

SMA

Singapore Manufacturers' Federation

connect

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MICA (P) 008/02/2007 **January/February 2008**

The Singapore Packaging Star Awards 2007

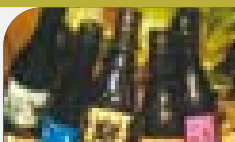
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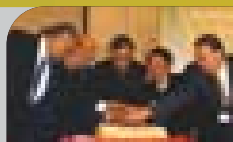
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Corporate Profile:
A Conversation
Over a Glass of
Wine



Asian Packaging Summit
2007 Packaging :
The Asian Summit



SMA Appoints New
Secretary- General





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Editor's Message

Dear readers

Last year, Singapore's economy ended with a 7.5 per cent growth for the whole year and enters 2008 with a promising start despite the rising of oil prices and a gloomy US economy looming.

As our Prime Minister has reiterated a number of times, Singapore can continue to be confident towards the future because of political stability that provides established fundamentals and infrastructure and which ultimately facilitates a business-friendly environment.

Notably, this has seen a stream of huge deals flowing into Singapore that attests investors' confidence in our country. These huge investments include some global giants- pharmaceutical company Novartis, chipmaker Qimonda, Neste Oil and Renewable Energy Corp- that are worth at least \$1 billion each.

SMA Federation has also appointed Mr Chua Chew Yong as the Secretary-General. As one of the EDB pioneers for Singapore's economy in the 70s, the SMA Federation and her members can only benefit from his vast experience and expertise.

With everything starting anew, our editorial team had also been inspired to provide readers a "new look and feel" CONNECT. This will be launched to readers in the next issue, so do keep a look out for it!

Best regards,

A handwritten signature in black ink, appearing to be 'Dennis Ng', written over a light yellow rectangular background.

Dennis Ng
Chief Editor

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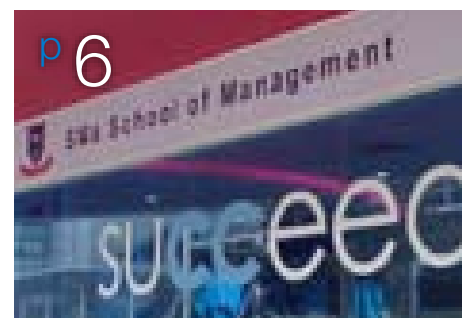
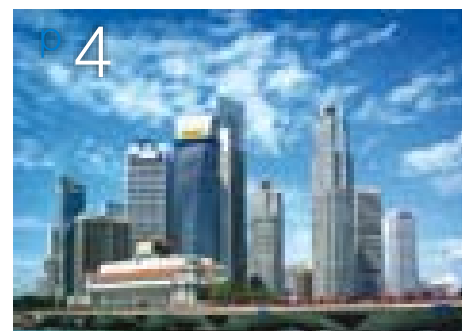
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News In Brief

S'pore building S\$38.5m research centre for alternative fuel sources

A \$38.5m centre is being built in Singapore to develop energy systems using alternative sources like solar, wind and fuel cell technology.

The research is into alternative energy like fuel cells, bio-energy and the next generation of solar panels called solar PV. The centre will also research on how alternative energy could supply a power grid.

Slated to open in 2008, the Centre will conduct research on how energy is collected and distributed, by using advanced infocomm technology.

Fusionopolis will be the headquarters for the Singapore Initiative in New Energy Technologies (SINERGY) Centre.

Atlas Copco extends its leadership in oil-free air

Antwerp, 3rd September 2007. Atlas Copco has yet again proven its world leadership in air-compressor manufacturing – with new ISO 8573-1 CLASS 0 certificates for oil-free air compressors in the centrifugal, tooth, scroll and water-injected screw ranges.



The 'Class 0' rating for these compressors is the next step in a continuous drive in innovation that began with the certification of the Z screw compressor

range in 2006, the first compressors in the world to be TÜV certified ISO 8573-1 CLASS 0.

Boosting S'pore infocomm sector with SME-MNC tie-ups

As part of a move to boost Singapore's infocomm sector, small- and medium-sized enterprises (SMEs) have been urged to collaborate with multinational companies (MNCs) on IT-related projects.

With initiatives by Infocomm Development Authority (IDA), some good collaborations and partnerships with various MNCs such as Hewlett-Packard have been established.

This is in line with Singapore's iN2015 master plan – a 10-year plan to grow the infocomm sector with one of the key goals of this master plan is to triple the infocomm industry's export revenue to S\$60 billion within the next eight years.



It also aims to increase the value-add by two-fold to S\$26 billion with some 80,000 jobs expected to be created.

S'pore attractive as a manufacturing hub: US

According to the US Department of Commerce, Singapore has become even more important to American multinational



corporations as a manufacturing hub.

Besides being seen as a manufacturing base for the Asia-Pacific region, the attractiveness is heightened by the enactment of the US-Singapore Free Trade Agreement. This agreement removes tariffs on all goods entering Singapore from the US and also eases restrictions on Singapore's exports to the US.

US MNCs' value added here accounts for 15 per cent of Singapore's GDP. Only in Ireland is the US MNCs' contribution larger (at 18.5 per cent of GDP) - but unlike in Singapore where it has been rising, the contribution there has slipped.

Friendly Visit By Hungary's Immediate Former Prime Minister

By Roy Chan

On 23 November 2007, His Excellency, Mr Peter Medgyessy, Immediate Former Prime Minister of Hungary made a friendly visit to SMa Federation. His purpose for the visit was to gain a better understanding of Singapore's business environment and development of the manufacturing sector.

His delegation was warmly welcomed by Mr Edwin Khew, President of SMa together with Acting Secretary General, Mr. Vincent Guok. Subsequently, a tour was conducted with the delegates briefed about SMa Federation with its various Industry Groups and Centres of Excellence.

Apart from exchanging contacts to further explore business opportunities, the delegations shared briefly on Hungary's economic growth, current industrial focus and possible collaborations in the future. - CONNECT



His Excellency, Mr Peter Medgyessy (Immediate Former Prime Minister of Hungary) with Mr Edwin Khew (SMa President)

Nikko Chemicals to build plant on Jurong Island

NIKKO Chemicals, a supplier of cosmetic ingredients based in Tokyo, will build a plant on Jurong Island to produce ethoxylated surfactants, chemical compounds used as cosmetic ingredients.



This three billion yen (S\$38.5 million) project is co-funded by Nihon Surfactant Kogyo, a surfactant manufacturer which is part of the Nikkol Group - a group of seven companies providing technical support and solutions for the cosmetics and toiletries business.

The plant is expected to be completed by this November and fully operational in 2009.

S'pore biomedical start-up gets backing from German nanotechnology firm

Nanostart AG, a leading German nanotechnology company has made a 16.5 per cent investment in a Singapore-based start up called Curiox Biosystems.

Curiox holds the patent for what's called the DropArray. This is a technology platform in miniaturised aqueous bioassays that allows researchers to conduct tests quickly and with lower costs.

It will cut testing time by 60 per cent and costs by nearly 90 per cent, without compromising the accuracy of results.

So life science agencies and pharmaceutical companies can benefit from huge savings in time and cost. Meanwhile, for consumers, it would mean cheaper drugs.

SOM partnership with MURDOCH UNIVERSITY



By Andrew Ong



A ground-breaking agreement was signed between Sma SOM and Murdoch University on 14 January 2008 took their partnership to greater heights with the latest appointment of Sma SOM as Murdoch University's International Centre.

News was splashed all across the media when it was announced that the Sma School of Management (SOM) has been chosen by Australia's Murdoch University to open their International Study Centre within SOM's City Campus at North Bridge Road.



As reported, this move will now see Murdoch increase the subjects it offers from the current 15 majors to 25. And SOM will benefit from this close collaboration with its enhancement of its brand image.

Dr Moh Chong Tau, chairman of Sma School of Management, said: "Sma SOM staff team will

be carrying the Murdoch University name cards, as representatives of Murdoch University."

Under the new partnership, local lecturers will be granted affiliated Murdoch University lecturer status and students will be given the option to complete part of the programme in Singapore and the rest in Perth, Australia.

This new collaboration is set to take off within the next six months and is expected to see an increase of Murdoch's student population to 3,000 in five years time.

CONNECT was fortunate to have gotten hold of Deputy Vice Chancellor, Professor Gary Martin of Murdoch University to ask him a couple of questions about the new partnership. And here was what we found out.

CONNECT:

With SOM and Murdoch University partnership dating back since 2004, how would you describe this journey so far?

PROFESSOR GARY:

I think it has been a phenomenal journey as we had started with 20 students back then, and now after 4 years, we have a total of 1,000 students. And this represents the biggest cohort of Murdoch's students outside of Australia.



