate etiquette & behaviour

Date	Fee (\$) Members	Fee (\$) Non-Members	Professional Mandarin Programme
20-Apr	\$628.00	\$688.00	Finance Walk, Mandarin Talk™
21-Apr	\$628.00	\$688.00	Legal Walk, Mandarin Talk™
30-hour Program	\$1,888.00	\$2,088.00	Business Talk, China Walk™

For further information, please contact Ms Yvonne Tan at Tel: 6826 3056 or Email: yvonnetan@smfederation.org.sg

Date	Fee (\$) Members	Fee (\$) Non-Members	Communication & Office Management
10 Mar	\$357.00	\$399.00	Essential Minute-taking Skills
30 & 31 Mar	\$525.00	\$588.00	Powerful Presentations
26 & 27 Apr	\$504.00	\$567.00	Effective Business Writing Skills

Date	Fee (\$) Members	Fee (\$) Non-Members	Customer Service
16 & 17 Mar	\$483.00	\$546.00	Outstanding Customer Service Skills for Frontline, Admin & Support Staffs
20 Mar	\$357.00	\$399.00	Managing Difficult Customers Effectively

Date	Fee (\$) Members	Fee (\$) Non-Members	Personal Effectiveness
13 & 14 Mar	\$588.00	\$651.00	Conflict Management in the Workplace
27 & 28 Mar	\$588.00	\$651.00	Emotional Intelligence in the Workplace

Date	Fee (\$) Members	Fee (\$) Non-Members	Sales & Marketing
6 & 7 Mar	\$546.00	\$609.00	Effective Negotiation Strategies
17 & 18 Apr	\$546.00	\$609.00	Sales Champion

Date	Fee (\$) Members	Fee (\$) Non-Members	Supervisory & Middle Management
28 & 29 Mar	\$546.00	\$609.00	Empowering The New Age Manager
4 & 5 Apr	\$546.00	\$609.00	Management Skills for New Managers
5 & 6 Apr	\$546.00	\$609.00	Management Leadership in the New Millennium

For further information, please contact Ms Colleen Chin at Tel: 6826 3041 or Email: colleenchin@smfederation.org.sg

Date	Fee (\$) Members	Fee (\$) Non-Members	Trade & Logistics
9 & 10 Mar	\$546.00	\$609.00	Making International Transport & Shipping Laws Work For You
13 Mar	\$357.00	\$399.00	Understanding the Bill of Lading
29 & 30 Mar	\$588.00	\$651.00	How to Negotiate with Vendors & Suppliers
3 & 4 Apr	\$504.00	\$567.00	Import/Export Documentation & Shipping Procedures
6 & 7 Apr	\$546.00	\$609.00	Best Practices and Procedures in Machine Insurance
19 Apr	\$357.00	\$399.00	Best Practices & Procedures in Air Cargo
24 & 25 Apr	\$588.00	\$651.00	Fundamentals of Purchasing for the New Buyer
24 & 25 Apr	\$504.00	\$567.00	Effective Use of Letters of Credit in International Trade
24 & 25 Apr	\$504.00	\$567.00	Sea Cargo Problems & Solutions
25 & 26 Apr	\$588.00	\$651.00	Fundamentals of Purchasing for the New Buyer

For further information, please contact Ms Colleen Chin at Tel: 6826 3041 or Email: colleenchin@smfederation.org.sg

Date	Fee (\$) Members	Fee (\$) Non-Members	Occupational Health & Safety
12 - 13 Jan	\$490.00	\$540.00	Job Safety Analysis for Industrial Operations
21-24 Mar	\$340.00	\$370.00	Safety Management Course
16 - 17 Mar	\$490.00	\$540.00	Human Factors for Manufacturing Operations
26 - 28 April	\$450.00	\$480.00	Behaviour Based Safety Course
English Language (1, 6, 7, 10, 13 Mar/ 4, 5, 7, 10, 17, 18, 21, 24, 26 April)	\$36.75	\$38.06	Safety Orientation Course for Workers (Metalworking) (SDF Funding of up to 90%) - A MOM Approved Course
Mandarin Language (3, 8, 14 Mar/ 3, 11, 19 April)			
Mar 2, 9, 16, 23 (Thu)/ April 6, 13, 20, 27 (Thu)	\$247.00	\$260.00	Basic Industrial Safety and Health Course for Supervisors (BISH) (SDF Funding of up to 90%) - A MOM Approved Course