^ Professor Gary Martin with Sma-SOM CEO, Mr James Wong at the Murdoch International Centre of Sma-SOM City Campus

CONNECT:

With so many education providers in Singapore, what were the factors that Murdoch University considered important in having as a partner, in which SOM had?

PROFESSOR GARY:

With Sma SOM, what we found was a natural synergy and excellent working relationship. More importantly, there was a common understanding of the requirements and objectives in what to deliver to our students- a vibrant student experience. What Sma SOM offers here in Singapore mirrors the same experience as how any student in Murdoch University would get in our Perth campus.

Another factor was how responsive and supportive SOM are in forging a long-term working relationship with Murdoch University. And over here, the staff team in SOM gets along well with the staff team in Murdoch University Both are very similar in dynamism.

CONNECT:

With the government's Manufacturing Goal 2018 which is to double the manufacturing output to \$300b; doubling the total manufacturing value added to S\$80 billion; and raising the skill

profile of manufacturing workers from 32% to 50% by end of 2018, how will this partnership support this?

PROFESSOR GARY:

With Murdoch University offering the basic level of Bachelor Degree courses such as Commerce and Human Resources, these are in tune with manufacturing needs by enhancing management skills of the workforce.

Other courses such as Accounts and Banking which have just introduced will bolster the industry skills for a robust manufacturing. Another new course in the pipeline would be for Environmental Science.

And in due time, we would be most definitely be offering relevant Engineering courses as the demand grows.- CONNECT

Corporate Profile: A Conversation Over a Glass of Wine

By Andrew Ong

CONNECT promises to inject new-ness by presenting a fresh line-up of up close-and-personal interviews series with our established members and their businesses. In this issue, we're pleased to have with us, Mr. Desmond Loh, Managing Director of Sevenoaks Wines.



Brief Profile

Sevenoaks Wines (www.sevenoakswine.com) is a boutique wine company in Singapore whose focus is on providing premium quality wines. Sevenoaks Wines vineyard is located in the Hunter Valley where by parcels of distinctive, high quality wines from small vine plantings can be intensively cared for.

CONNECT:

Please share with us the story behind Sevenoaks Wines? What sparked off the idea to start it?

Desmond:

I actually wanted to start a food business, and when Sevenoaks vineyard started to yield high quality fruits we say, "why let others have our grapes when we can bottle our own label and market our own brand?" That was year 2000. And our first vintage "Sevenoaks, Rows 1 to 26 Shiraz, 2000" was a multiple award winner in local and regional wine shows. This wine was made with grapes from the first 26 rows of vines planted in 1998. On a broader perspective, wine and food are part of the F&B industry.

CONNECT:

What is significant about starting Sevenoaks Wines?

Desmond:

In 2003, there were 13,000 wine brands from Australia. Australia was number 6 or 7 worldwide. All wine brands from around the world added up, would amount to no less than 100,000 wine brands. Sevenoaks Wines is 1 of the 100,000 brands. Being one of the few wine companies in Singapore that build and manage our own wine brand, Sevenoaks develop a niche concept called Personalised Wines or Corporate Wines whereby Sevenoaks

produce, bottle, label, and deliver to your doorsteps anywhere within Asia, in seven days! Corporate and individual clients are so happy they thank us after buying wines from us. Fun!

CONNECT:

With the wine industry being a competitive market, how does Sevenoaks Wines differentiate itself from competitors?

Desmond:

Sevenoaks secured the acceptance of an international wine judge Mr. John Chua, whom himself bought the Rows 1 to 26 Shiraz 2000 for his own consumption. Since 2003, Sevenoaks began to supply to SIA Wine Appreciation Group. With Sevenoaks quality being acceptable to the most discerning wine connoisseurs, in 2004, Sevenoaks seek to position in the art loving market. Why? Because I believe art lovers have both patience and affinity to appreciate Sevenoaks' wines. So I begin to position "Sevenoaks"



“ Being a SMa F&B IG committee member, Sevenoaks remains in excellent company of well established SMa members.”

wines as art”. In August 2004, Sevenoaks together with Artist Sun Yu-li and Lifestyle company Gardenasia, developed an original concept called “ARTWINE”.

CONNECT:

Can you share with us what ARTWINE concept is all about?

Desmond:

ARTWINE is a Uniquely Singapore experience. It is about a sensory experience enticing your 5 senses. Together with Mr. Sun’s art and Gardenasia’s experience, we are able to present to consumers a new and unique concept. Each art pieces are paired with specially blended wines to match local cuisines. To complete the ARTWINE experience, Eric Wong of Creatune has paired each art and wine with his original music compositions – thus the ARTWINE experience.

We are also proud to be the Official Merchandise for Chingay 2008. Whereby we produced a Special Edition series called ARTWINE @ CHINGAY and we hope to share the ARTWINE experience by inspiring the audience of Chingay 2008, Singaporeans and tourists alike, to “bring a piece of Chingay home”.

CONNECT:

What are your primary concerns that affect your business sustainability?

Desmond:

IP creation and the subsequent costs of protection. If I cannot protect, why create in the first place. Develop original content of high value for targeted customer groups for higher returns and stronger cash flow. It takes much longer time to create the market, but sustainability is better assured.



^ Mr Desmond Loh, Managing Director of Sevenoaks Wine, Member of SMa

CONNECT:

Care to share with us any future plans for Sevenoaks Wines?

Desmond:

Sevenoaks aim to become the market leader in 2 segments:

1. Corporate Gifts with Corporate Wine,
2. Art Merchandise with ARTWINE.

Sevenoaks is into China market in 2007.

ARTWINE is going to Europe in 2008 and Japan in 2009.

CONNECT:

What would be the most valuable business lesson you’ve learnt?

Desmond:

Match your business cash flow with your desired plan. Overtrade can lead profitable companies into trouble if your pockets are not deep enough.

CONNECT:

Complete this sentence, “I enjoy being a SMa member because.....”

Desmond:

There are plenty of established members within SMa whereby Sevenoaks can learn from, forge alliance or even collaborate, going into the global markets. More than being a Singapore brand, Sevenoaks blends, produces wines, and establishes its own channels. Being a SMa F&B IG committee member, Sevenoaks remains in excellent company of well established SMa members. - **CONNECT**

Taking The Fear Out Of Retirement

With the ushering of the new year, some of us might be planning towards retirement, but could be worried about being ready? CONNECT invites local entrepreneur and author of "4 Steps to Financial Freedom" (www.4stepsfinancialfreedom.com), Mr Sean Toh to provides us with some simple tips.

Getting started is probably the hardest part of a retirement plan as it is easy to think that retirement is decades away. However, procrastination could cause you to lose thousands of dollars. Procrastination could make the difference between a comfortable retirement and one where you are barely getting by.

If you're between the ages of 20 and 40, you're probably buying a house, a car, furniture, and thinking about your kid's education fund. However, the most common reply from most Singaporeans is: "I barely have enough money for my monthly expenses. How can I save for retirement?"

As housing, health care, transportation and education costs continue to increase, it's little wonder that saving for retirement will take a back seat. But it doesn't have to.

You probably think you can't afford to save for your retirement at this time. You're wrong. Even a small amount invested wisely could be very beneficial in years to come.

Goal Setting

If you're convinced by now that you should start planning for your retirement, so the next question will be, "How do I begin?"

Firstly, list down your retirement goals. Goals may include travelling, retiring comfortably or enjoying an even better lifestyle than your current one? Maybe you want to start a business that you have so much passion in that will empower others or contribute to the society in a meaningful way.

Whatever your goals, you will need an income. You could possibly be retired for 30 or more years but that requires you to plan in how you can find ways to provide an income for several years.

If you are thinking how much money you would actually need when you retire, you can visit https://www.cpf.gov.sg/cpf_trans/ssl/retirement/home.asp and use the CPF calculator to assist you.

Budgeting

Next, if you already haven't done so, create a budget.

If you don't have a clue about how much you spend from month to month, keep a journal of every cent and dollar you spend for three months. You'll see where your money is going and be able to better manage expenses.

Your budget must include a payment to your retirement plan even if it's only a few dollars.

Family Members

Discuss your retirement plans with your family, especially your spouse. Chances are you'll both retire at about the same time so you need to be in agreement on this critical part of your life.

If both you and your spouse have careers, the two of you would be contributing to this retirement fund. Make your decisions together and try to develop a plan that will be acceptable to both parties.

Be focus

Even the best retirement plan could be in serious trouble if you allow yourself to dip into it for frivolous luxuries. If your budget doesn't seem to cover all your expenses, chances are you are confusing necessities with luxuries.

Do you really need to upgrade your car or change new model for your mobile phone when it's out in the market? Do you need to have an expensive holiday or that Louis Vinton's bag just because of the urge of satisfying your inner desire to have them?

It is the little things that will eat into your budget. You don't have to resort to doing without, but just spend wisely.

Making Choices

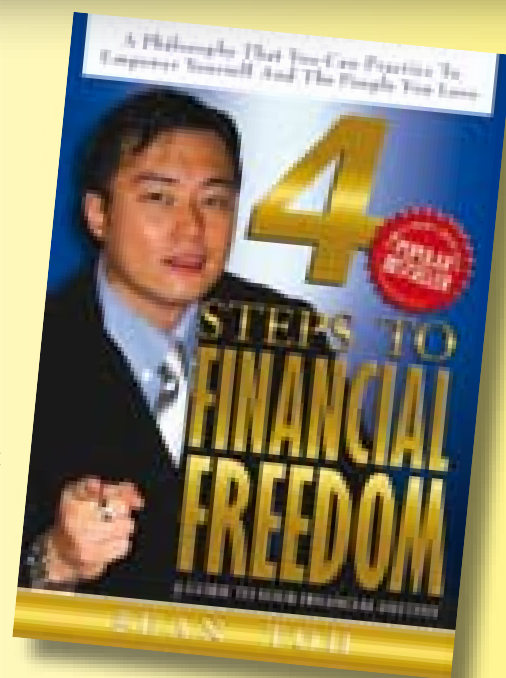
Now that you have some money put aside, you need to think about investing so that your nest egg will grow. However, investing your money can present complex challenges to most people who are already so busy with their work and family commitments.

Extraordinary care and effort are vital to preserve and enhance the financial success you want to achieve so that you have that nest egg waiting for you to enjoy. That's when a financial services consultant can help you plan and make changes to your investment portfolio for your retirement when the changes are in response to actual changes in your personal situation rather than to an emotional reaction to swings in the market or a change in performance of a security that you hold when you are too busy to anticipate.

Consult your financial representative

Deciding where to invest is a lot easier with the help of an experienced professional. Get professional help when really you do not know where to head.

Remember, it's better to save and have a plan than to enter your later years with empty pockets and no strategy! - CONNECT





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- Free publications eg. Tradelink, Annual Report and bi-monthly newsletter
- Access to research reports such as country reports, manufacturing outlook, trends and issues from SMA website
- Free posting of job vacancies in SMA website
- Free admission to IE Singapore's resource centre
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 - *CEO ProAct : The Newest Business CTScan for Enterprise*
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Asian Packaging Summit 2007- Packaging: The Asian Environment

By Dennis Toh



^ Dr Carl Olsmats, General Secretary of World Packaging Organisation



^ Mr Albert Lim, Chairman of Packaging Council of Singapore (PCS) and President of the Asian Packaging Federation giving his welcome speech

The year 2007 marked a significant milestone for the Asian Packaging Federation as APF celebrated their 40th anniversary with the main thrust centred around the environmental sustainability of using packaging.

For this special occasion, APF and PCS held a regional conference-Packaging: The Asian Environment on 28 and 29 November 2007 at Chijmes Hall. This was the first time such an event was held in Singapore.

With arising environment issues becoming a threat to our quality of life on earth, the packaging industry has been seen as one of the key contributors to this problem in the form of household packaging waste.

In spite the fact that packaging will always be a necessity especially

with food, participants were encouraged to adopt environmental friendly packaging in their businesses through the presentations of some top practitioners in the packaging industry from around the globe who were presented their experiences and expert views on the topic.

The 2-day event end with an Asia Star Award Gala Dinner with the Singapore Packaging Star Award, Asia Star Award and World Star Award as highlights of the evening.

This event received a total of 200 delegates whom included countries from Bangladesh, China, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Sri Lanka and Thailand. This was support by International Enterprise (IE) Singapore, SPRING Singapore and World Packaging Organisation.- CONNECT

The following are the winning entries from the Commercial Category of the Asia Star Award:

*Erdinger Oktoberfest 2007
Fruitty Vitaminised - Flavoured Drinks
Alive Yoghurt
New Moon Super Premium Gift Set
Danone Chipsmore Standee
Dual Phone 3088
Technical Wood Mould Pallets
Tube III Pallet*

*Starlite Printers (Far East) PTE Ltd
Wanin Industries PTE Ltd
Su Yeang PTE Ltd
Goh Joo Hin PTE Ltd
SCA Packaging Singapore PTE Ltd
SCA Packaging Singapore PTE Ltd
LHT Holding Ltd
SCA Packaging Singapore PTE Ltd*



^ Delegates filling the hall of the grand Chijmes Hall



^ Officials of the APF on stage for the 40th Anniversary celebrations



^ APF officials kicking start the celebrations

Singapore Packaging Star Award 2007

By Andrew Ong



Singapore Packaging
STAR AWARD



With more emphasis in producing environmental sustaining products, this year's annual Singapore Packaging Star Award injects a new "Environmentally Sustainable Packaging" category.

Since its inception in 1998, the Singapore Packaging Star Award has become an annual event that is highly-anticipated by the Food & Beverage, Fast Moving Consumer Goods (FMCG) and Transportation industries. For instance, this year a grand total of 74 entries were received from commercial players and students.

In the pursuit of promoting packaging excellence in Singapore, the Packaging Council of Singapore (PCS) has introduced a new category- Environmentally Sustainable Packaging to enhance the award's relevance and to promote better environmental awareness in packaging.

With environmental issues surrounding packaging, packaging is challenged to innovate by incorporating corporate responsibility by minimising its negative impact towards our environment," said Mr Albert Lim, PCS Chairman, "This is the right direction for packaging to do its bit in sustaining our environment"

This year's first time winners for the Environmentally Sustainable Packaging category won the praises from the judges for their creativity and unique-ness in revolutionising the resources, applications and performances of packaging.

They were Hin Hin Management & Holdings Pte Ltd for their patented Cosmicpack replacing their use of steel drums, LHT Holdings Ltd for their technical wood products such as mould pellets and SCA Packaging Singapore Pte Ltd for their recyclable folder called the Eco-Packaging File.

These winners received their award together with the other winners from the other categories- Sales & Display, Transportation & Protection and Student- on 29 November 2007 during the Singapore Packaging Star Award ceremony at CHIJMES Hall which was in conjunction with the Asian Packaging Summit.

For the overall best entry- Singapore Packaging Excellence Award, the panel of judges from the Asian Packaging Federation unanimously voted Oriented Design's entry- "Dumpling Pack" as the best entry among four others.

This Singapore Packaging Star Award 2007 was organised by the Singapore Manufacturers' Federation (SMA) and the Packaging Council of Singapore (PCS) It is proudly supported by the International Enterprise (IE) Singapore. - CONNECT



Description of Best Entry- Rice Dumpling Box

- The structure is based on modelling the concept of wrapping up the two sides of the dumpling leaves to form a box and ends with a semi-round shape handler on the top of the box.
- A thicker paper gram age is used to feel the stretchy and tight tension of pulling the two sides of the flips. The box handle sits on top of the box after fastening.
- The whole box including the internal part of the box is laminated for oil-proofing to hold the rice dumpling. For practicality, a die-cut line on the opening of the “doors” is incorporated to act as ventilation holes to release the hot steam when carrying the rice dumpling.
- The colourful illustration on the box paints a story of joyous celebration and brings out an in-dept of Chinese culture and the festive mood. Added is a bilingual write-up of the Dumpling festival story.
- Attached is a dumpling-shape greeting tag with dumpling string attached to the box to complete the design of the box.

What is the Singapore Packaging Star Award (SSA)?

- SSA is a prestigious national award given in recognition of innovative and creative designs with quality finished products and packaging. Due consideration is given to convenience and functionality in product transportation and protection.
- The main purpose of the Award is to promote local designs and raise the standards of good packaging production. This is an effort by the packaging industry to nurture local companies and help them compete effectively on the globally platform. It also serves as a platform for outstanding student designs to be adapted and commercialised. Local designers can exchange ideas on the new designing trends for the coming year.
- The awards are presented to manufacturers, designers and students.
- SSA gives commercial winners the right to use its logo in any publicity material.

Who are the organisers of the Singapore Packaging Star Award?

- SSA is jointly organised and promoted by the Packaging Council of Singapore (PCS) and the Singapore Manufacturers' Federation (SMA). PCS is a full member of the Asia Packaging Federation (APF) which is affiliated to the World Packaging Organisation (WPO).

Which are the supporting organisations?

- SSA is supported by IE Singapore

When did the Singapore Packaging Star Award start?

The SSA started in 1998.

How many entries are there in SSA 2007?