Date	Fee (\$) Members	Fee (\$) Non-Members	Security Management
29 - 30 Mar	\$490.00	\$540.00	Security Leadership & Management for Executives
26 - 27 April	\$490.00	\$540.00	Security Awareness & Management

For further information, please contact Ms Sharon Ong at Tel: 6826 3049 or Email: sharonong@smfederation.org.sg

Date	Fee (\$) Members	Fee (\$) Non-Members	Occupational Safety & Health
Weekly Classes -	\$336.00	\$336.00	Forklift Driver's Training Course - 3 days. Pls call for Schedule (Participants must hold a class 3 driving license & have experience in driving the forklift) (SDF Funding of up to 90% & SRP Approved) - A MOM Approved Course
Weekly Classes -	\$561.75	\$561.75	Forklift Driver's Training Course - 5 days. Pls call for Schedule (Participants without class 3 driving license & without experience in driving the forklift) (SDF Funding of up to 90% & SRP Approved) - A MOM Approved Course

Date	Fee (\$) Members	Fee (\$) Non-Members	Singapore Employability Skills System(ESS) - National Continuing Education Training Framework - (SDF funding up to 90% & SRP Approved) Workplace Literacy & Numeracy (Level 3 to 8)
Pls call for Schedule	\$680.00	\$680.00	
7-8/30-31/ Mar, 10-11/ 27-28 Apr	\$320.00	\$320.00	Communication & Relationship Management - Operational
9-10/27-28 Mar, 20-21 Apr	\$320.00	\$320.00	Communication & Relationship Management - Supervisory
13-15 Mar, 17-19 Apr	\$480.00	\$480.00	Personal Effectiveness - Operational
1-3 Mar, 3-5 Apr	\$480.00	\$480.00	Personal Effectiveness - Supervisory
6-8 Mar, 6-8/ 27-26 Apr	\$480.00	\$480.00	Initiative & Enterprise - Supervisory
1-3 Mar, 3-5 Apr	\$480.00	\$480.00	Initiative & Enterprise - Managerial
13-15/ 29-31 Mar, 6-8/ 24-26 Apr	\$480.00	\$480.00	Problem Solving & Decision Making - Supervisory
9-11 Mar, 17-19 Apr	\$480.00	\$480.00	Problem Solving & Decision Making - Managerial

Date	Fee (\$) Members	Fee (\$) Non-Members	Senior Management
23 - 24 Mar	\$2500.00	\$2800.00	A Tool Kit for Securing New Business - 2 Days 1 Night Retreat Workshop (conducted by Professor Dr Lester Charles Massingham)
27 - 28 Mar	\$2500.00	\$2800.00	Seminar 1 - Impactful Marketing Planning For Growth A Tool Kit for Securing New Business - 2 Days 1 Night Retreat Workshop (conducted by Professor Dr Lester Charles Massingham)
7 - 10 Apr	\$3612.00	\$3948.00	Seminar 2 - Exploring New Business Potential The Cambridge Strategy Series - conducted by Professor Dr Lester Charles Massingham Seminar 1 - Strategies Management

Date	Fee (\$) Members	Fee (\$) Non-Members	Skills Certificate Programme
22-Mar	\$723.00	\$723.00	Skills Certificate in Warehousing & Distribution (45 Hours) SDF approved (every Mon & Wed)
30-Mar	\$723.00	\$723.00	Skills Certificate in Purchasing Skills (45 Hours) - SDF approved (every Mon & Thu)

For further information, please contact Ms Michelle Khoo at Tel: 6826 3040 or Email: michellekhoo@smfederation.org.sg

Communities of Practice (CoP)



↑ A CoP session in progress

Communities of Practice (CoP) have been around for as long as human beings have learned on a collective or communal basis. At home, at work or at school, we all usually belong to a number of them. Through these informal learning networks, we managed to increase our knowledge and experiences, and ultimately our contributions back to the communities and society.

CoP is formed by a group of people who share a concern, a set of problems, or a passion about a topic, and who deepen their knowledge and expertise in this area by interacting on an ongoing basis. The purpose of the CoP is to allow members to help their organizations improve business outcomes and develop organizational capabilities, and to assist members to improve their work experiences and foster professional development.

The concept has been adopted most readily by people in business because of the recognition that knowledge is a critical asset that needs to be managed strategically. An active and vibrant community will benefit its participants by providing them access

By Singapore Workforce Development Agency (WDA) ■

to the collective expertise within the group to help them with work challenges and achieving business goals. Participants also enhance their professional development through networking, mentoring and peer-to-peer coaching which further expands their skills and expertise. This will enhance their professional reputation and standing in the community.

The Singapore Workforce Development Agency (WDA) has developed the CoP@WDA as a platform and methodology to allow HR practitioners to engage with each other to share and promote good Human Capital Management Practices.

There are currently four CoPs: Leadership Development CoP, Service Leadership CoP, Ageing Workforce CoP, and Employee Engagement CoP. WDA will be forming two SME CoPs in March 2006 – namely SME CoP for HR Capability Building, and SME CoP for Talent Management.



SME CoP for HR Capability Building focuses on what HR professionals in SMEs need to do to upgrade their HR competencies in order to stay in tandem with organisational growth. SME CoP for Talent Management focuses on what HR professionals in SMEs need to do to attract, retain, and develop their employees.

WDA invites you to join us and discover the benefits that SME CoPs can bring to you and your company. You can find more information at www.hrsincom.org.sg.

High-Tech Product, Low-Tech Production

By Wilson Tan ■

The best thing about NOT planning:

“Complete failure is preceded by a period of calm and no stress whatsoever”

Production and Operations Planning is a subject that rarely fails to ignite passion in those with experience in the field. The majority of commercial planning systems being offered today ranged from inflexible to downright unfriendly. This requires users to continue to resort to manual techniques, usually on spreadsheet. The passion is hardly surprising. What is perhaps less well understood is how inefficient and wasteful manual planning is and, the enormous amounts of money involved. With many companies finding competition becoming tougher by the day, only those with great products and effective operating cost leadership will be likely to enjoy a secure future.

To shed some light on this matter, Mr James Ashworth of ICRON Technologies Pte Ltd, shared with SMa members the difference between the various planning systems for companies, while focusing on the importance of having an Advance Planning and Scheduling System (APS) for manufacturers, on 12 Jan 2006 at SMa.

For manufacturers to have only an Enterprise Resource Planning (ERP) system for their manufacturing resource planning is insufficient as these are often rigid and difficult to adapt to the specific business process of some companies. ERPs are frequently used for the finance, human resource, planning and corporate services departments.

APS, on the other hand, allows flexibility for manufacturers to improve resource allocation at every node of the factory. Companies can implement functionality at one or more sites

as needed and can easily adapt to future changes by the users. Hence, the APS applies directly to the manufacturing process itself.

The speaker also highlighted implementation failures for planning and scheduling systems in companies, citing unfriendly user interfaces and the requirement of manual techniques to supplement functions for the software as the major reasons.

The presentation was organised by the SMa Metal, Machinery and Engineering (MME) Industry Group. Please contact Mr Wilson Tan, SMa MME Secretariat at Tel: 68263039 or email to wilsonian@smafederation.org.sg for more information on upcoming MME activities.

If you wish to find out more about APS solutions that can help your company optimise output and realise cost savings, please contact:

Mr James Ashworth
Managing Director
ICRON Technologies
Singapore Pte Ltd
Tel: 63259818
Mobile: 91125990
Email: jwa@icrontech.com.sg



↑ Mr James Ashworth explaining the benefits of manufacturing planning and schedule solutions to SMa members

CEO Breakfast Talk

“Are you still relevant to your market – where is future business coming from?”