1. Commercial category: 40 entries
 - Sales and Display sub category: 32
 - Transportation and Protection: 4
 - Environmentally Sustainable: 4
2. Students category: 34 entries

bizSAFE: Shining at work

The bizSAFE programme clearly has the support of businesses as we find out from four industry partners who share their views on the programme and their workplace safety and health conquests.

The bizSAFE programme, an initiative by the Workplace Safety and Health Advisory Committee (WSHAC) in collaboration with the Ministry of Manpower, is a tool aimed at helping Small and Medium Enterprises (SMEs) become advocates of workplace safety and health. The appeal of bizSAFE and the increasing buy-in from the industry is evident, as we interviewed four bizSAFE industry partners who had volunteered for a photo shoot to promote the programme.

Well Worth the Climb

The bizSAFE programme comprises 5 distinct levels of achievement. It starts with the commitment of top management at Level 1 to the final certification of the company's implemented Workplace Safety and Health Management System that earns the company a bizSAFE Star. A supporter of the programme and a bizSAFE partner, Mr Lim Eng Huat, Managing Director of Hong Rong Engineering explained, "Workplace safety and health is a cause I strongly believe in. It may cost a little more money and take a little more time at the beginning, but at the end of the day, it is worth it."

Mr Lim also attributed the bizSAFE programme for the company's enhanced knowledge on risk management and his workers' ability to individually conduct proper risk assessment. He added with much conviction that investing in safety and health makes good business sense as accidents which can cause serious delays in production and ultimately result in business losses are prevented.

Another bizSAFE partner, Mr Derrick Chin, Senior Manager, Safety Department of Jurong Shipyard Pte Ltd, echoed the same sentiments. "The bizSAFE contractors are better able to identify hazards at work, eliminating them before an accident happens. This helps reduce accidents at work, thus enhancing productivity and workers' morale."

The Competitive Edge

With the current trend of big corporations outsourcing their businesses to SMEs, bizSAFE companies will have an added edge over their competition because of their reputation of high safety standards. Mr Yap Thiam Meng, Operations Manager of B. S. K. Stevedoring Pte. Ltd. revealed that his company is seriously considering becoming a bizSAFE partner due to greater



^ Right-Mr Yap Thiam Meng, Operations Manager of B. S. K. Stevedoring Pte. Ltd Left-Mr Ng Kok Wee, Fire Safety Manager of Jurong Port Private Limited

management awareness of the role of WSH in enhancing business competitiveness. We need to catch up on our safety and health standards if we want to stay ahead of the pack. The bizSAFE's step-by-step programme will help my company acquire the necessary safety and health standards to remain viable."

Reaching for More

At the moment, bizSAFE is targeted at high risk sectors such as construction and shipbuilding but plans are in the pipeline to bring other sectors into the fold. This would include the six new sectors that will be covered by the WSH Act in March 2008.

The bottom line of the bizSAFE programme is to save lives, Mr Ng Kok Wee, Fire Safety Manager of Jurong Port Pte Ltd, a bizSAFE partner remarked, "I hope that companies do not wait till something bad happens, before realising the value of workplace safety and health."- CONNECT

This article is adapted from "The Ascent to a Star" published in SHINE, December 2007 by the Workplace Safety and Health Advisory Committee (WSHAC).

A Case Study: Tapping the Benefits of RFID Technology

CONNECT recently spoke with Mr James See, Sma Council Member and Executive Director of Singco Pte Ltd about the benefits of RFID technology adoption. Here he shares his experience and views on the benefits of RFID Technology.

Radio frequency identification (RFID) technology has been in use for several decades to track and identify goods, assets and even living things.

In late 1980s, the manufacturing and retail industries started to embrace the introduction of barcode, to identify a particular product number, person, or location. This tagging technology greatly facilitated reconciliation of front- and back end information, and assisted retailers and their suppliers to replenish store displays and manage warehouse inventory effectively.

Fast forwarding to year 2005, a new and even more efficient way of tagging products and raw materials using radio frequency was beginning to attract considerable attention from cross-industry, including the manufacturing, warehousing and logistics sectors.

Although RFID was introduced almost at the same time as the barcode in the 80s, but RFID has now only started being widely adopted in the manufacturing sector with the emergence of standards body- EPCGlobal- to regulate its use.

In a report recently published by Datamonitor entitled "RFID in Manufacturing," it said the race to radio-tag was heating up in the manufacturing sector. It also went to predict overall RFID technology revenues to triple by 2010, reaching US\$6.1 billion, with Asia Pacific contributing about 21 per cent of global expenditure.

GS1, a division of Sma Federation has been heavily involved in promoting the adoption of EPCGlobal standards locally through pilot projects, conferences, forums and seminars.

Adoption trends

In spite of industry analysts' positive outlook, there have been some concerns that most of the early adopters of the technology are mere complaints of the mandates 'imposed' by large retailers or government agencies. Giant retailer Wal-Mart, which recently

opened a new store in Shanghai, is requiring its top 100 suppliers to be RFID compliant - essentially to have an RFID tag on every pallet arriving at Wal-Mart stores.

In the US, pharmaceutical manufacturers are also moving to respond to mandates issued by the US Food and Drug Administration.

RFID technology is being used as logistic solutions towards manufacturing houses for maintenance, supply chain models, and asset tracking.

RFID Adoption

Fortunately or unfortunately, it is only in recent years that RFID technology has generated widespread corporate interest as a means to improve work processes performance, and making many companies scramble to evaluate, select and implement solutions that will assist them in enhancing their services and at the same time ensuring compliance to required work processes quality and industry practice standard.

In the past with the large number of projects, personnel sometimes had difficulties to identify the required lots of finished doors to be sent out to the identified project; keeping track of lost of inventory and accountability of losses at construction sites holding areas; and getting late or unfulfilled claims for completion of works at sites.

Projects ranged from hospitals, MRT stations, hotels, industrial complexes, condominiums, factories & commercial buildings.

Benefits

As a manufacturer company, the benefits of RFID adoption are phenomenal. Through this, SINGCO has gained:

1) A competitive edge in our industry. Now SINGCO is positioned as the leading pioneer company to adopt this new technology to improve the workflow processes, whereby it will assist the company to retain existing customers and gain new customers through its enhanced quality service assurance.

2) Better management of resources and inventory, ensuring a high level of security for goods, controlling costs in various areas and improving productivity among its work processes. With the



implementation of the proposed RFID assisted systems, SINGCO personnel can now easily identify the individual instance of a product as well as "watch" when a product physically moves via continuous monitoring.

- 3) Clarity by obtaining greater detail to the products and contractors KPI program which traditionally is difficult to handle via manual data collection and posting processes. Information can now be captured into a key performance indicator (KPI) management while tracking the finished product life cycle within the facility and also at the final installation sites.
- 4) More real-time visibility for SINGCO sub-contractors and staff to the assets and provides essential information (detailed product information, its history and life cycles) readily available to repair and maintenance technicians right from the tag. Thus, providing a strong foundation for improved decision making and often speeds processing.
- 5) Accurate product tracking which helps SINGCO reduce losses from shrinkage and counterfeit goods, which is critical in order to maintain an assured quality standard.

SINGCO's actualisation of the usage of RFID tagging has enhanced it's a company's ability to automate the tracking of its finished goods and proactively communicating information about their identities, locations and even histories from "cradle to grave" as these fire rated doors move from its production shop floor to its respective construction building sites.

We hope that using SINGCO as a case study will encourage more manufacturers to adopt RFID and improve our manufacturing industry's competitive edge in a global marketplace.- CONNECT

SMA Centre For Corporate Learning

General Management	Member	Non-Member	MAR	APR	Human Resource Management	Member	Non-Member	MAR	APR	Finance	Member	Non-Member	MAR	APR
Change Master	\$480	\$520		21 - 22	Basic Instructional Design and Development Skills for HR Professionals	\$480	\$520			An Overview of Budgeting	\$480	\$540		
Conflict Resolution	\$320	\$360	10		Conducting Training Needs Analysis, Evaluation & Post-Training Plans	\$430	\$470		4	Business Analytics and Reporting Using Excel	\$520	\$560	27 - 28	
Essential Skills to Run Effective Meetings	\$350	\$390	27		(KPI) Key Performance Indicators for Performance Maximization	\$520	\$560	6-7		Cash Flow Analysis	\$480	\$540		
Fundamentals of Effective Project Management	\$480	\$540		22 - 23	Performance Management Appraisal Skills	\$480	\$520	13-14		Cost and Benefit Analysis Workshop	\$490	\$550	6 - 7	
How to Handle Conflict & Confrontation	\$480	\$540		10 - 11	Performance Management Coaching and Counselling Skills	\$480	\$520		10-11	Effective Credit Management and Analysis	\$440	\$480		
How to Positively Manage Change	\$480	\$540	18 - 19		Strategic Management Planning and Evaluation -The Balanced Scorecard	\$333	\$377			Effective Costing to Improve Business Performance	\$440	\$480	13	
Managing Cultural Diversity	\$490	\$550		14 - 15	Customer Service	Member	Non-Member	MAR	APR	Economic Value Added (EVA) Workshop for Managers	\$500	\$560	4 - 5	
Office Management and Telephone Skills	\$350	\$390		23	Advanced Customer Service Skills for Frontline, Admin & Support Staff		\$380			Financial Data Analysis With Access & Access VBA	\$540	\$580		3-4
Problem Solving & Decision Making	\$520	\$570			Be A Service Beacon		\$450		27-28	Financial Management for Non-Finance Personnel	\$440	\$480	27	
Project Management Skills-Tools and Techniques	\$480	\$520			Customer Service and Telephone Skills (Mandarin Workshop)		\$350	28	24	Financial Analysis for Business Professionals	\$500	\$560		8 - 9
Secrets of the Successful Secretary and Office Professional	\$350	\$390	13	8	Customer Service Assessment		\$320			Financial Planning for Success	\$490	\$550		
Supervisory Management Skills-Leading, Coaching, Managing (Mandarin Workshop)	\$380	\$420		9	Outstanding Customer Service Skills for Frontline, Admin & Support Staff		\$460		6-7	Implementing Effective Internal Controls	\$480	\$540		
Supervisory Management Skills-Leading, Coaching, Managing	\$520	\$580		23-24	Managing Difficult Customers Effectively		\$340		27	Successful Financial Control	\$480	\$540		
Time & Stress Management	\$420	\$460	7		Communication	Member	Non-Member	MAR	APR	Understanding Financial Statements	\$440	\$480		17
Time Management for Personal & Organizational Effectiveness	\$520	\$560		10 - 11	Cross-Cultural Communication	\$490	\$550		7 - 8	Occupational Safety & Health	Member	Non-Member	MAR	APR
Train the Trainer	\$520	\$570		10 - 11	Enhancing Communication and Interpersonal Skills	\$520	\$580			Forklift Refresher Course	\$150.00	\$180.00	3	7
"Turning into Butterflies" - A Change Management Workshop	\$480	\$520			How to Become an Assertive Communicator	\$480	\$540	10 - 11		Forklift (1 day Theory & 2 days Practical)	\$320.00	\$320.00	Monthly Classes Available - Call or email for schedule 6826 3044	
Working With Partners	\$340	\$380	7		Influencing Strategies that Work	\$360	\$400	3		Forklift (1 day Theory & 4 days Practical)	\$535.00	\$535.00	Monthly Classes Available - Call or email for schedule 6826 3044	
Leadership and Team Building	Member	Non-Member	MAR	APR	Persuasive & Professional Writing at Work	\$320	\$360		3	BizSAFE - Workshop for Company CEO / Top Management	\$250.00	\$280.00	7	
Developing Essential Leadership Skills	\$340	\$380		10	Speak Standard English	\$480	\$540			Risk Management Course	\$320.00	\$420.00	19-20	
Developing High Performance Teams	\$490	\$550		21 - 22	Speaking & Presenting with Confidence & Impact	\$320	\$360	4		Workplace Safety & Health Management Course	\$323.81	\$352.38	24-27	
Effective Coaching/Mentoring Skills for Supervisors	\$340	\$380			Writing to Sell !	\$480	\$540	3 - 4		Basic Industrial Safety & Health Course	\$235.24	\$247.62	6,13, 20, 27	3,10, 17,24
Enhancing Managerial Performance: The Manager as Coach & Mentor	\$480	\$540			Aviation Security	Member	Non-Member	MAR	APR	Occupational First Aid Course	\$200.00	\$200.00	25-27	28-30
Highly Effective Criticism and Discipline Skills for Managers and Team Leaders	\$490	\$550		21 - 22	Air Cargo Security	\$585.00	\$650.00			Safety Orientation Course for Workers (Metalworking)	\$35.00	\$36.26	Monthly Classes Available - Call or email for schedule 6826 3056	
How to Excel as a First Time Supervisor	\$480	\$540	17 - 18		Introduction to Aviation Security	\$270.00	\$300.00			General Security	Member	Non-Member	MAR	APR
Personal & Team Leadership	\$340	\$380			Maritime Security	Member	Non-Member	MAR	APR	Conduct of In-House Investigations	\$270.00	\$300.00		24-25
Personal Leadership Development	\$480	\$520	25 - 26		ISPS Drills and Exercises for Port Facilities	To Be Confirmed		14		Facility Security Management	\$585.00	\$650.00		
Winning Teams	\$480	\$520	10 - 11		Maritime Security Awareness	\$252.00	\$280.00			Hotel Security Management	\$378.00	\$420.00		17-18
Workforce Skills Qualification (WSQ)	Member	Non-Member	MAR	APR	Maritime Company Security Officer	\$270.00	\$300.00		9	Predictive Profiling	\$585.00	\$650.00		
Apply Team Work in the Workplace	\$420.00	\$420.00	Training:3,4 &16 Apr Assessment: 23 Apr		Port Facility Security Officer	\$585.00	\$650.00			Security Awareness for Non-Security Hotel Staff	\$144.00	\$160.00		
					Ship Security Officer	\$585.00	\$650.00		10-11	Situational Assessment	\$288.00	\$320.00		

Upcoming Programmes (March - April 2008)

Logistics & Supply Chain Management	Member	Non-Member	MAR	APR	Manufacturing, Technical & Quality Management	Member	Non-Member	MAR	APR
Achieving Effective Management for Global Logistics	\$530	\$570			Be More Competitive - Distribute Your Manufacturing	\$320	\$380		
Best Practices and Procedures in Marine Insurance	\$520	\$560		16-17	Better Forecasting and Inventory Management - A Simple Statistical Approach	\$500	\$560	3 - 4	
Cost Reduction Techniques for Effective Purchasing	\$560	\$600		28-29	Cycle Time Reduction for Higher Productivity	\$520	\$560	6-7	
Effective 3PL Management for Supply Chain Logistics	\$520	\$560	17-18		Failure Mode and Effect Analysis (FMEA)	\$520	\$560		
Effective Negotiation In Supply Management	\$520	\$560		28-29	Good Manufacturing Practices (GMP)	\$590	\$648	10-11	
Effective Uses and Applications of INCOTERMS in International Trade	\$340	\$380	17		Hazard Analysis And Critical Control Points (HACCP) & Food Safety	\$520	\$560		
Effective Uses of Letter of Credit in International Trade	\$480	\$540	24-25		Improve Factory Sales Teamwork: Why and How	\$480	\$540		7 - 8
Fundamentals of Purchasing Skills for New Buyers and Purchasers	\$560	\$620		24-25	Lean Organization For Optimum Efficiency	\$520	\$560		
Global Sourcing and International Purchasing	\$560	\$620		14-15	Production Annual Plan : How to Develop and Manage It	\$520	\$560		
How To Negotiate With Vendors and Suppliers	\$560	\$620	13-14		Quality Control Circles (QCC) & The 7 QC Tools	\$520	\$560		
Import / Export Documentation and Shipping Procedures	\$480	\$540		28-29	Strategic Production Planning, Scheduling and Controlling	\$552	\$619		
Streamlining Order Management into Best Practice	\$530	\$570		21-22	The Language of Management: Lean Six Sigma	\$380	\$420		
Supplier Evaluation, Selection and Development	\$520	\$560	13-14		Lean Manufacturing Principles and Implementation	\$540	\$590	10-11	
Supply Chain Cost Reduction Practices	\$520	\$560	5-6		5S : A Race With No Finishing Line	\$400	\$440		10-11
Supply Chain Management As an Improvement Tool	\$520	\$560		14-15	Personal Effectiveness	Member	Non-Member	MAR	APR
Total Operation Solutions for Driving Supply Chain Efficiency and Agility	\$520	\$560		16-17	Business Grammar and Proofreading	\$460	\$520		3 - 4
Understanding The Bill Of Lading	\$360	\$400	13		Career Building	\$340	\$380		
Warehouse and Storage Management	\$480	\$540	3-4		Effective Office Administrative Skills	\$460	\$520		17 - 18
Sales and Marketing	Member	Non-Member	MAR	APR	Emotional Intelligence in the Workplace	\$490	\$550		7 - 8
Best Practices In Managing Retail Operations	\$355	\$395	14	11	Essentials of Email Writing and Etiquette	\$460	\$520	24 - 25	
Development Program For Sales Personnel	\$530	\$570			Handling Difficult People	\$400	\$450		
Dynamics of Branding	\$490	\$550			How to Work Well with Others at Work	\$480	\$540		
Expanding into Retailing	\$355	\$395	11	8	In Perfect (Business) English, Please!	\$460	\$520		
Managing Your Sales Team for Best Results	\$355	\$395			NLP For Personal Effectiveness	\$500	\$560		24 - 25
New Ideas for More Sales	\$250	\$280		3	Proofreading and Editing Skills	\$480	\$540	17 - 18	
Service Recovery for Better Sales Returns	\$355	\$395	5		Structured Inventive Problem Solving and Innovation	\$520	\$580		
Towering Above The Rest- Sell Your Way Up	\$355	\$395			The Art of Pleasing Your Internal and External Customers!	\$480	\$540		17 - 18
What Marketers Should Know About Product Positioning	\$355	\$395	25	22	The Art of Writing Good Minutes	\$460	\$520		
Winning More Sales Through Service Excellence	\$355	\$395		15	The DISC Personality Profile: Improving Personal Performance, Interpersonal Relationships & Teamwork	\$380	\$420	6	
Know How to Sell Products and Services	\$355	\$395	28	25	Winning with People at Work	\$480	\$540		