The Enterprise Development Centre @ Singapore Manufacturers' Federation (EDC@SMA) was set up to assist especially the small and medium enterprises (SMEs) to develop themselves in order to contribute to the economic prosperity of Singapore. It hopes to improve the business processes of the SMEs to differentiate themselves from competitors and gain competitive advantages at the same time.

With that in mind, EDC@SMA organised its first breakfast talk for CEOs and senior management on 29 November 2005, which attracted over 40 participants. Professor Dr Lester Charles Massingham, Executive Chairman of the CMC Group of Companies shared his extensive management, education, training and consulting experience with the participants. He is also a co-author for bestsellers, such as like “Essentials of Marketing” and “Marketing Management”.

“This seminar serves as a good reflection for me on how to continue to remain competitive in this ever-changing market,” said Mr Patrick Chang, Managing Director of Paclin Office Products Pte Ltd, who recognised the usefulness of the “reflection” questions posed by Dr Lester. Participants were asked to reflect the relevance of their businesses to their customers and how best to remain relevant in the current competitive market.

A special session was also arranged, post-talk, for interested participants to consult with Dr Lester on their respective business concerns.



↑ Dr Lester Massingham sharing his knowledge in management and marketing with the participants

A Morning Session with the Ministry of Manpower and Ministry of Health on:

Changes in Legislation of Workplace Safety & Health (WSH) Regulations & A Briefing on Avian Flu



← Ministry of Manpower speaker, Mr Silas Sng

The Enterprise Development Centre @ Singapore Manufacturers' Federation (EDC@SMA) together with the Manpower Ministry and the Ministry of Health conducted an intensive morning seminar on 17 November 2005 to inform and to gather feedback on the proposed changes in the legislation of the Workplace Safety & Health (WSH) regulations from SMA members, as well as to address the worldwide concern on the impact of Avian Flu.

Mr Silas Sng, Senior Assistant Director (OSH Policy & Legislations) of Occupational Safety & Health Division, Ministry of Manpower, presented the proposed regulation changes in areas such as incident reporting, risk management, occupational first aid and general provisions. Following which, Mr Lim Kok Peng, Deputy Director, Contingency & Scenario Planning, Ministry of Health gave an overview of Avian Flu, and the precautionary measures the government is taking to tackle this international concern.



More than 40 participants attended the event and many questions were raised and answered by the presenters during the seminar.

FREE services offered by EDC@SMA

The Enterprise Development Centre @ Singapore Manufacturers' Federation (Sma) offers the following services FREE for SMA members:

- **Health check for member companies.**
Come on down to EDC (level 3, The Enterprise) for a free Diagnostic Consultation that is usually priced at \$180! This health check is available for a limited time only. Please call Soo Kee at DID: 6826 3026 or email to edc@smafederation.org.sg to confirm your appointment.
- **Lexis Nexis**
Lexis Nexis is an extensive and in-depth informational database that you can use to search for your business needs: Contact Soo Kee at DID 6826 3026 or email to edc@smafederation.org.sg for an appointment to assess this database.

New initiative from EDC@SMa

The new Workplace Safety and Health Act was passed by the Parliament on 17 January 2006 in response to an increase in industrial accidents. With passing of the new Act, companies that infringe safety rules will face higher fines and longer jail terms.

The new Workplace Safety & Health (WSH) Act the Ministry of Manpower aims to improve the workplace safety and health in companies.

According to the statistics from the Ministry of Manpower (MOM), the number of industrial accidents has increased from 3,283 to 3,399, though the number of fatal accident has decreased from 51 to 44 from the year 2004 to 2005.

To help companies improve their workplace safety and health, the Enterprise Development Centre @ Singapore Manufacturers' Federation (EDC@SMa) is offering excellent Occupational Safety Health (OSH) and WSH programmes to assist companies in diverse industries implement safety measures, and hence inculcate a WSH culture within the work environment.

Through its pool of competent OSH and WSH consultants, EDC@SMa will provide companies with the relevant consultancy services. For further information, please contact Mr Raymond Wong at 6826 3023 or email to raymondwong@smafederation.org.sg.

SME Manpower Scheme (For SMEs)

The SME Manpower Scheme (for the Small and Medium Enterprises or SMEs) is the latest initiative by the Singapore Workforce Development Agency (WDA) and the Enterprise Development Centre @ Singapore Manufacturers' Federation (SMa) to assist the SMEs address their manpower requirements and enhance their manpower capability.

The scheme includes:

- Assisting SMEs to solve their manpower shortages by recruiting local Professionals, Managers and Executives (PMEs) with at least 5 years' MNC experience in the required area of expertise to help the SMEs' upgrade specific capabilities, transfer knowledge and/or establish systems and structures that would facilitate the SME's growth.
- Assisting these PMEs adjust from working in an MNC to an SME.

The scheme also aims to encourage local PMEs to view SMEs as a viable and sustainable employment opportunity.

EDC@SMa Pte Ltd has been appointed by WDA as the programme manager of this scheme. For further information, please contact Ms Jessica Lee at 6826 3025 or email to jessicalee@smafederation.org.sg.



Need Expert Help To Create That Special Niche?

Knowing the importance in the combination of product, packaging, price, distribution, advertising and promotion is not enough. It is the ability to create that unique advantage a product or service offers a particular group of customers. Success is dependent on how your products stand out from similar ones.

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Calendar of Trade Missions & Exhibitions (March – June 2006)

Trade Exhibitions				
Name of Event	City/Country	Industry Sector	Date	
Sino-Pack 2006	Guangzhou, China	Packaging	7 Mar - 10 Mar	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
Pollutec China	Shanghai, China	Environmental	8 Mar - 10 Mar	Ms Cecelia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
IndoWireless	Jakarta, Indonesia	Info-Communications Technology	14 Mar - 16 Mar	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
HVACR Vietnam 2006	Hanoi, Vietnam	Building	15 Mar - 17 Mar	Mr Wilson Tan at wilsontan@smafederation.org.sg or DID: 6826 3039
Building Services & Facilities 2006	Hanoi, Vietnam	Building	15 Mar - 17 Mar	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
HospitaPharma	Hanoi, Vietnam	Health Care	15 Mar - 17 Mar	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Convergence India	New Delhi, India	Info-Communications Technology	21 Mar - 23 Mar	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
5th China (Beijing) Int'l Golf Trade Fair [THE PGA SHOW ASIA 2006]	Beijing, China	Lifestyle	14 Apr - 16 Apr	Ms Cecelia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
Machine Tool/ Manufacturing Automation	Kuala Lumpur, Malaysia	Machinery/Automation	22 Apr - 25 Apr	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Practical World Hong Kong	Hong Kong	Tools and Equipment	22 Apr - 25 Apr	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
Food & Hotel Asia 2006	Singapore	Food & Beverage	25 Apr - 28 Apr	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Hannover Fair (Subcontracting) 2006	Hannover, Germany	Machinery/Automation	24 Apr - 28 Apr	Mr Wilson Tan at wilsontan@smafederation.org.sg or DID: 6826 3039
11th Southeast Asian Healthcare Show 2006	Kuala Lumpur, Malaysia	Pharmaceutical	26 Apr - 28 Apr	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
MetalTech Malaysia 2006	Kuala Lumpur, Malaysia	Machinery	3 May - 7 May	Mr Wilson Tan at wilsontan@smafederation.org.sg or DID: 6826 3039
The Lancet Asia Medical Forum & Exhibition 2006	Singapore	Medical Technology & Life Sciences	3 May - 4 May	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
Food Tech Pakistan 06/Plastic, Printing & Packaging Pakistan 2006	Karachi, Pakistan	Food Technology/ Packaging	9 May - 12 May	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
ISH Kitchen + Bathroom Gulf	Dubai, UAE	Building	14 May - 16 May	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
The PC Show 2006	Singapore	IT & Infocomm	1 Jun - 4 June	Mr Wilson Tan at wilsontan@smafederation.org.sg or DID: 6826 3039
Medical Design & Manufacturing (MD&M) East 2006	New York, USA	Medical Technology	6 Jun - 8 Jun	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
ICA 2006	Kuala Lumpur, Malaysia	Instrumentation/ Automation	20 Jun - 23 Jun	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Asian Securitex	Hong Kong	Security / Technology	7 Jun - 9 Jun	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
MachineTool & Manufacturing Indonesia	Surabaya, Indonesia	Machinery	7 Jun - 10 Jun	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
NEPCON Penang	Penang, Malaysia	Electronics	13 Jun - 16 Jun	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
Propak Asia	Bangkok, Thailand	Packaging	14 Jun - 17 Jun	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
CommunicAsia 2006	Singapore	Info-Communication Technology	20 Jun - 23 Jun	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
ComGraphics & Animation 2006	Singapore	Animation	20 Jun - 23 Jun	Ms Cecelia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
Interphex Asia 2006	Singapore	Pharmaceutical	27 Jun - 29 Jun	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
Tenaga / ISF / FIREC 2006	Kuala Lumpur, Malaysia	Electrical/ Security/ Fire Safety	27 Jun - 30 Jun	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
STIL South China 2006	Guangdong, China	Logistics	28 Jun - 30 Jun	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
Trade Missions				
Name of Event	City/Country	Industry Sector	Date	
Business Mission to Egypt	Cairo, Alexandria, Suez	Multi-Sectoral	25 Feb - 3 Mar	Ms Ashlynn Loo at ashlynnloo@smafederation.org.sg or DID: 6826 3031
Trade & Investment Mission to Jakarta & Surabaya, Indonesia	Jakarta & Surabaya, Indonesia	Multi-Sectoral	20 Mar - 25 Mar	Ms Ashlynn Loo at ashlynnloo@smafederation.org.sg or DID: 6826 3031