Certification	Member	Non-Member	MAR	APR
Skills Certificate in Purchasing Skills (Every Monday & Wednesday)	\$688.57	\$688.57		2 Apr - 20 Jun
Skills Certificate in Warehousing & Distribution (Every Monday & Wednesday)	\$688.57	\$688.57		2 Apr - 19 Jun

SMA - Tescom Joint IT Programmes	Member	Non-Member	MAR	APR
Certified Software Tester - Tescom	\$2,350	\$2,350	10 - 13	14 - 17
Traceability Fundamentals - Tescom	\$355.14	\$355.14	7 , 19	9 , 25
Coverage Analysis Fundamentals - Tescom	\$355.14	\$355.14	14 , 26	18 , 30

Creativity & Innovation	Member	Non-Member	MAR	APR
Ahead of Your Competitors Through An Innovative Workforce	\$480	\$520	11 -12	
Analytical & Creative Thinking Skills	\$480	\$540		28 - 29
Mind Mapping Made Easy	\$300	\$350		30
Think Fast, Think Smart	\$460	\$500		
Thinking On Your Feet	\$450	\$500		1 - 2



SMA
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Singapore's First Pavillion at the 102nd Canton Fair

By Lawrence Chan



^ A bird eye view of the exhibits

For the first time, the Canton Fair invited international Pavilions to participate in their local exhibition. This move transformed from the one-way platform for only export into the one of two-way for both import and export.

On 15 to 20 October 2007, Sma Federation led the very first Singapore Pavilion at the Canton Fair at Pazhou Exhibition Complex, Guangzhou.

This exhibition trade fair drew 200,000 visitors from all over the world. It proved successful in providing our members with opportunities to understand the Chinese market and meet potential partners from different industries.

Below are the Singapore companies that represented our Pavilion:

1. Alteco Chemical Pte Ltd
2. Dynatech Pumps Pte Ltd
3. O.E. Manufacturing Pte Ltd
4. Raion & Lion International Pte Ltd
5. Regene Bioscience Holdings Pte Ltd
6. Wah Joo Seng Pte Ltd
7. Zhaplin Work Pte Ltd

Interested parties who are keen to participate in the next 103rd Canton Fair, may contact Mr Lawrence Chan at lawrencechan@smafederation.org.sg - CONNECT



^ The Singapore Pavilion at the 102nd Canton Fair

Thailand's Defence & Security 2007

By Lawrence Chan

Following the impressive success of Defense & Security 2005, the organisers who are mainly supported by the Thai Ministry of Defence returned with another on 7 to 10 November 2007 at the Impact Exhibition Hall, Bangkok, Thailand

This year's Defense & Security 2007 gave exhibitors and visitors the opportunity to network with the decision-makers and top-brass from the industry with exhibit profiles adjusted in accordance to the procurement requirement of the Armed and Security Forces of the Kingdom of Thailand with the visiting delegations from the Asian region.

√ The Singapore Pavilion at Defense & Security 2007



^ The Singapore Defence delegates at the Defense & Security 2007 Networking Lunch.

Below are the Singapore companies that participated under the Singapore Pavilion:

1. Ace Armadillo Pte Ltd
2. Datumstruct (S) Pte Ltd
3. Eagle Engineering Aerospace Singapore Pte Ltd
4. Oakwell Engineering Limited
5. Ryca Pte Ltd
6. Voss (F.E.) Pte Ltd

Interested parties who are keen to participate in the next Defense & Security 2009, may contact Mr Lawrence Chan at lawrencechan@smafederation.org.sg -CONNECT

ProPak Indonesia 2007

By Dennis Toh

From 5 to 8 December 2007, Singapore was represented at the ProPak Indonesia 2007 at the Jakarta International Expo, Kemayoran, Indonesia.

This was the fourth year that Sma Federation was leading the Singapore Pavilion to this established international trade shows for the packaging and processing sectors in South East Asia's biggest market.

Below is the list of Singapore companies under the Pavilion:

1. Anhydro Asia Pte Ltd
2. CM Industrial Engineering (S) Pte Ltd
3. Coperion Pte Ltd
4. Hi Tec Electronic Pte Ltd
5. Landmark Plastics Pte Ltd
6. Maya Manufacturing & Trading Co (Pte) Ltd
7. TS Industrial Services Pte Ltd
8. Dirak Asia Pte Ltd
9. Servo Dynamics Pte Ltd

With the demand for packaging and packaging related materials, packaging technologies & machineries, equipments increasing significantly over the years, thus opportunities are abundant to meet the high demand for the manufacturing industry in Indonesia.

ProPak Indonesia 2007 provided an opportunity to showcase the latest packaging equipment and machinery, establish new business contacts as well as meeting with buyers and sellers.

Interested parties whom are keen to participate in other Packaging and Processing related events, may contact Mr Dennis Toh at DID: 6826 3036 or e-mail: dennistoh@smafederation.org.sg - CONNECT



^ From left: Dennis Toh, Sma Senior Manager, Grace Wong from IE Singapore and Roy Tan, Sma Executive



^ Visitors at one of the booths at the Singapore Pavilion



^ The Singapore Pavilion at ProPak Indonesia

Industrial Automation Networking Event: Moving the World from Singapore

By Pauly Tan

On 7 December 2007, BuySingapore (a division of IE Singapore) and Sma's Automation Technology Industry Group jointly organised a networking event - Industrial Automation Networking Event for the first time.

Set in the luxurious Orchard Scotts Residences, this networking event offered internationalising companies the opportunity to establish contacts with key local automation companies as well as foreign automation companies with representative offices in Singapore.

This event was sponsored by Far East Organisation and received an overwhelming response of more than 80 members. The event was set in this luxurious ambience and with a good spread of food and wine, and was a rousing success. - CONNECT



^ Opening address by Ms CHUNG Lai Thoe (Deputy Director of Enterprise Group) of IE Singapore



>> Members seen having a great time networking

Energy & Mining and Oil & Gas Technology Indonesia 2007

By Cecilia Tham & Dennis Toh



On 31 October to 3 November 2007, one of Asian's most renowned exhibitions- The Energy & Mining Indonesia Series 2007 was held at the Jakarta International Expo Kemoyoran, Indonesia.

Held concurrently was the Oil & Gas Technology Indonesia 2007, and both exhibits were graced by His Excellency, Mr Purnomo Yusgiantoro, Minister of Energy and Mineral Resources.

Both biennial events featured the biggest ever display chemical engineering to geological technology and equipment, mining, oil, minerals and technology products to support the demand for natural resources such as crude oil, coal and gases. The 4-day event received a total of 48,000 visitors from the Asian region.

SMA Federation led the Singapore Pavilions as one of the international exhibitors which included other countries such as Australia, Canada and Germany.