The Singapore Manufacturers' Federation (SMA) reserves the right to cancel or postpone the programmes without prior notice. Please contact the person-in-charge for more information of the events.

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Ming Say Holdings – An All-Weather Friend

By Myca Tan

← **Mr Stewart Goh, CEO of Ming Say Holdings Pte Ltd, engaging in a lively interview with the SMA Connect team. Ming Say Holdings is a member of SMA since 1986.**

SMA is especially privileged to have in its fold Ming Say Holdings Pte Ltd, a major producer of umbrellas, parasols, breeze breakers and sundry gadgets that provide shelter from the foul weathery elements of the sun, rain and wind.

Headed by CEO Mr Stewart Goh, who is the former chairman, deputy chairman and presently the advisor to the Lifestyle Industry Group, Ming Say is a veteran and niche player in the global umbrella market. Started by Mr Goh's father in 1947, Ming Say is also a preferred contract manufacturer of haute couture (or high fashion) umbrellas for Milan- and Paris-based fashion houses. Ming Say's umbrellas and accessories are featured annually at the Mipel Fashion Show in Milan.

Besides umbrellas and parasols of which Ming Say is enjoying market leadership in Europe (especially the Scandinavian countries), Australia, South Africa and Russia, it is also penetrating and commanding significant shares of the Australian breeze breakers market and the UK inflatable office (or "office-in-basket") market.

Transferring his finesse in business development to SMA's membership drive, Mr Goh (an SMA member for more than two decades) opined that it bodes well for all members to explore and exhaust SMA's range of service and product offerings as well as to exemplify what a relevant and member-centric trade association should be doing.

To this end, Mr Goh has been actively providing directions to the Lifestyle Industry Group to attract and retain members via a gamut of informational and networking activities amidst a recreational ambience. Mr Goh's contribution is more than perfunctory; his long-standing membership attests to the progressive and relevant partnership between SMA and its members (including Ming Say), which Mr Goh hopes to elevate to a higher plane to better serve the manufacturing and related industries in the years to come.



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