Interested parties who wish to participate in the next Energy and Mining Indonesia Series which will be held from 14 to 17 October 2009, may Ms Cecilia Tham at 6826-3030 or e-mail ceciliatham@smafederation.org.sg - CONNECT



^ Latest model of crane being featured at the exhibition



^ Crowds of visitors were seen at Parker Hannifin's booth daily

Here are the lists of Singapore companies that participated:

Energy & Mining Pavilion

1. Assurich Industries Pte Ltd
2. Banama Corporation Pte Ltd
3. Brevini (S.E Asia) Pte Ltd
4. Hagglunds Drives SEA Pte Ltd
5. Mann+Hummel Filter Technology (SEA) Pte Ltd
6. Orica Singapore Pte Ltd
7. Parker Hannifin (S) Pte Ltd
8. Semperit Industrial Products (S) Pte Ltd
9. Sunway Marketing (S) Pte Ltd

Oil & Gas Technology Pavilion

1. Acez Instruments Pte Ltd
2. Ashcroft Instruments Singapore Pte Ltd
3. CPV Industrial Supply Pte Ltd
4. Dura-Metal (S) Pte Ltd
5. Exheat Pte Ltd
6. Multiseals Pte Ltd
7. Nitti (Asia) Pte Ltd
8. Optibelt Asia Pacific Pte Ltd
9. OSV Engineering Pte Ltd
10. SCL Systems Enterprise Pte Ltd
11. Tomoe Valve Asia Pacific Pte Ltd
12. Xin Min Hua Pte Ltd

Getting the Maximum Value of ERP Solution

By Chin May Fang



^ Mr Richard Chuah, Business Solutions Consultant, Epicor Software Asia Pte Ltd giving a technical presentation

On 14 November 2007, a seminar on Enterprise Resource Planning (ERP) solutions was organised with Epicor Software Asia Pte Ltd, to provide ways to maximise the Returns-On-Investment (ROI) at the lowest total per user cost of software, services and maintenance for small medium-sized companies.

With manufacturers today being driven by external business pressures to accelerate growth and to improve customer service as well as response time, the introduction of Enterprise Resource Planning (ERP) strategies are viewed as a necessary infrastructure and a strategic weapon to streamline and automate all business processes in order to stay competitive.

Mr David Ho, Regional Director (SEA) and Mr Richard Chuah, Business Solutions Consultant were present to share some case studies on how Epicor's ERP solution provided their clients a revenue stream.

Interested parties who wish to collaborate with SMA Federation on such events, may contact Ms Chin May Fang at chinmayfang@smafederation.org.sg. - CONNECT

Lean Manufacturing with MES HYDRA-Value-add without Wastage

By Chin May Fang

On 29 November 2007, SMA organised a free seminar on Lean Manufacturing, sponsored by MPDV Asia Pte Ltd with the objective to share their business solutions to members.

Manufacturers who participated learnt from Mr Sascha Graef, Managing Director, MPDV Asia Pte Ltd how they could manage their strategic business processes such as sales, purchasing, HR, finance & accounting, warehouse, production planning, in powerful integrated ERP-systems or sometimes even in spreadsheets.

For more information on how you can enjoy benefits as a SMA member, please contact Ms Chin May Fang at chinmayfang@smafederation.org.sg. - CONNECT



^ (right) Speaker of the seminar, Mr Sascha Graef, Managing Director, MPDV Asia Pte Ltd, having a discussion with one of the participants after the presentation.

ControlsAsia, InstrumentAsia, AnaLabAsia (CIA) 2007

CIA 2007

ControlsAsia2007

InstrumentAsia2007

AnaLabAsia2007

By Pauly Tan



Below are the lists of companies under Singapore's Pavilion:

1. Acez Instruments Pte Ltd
2. Aik Moh Paints & Chemicals Pte Ltd
3. Ansac Technology (S) Pte Ltd
4. APP Systems Services Pte Ltd
5. Beaver Contromatic
6. Boerger Pumps Asia Pte Ltd
7. CE-Test & Measurement (S) Pte Ltd
8. Consys Enterprise Pte Ltd
9. Finetek Pte Ltd
10. Flotech Controls Pte Ltd
11. Fortuna Scientific Pte Ltd
12. Fullbond System Pte Ltd
13. Futron Electronics Pte Ltd
14. Goldbell Weigh-System Pte Ltd
15. Intermass Fischer-Asia Pte Ltd
16. KSR Kuebler (S) Level Measurement & Control Pte Ltd
17. Lee Hung Scientific Pte Ltd
18. Linair Technologies Limited
19. Masstron Pte Ltd
20. Metrohm Singapore Pte Ltd
21. PNR Engineering Pte Ltd
22. Scientific Procurement Services
23. Sefar Singapore Pte Ltd
24. Shecey (Singapore) Pte Ltd
25. Singapore Test Services Pte Ltd
26. Techcomp (Singapore) Pte Ltd
27. Trans Instrument (Singapore) Pte Ltd
28. Trittech Scientific Pte Ltd
29. United Scientific Equipment Pte Ltd
30. Vector Infotech Pte Ltd
31. Wago Electronic Pte Ltd
32. Westermo Data Communications Pte Ltd
33. Whatman Asia Pacific Pte Ltd
34. Yen International Resources

On 27 to 30 November 2007, CIA 2007 - an exhibition showcasing innovative products and services from more than 623 companies comprising of 43 countries was held at Suntec Convention and Exhibition Centre with Singapore's Minister for the Environment and Water Resources, Dr Yaacob Ibrahim presented during the opening ceremony as Guest-of-Honour.

One of our local exhibitors, Mr Ronald Cheong, SBU Leader of Intermass Fischer-Asia Pte Ltd said, "CIA, being the biggest scientific exhibition in Singapore, is an excellent platform to showcase our products to customers. It is also a good channel to showcase our capabilities to the industry. Being part of the Singapore Pavilion gives us an advantage in terms of visibility."

This year saw the SMa Federation-led Singapore Pavilion strongly participated by 34 local companies who viewed CIA 2007 as a strategic platform to meet suppliers and buyers to explore promising trade opportunities.

Below are the lists of companies under Singapore's Pavilion:

"CIA is an important show for us to present our products to

customers. This is the 6th time we are exhibiting at CIA since the Singapore office was set up in 1996," said Mr Marcus von Kloeden, Managing Director of Metrohm Singapore Pte Ltd.

Mr Ian Smith, Managing Director of Scientific Procurement Services added, "We've been kept busy by the number of visitors since the opening of CIA and are pleasantly surprised by the number of overseas visitors, especially those from Indonesia, Malaysia and India which are very important for local companies."

The Singapore Pavilion was also supported by IE Singapore. -
CONNECT

Trade Exhibition & Mission 2008

Name of Event	Industry Sector	City/ Country	Date	Contact Person
Arab Health 2008	Healthcare	Dubai, UAE	28 - 31 Jan	Ms Cecilia Tham E-mail: ceciliatham@smafederation.org.sg DID : 6826 3030
Medical Design & Manufacturing (MD&M) West 2008	Medical Technology	Anaheim, CA, USA	29 - 31 Jan	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
MEDTEC 2008	Medical Technology	Stuttgart, Germany	11-13 Mar	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
ProPak Vietnam 2008	Packaging	Ho Chi Minh City, Vietnam	5 - 8 Mar	Mr Dennis Toh E-mail : dennistoh@smafederation.org.sg DID : 6826 3036
Salima 2008	F&B	Czech	4 - 7 Mar	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
The Canton Fair (SPRING 2008)	Import / Export	Canton, China	15 - 20 Apr	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
59th China International Medical Equipment Fair (CMEF) 2008	Medical Technology	Shenzhen, China	19 - 22 April	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
CosmoBeaute Vietnam 2008	Lifestyle	Ho Chi Minh City, Vietnam	25 - 28 April	Ms Cecilia Tham E-mail: ceciliatham@smafederation.org.sg DID : 6826 3030
Food & Hotel Asia 2007	Food & Beverage	Singapore	22 - 25 April	Mr Dennis Toh E-mail : dennistoh@smafederation.org.sg DID : 6826 3036
Card Asia/ RFID World Asia 2008	RFID	Singapore	24 - 26 April	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
HOSPIMedica Sydney 2008	Medical Technology	Sydney, Australia	13 - 15 May	Ms Cecilia Tham E-mail: ceciliatham@smafederation.org.sg DID : 6826 3030
Intermach 2008	Machinery	Bangkok, Thailand	14-18 May	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
Semicon Singapore 08	Semiconductor	Singapore	6 -8 May	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
MetalTech 2008	Precision	KL	7 - 11 may	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
NEPCON Malaysia 2008	Electronics	Penang, Malaysia	3 - 6 June	Ms Vivien Yen E-mail : vivienyen@smafederation.org.sg DID : 6826 3032
Medical Design & Manufacturing (MD&M) East 2008	Medical Technology	New York, USA	3 - 5 June	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
Entech/Pollutec	Environment	Bangkok, Thailand	4-7 June	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
Machine Tool Hanoi 2008	Machinery	Hanoi, Vietnam	5-8 June	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
ICA/LAB 2008	Instrumentation	KL	10 -13 June	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
BroadcastAsia 2008	Broadcast/Animation	Singapore Expo	17 - 20 June	Ms Cecilia Tham E-mail: ceciliatham@smafederation.org.sg DID : 6826 3030
CommunicAsia 2008	ICT	Singapore Expo	19 - 22 June	Ms Vivien Yen E-mail : vivienyen@smafederation.org.sg DID : 6826 3032
ISF 2008	Security	KLCC	17 - 20 June	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
FIREC 2008	Fire Protection	KLCC, Malaysia	17 - 20 June	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
Electric Asia 2008	Infrastructure	KLCC, Malaysia	17 - 20 June	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
Asian Securitex 2008	Security	Hong Kong	4 - 6 June	Mr Dennis Toh E-mail : dennistoh@smafederation.org.sg DID : 6826 3036
ProPak Asia 2008	Packaging	Bangkok, Thailand	13 16 June	Mr Dennis Toh E-mail : dennistoh@smafederation.org.sg DID : 6826 3036
GIIMT+AMB China 2008	Machinery	Guangzhou, China	15-18 June	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
Intermold 2008	Machinery	Bangkok, Thailand	19-22 June	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
Indo ICT Expo 2008	ICT	Jakarta, Indonesia	26 - 28 June	Ms Vivien Yen E-mail : vivienyen@smafederation.org.sg DID : 6826 3032
Building M&E / Securitex & Fire	Building/FPSS	HCMC, Vietnam	17 - 19 Sept	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
M-Tech	Machinery	Osaka, Japan	1-3 Oct	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
Metalex Vietnam 2008	Machinery	HCMC, Vietnam	1-3 Oct	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
KIOGE 2008	Oil & Gas	Almaty, Kazakhstan	7-10 Oct	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
TATEF 2008	Metalworking	Istanbul, Turkey	14-19 Oct	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
The Big 5 Construction	Building & Construction	Dubai, UAE	23-27 Nov	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
INDODEFENCE 2008	Security / Defence	Jakarta, Indonesia	19 - 22 Nov	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
INDOAEROSPACE	Security / Defence	Jakarta, Indonesia	19 - 22 Nov	Mr Lawrence Chan E-mail: lawrencechan@smafederation.org.sg DID : 6826 3073
MACTECH 2007	Machinery	Cairo, Egypt	6-9 Nov	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039

Date	Name of Event	City / State	Industry Sector	Contact Person
Feb-08	Business Mission to India	Chennai, Calcutta	Multi-Sectoral	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
Mar-08	Business Mission to Vietnam	Ho Chi Minh City & Hanoi	Multi-Sectoral	Mr Roy Chan E-mail : roychan@smafederation.org.sg DID: 6826 3019
May-08	Business Mission to PR China	Tangshan & Tianjin, Hubei Province	Multi-Sectoral	Mr Roy Chan E-mail : roychan@smafederation.org.sg DID: 6826 3019
Jun-08	Business Mission to Laos & Cambodia	Vientiane & Phnom Penh	Multi-Sectoral	Mr Roy Chan E-mail : roychan@smafederation.org.sg DID: 6826 3019
Aug-08	Business Mission to Israel	TBA	Multi-Sectoral	Mr Roy Chan E-mail : roychan@smafederation.org.sg DID: 6826 3019
Aug-08	Business Mission to Africa	TBA	Multi-Sectoral	Mr Roy Chan E-mail : roychan@smafederation.org.sg DID: 6826 3019

SMa Gallery

Conference on Public Sector Financing and Assistance

By EDC @ SMa

Date: 13 November 2007
Venue: EDC Auditorium



^ From left: Dr Lim Ee Meng (A*Star), Ms Ang Chye Peng (NEA), Mr Kenneth Woo (IPOS), Mr Lim Hok Sen (SMa), Ms Fion Tan (NEA), Mr Li Zhi Cheng (SPRING Singapore), Mr Elwyn Tan (SMa), Mr Cheong Zhaoyong (IE Singapore)



^ The panel of speakers during Q&A



^ Speakers from NEA with a participant during tea-break



^ Participant asking question during Q&A



^ From left: Mr Jeremy Ho, Business Development Manager- Business Critical Systems from HP Singapore, Foong Chee Koon, ISS Country Sales Manager and Mr Richard Ong, Sales Manager from Delteq Pte Ltd

Date: 15 November 2007
Venue: EDC Auditorium



^ Master Tan Khoon Yong sharing useful Feng Shui advice and philosophies for business, predictions on the performance of various industry sectors in Singapore.

Giving Your Business the Advantage in 2008

by ISS Consulting and Hewlett-Packard Singapore



^ A participant getting acquainted with Mr Endro Partosoedarso (right), Regional Director from ISS Consulting during the break



^ ^ Members pitting against each other with a game of scissors, paper and stone



^ ^ Excited members at the entrance of MOS



^ ^ Members enjoying their networking session over a round of drinks



^ ^ Celebrity host, DJ Daniel Ong introducing himself

The Perfect Match

By IBM Singapore



^ ^ Mr Shaun Kwan, Country Manager from IBM Singapore welcoming members



Date: 16 November 2007
Venue: Ministry of Sound (MOS)

"Asian Packaging Federation: Board of Administrative Meeting cum General Assembly"

by Packaging Council of Singapore (PCS)



^ ^ The meeting fostering cross country co-operation among all packaging-related bodies



^ ^ Group picture of the whole APF assembly



^ ^ More than 40 delegates from APF Members country from Bangladesh, China, India, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Sri Lanka and Thailand at the meeting

Date: 27 November 2007
Venue: EDC Auditorium @SMA



^ His Excellencies with Mr Khew, accepting their new appointments as Honorary Members



^ Mr Lim Hok Sen, Director for SMA Special Projects (right) exchanging points with His Excellency from Japan

Date: 6 December 2007
Venue: SMA President Office



^ Mr Edwin Khew speaking to His Excellency Makato Yamanaka, Ambassador for the Embassy of Japan

Investiture Ceremony II By SMA Federation

by SMA Federation



^ His Excellency Miles Kupa, High Commissioner from Australian High Commission

Christmas Fiesta @ Turf Club

By SMA's Automation Technology Industry Group



^ Mr Gary Goh, Managing Director of Spartan Systems(extreme left) having a great time with his guests

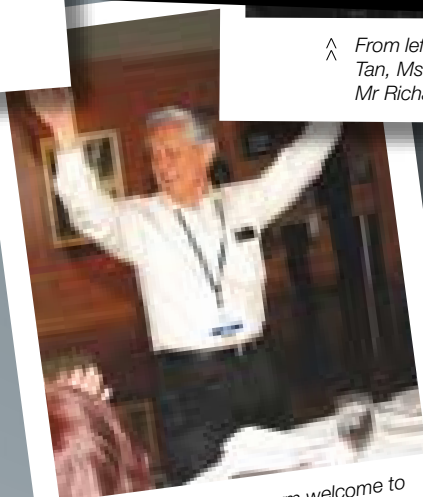


Date: 28 December 2007
Venue: Singapore Turf Club

^ From left: Mr Chua Chew Yong, Dr Moh Chong Tau, Mr Jerry Tan, Ms Annabelle Tan, Mr Lim Meng Wee, Mr CK Liang and Mr Richard Soh



^ Secretary-General, Mr Peter Chua drawing the winner



^ Members giving a warm welcome to SMA's new Secretary-General, Mr Peter Chua



^ Members streaming in from the registration desk

Congratulations SIEMENS for 100 years of setting the pace



SIEMENS

SMA Federation would like to congratulate our corporate member- SIEMENS Pte Ltd for marking their 100th year in Singapore.

SIEMENS is represented by their Managing Director, Mr Hans-Dieter Bott, who serves in the Council Board as Vice-President. He also leads the Environment, Health, Security & Safety Function Committee (EHSS FC) as the Chairman and is a committee member in the Economic Feedback Committee in SMA Federation.

On behalf of the manufacturing community in Singapore, SMA Federation salutes SIEMENS significant contribution in setting the pace in technology and social engagement with their innovations in healthcare, industry and energy for Singapore.- CONNECT

Let's Welcome SMA's Newly Appointed Secretary - General

We are pleased to announce the appointment of Mr. Chua Chew Yong as Secretary-General of the Singapore Manufacturers' Federation (SMA) with effect from 2 January 2008.

Mr Chua has gained wide-ranging experiences, related to the business, industrial and academic fields, having worked for the Economic Development Board (EDB), Multinational Corporations (MNCs) and Institutions of Higher Learning (NTI/NTU).

He studied mechanical engineering at the well-known Technological University of Darmstadt, Germany from 1962-68, under Singapore Government PSC Scholarship. He also speaks German and French. Upon his graduation and return in 1969 to Singapore, he was initially posted to the PWD as a mechanical engineer but, a few months later, was deployed by the Government to the EDB as Investment Promotion Officer.

This was in preparation for his posting to Frankfurt/Main, Germany in January 1970 to head the newly set-up EDB Office for Germany. He stayed there for six years and successfully helped to promote the first batch of world-renowned European manufacturing companies to invest in Singapore, e.g. Siemens, Rollei, SKF-Germany, Hilgepore, etc.

In 1976 he returned to Singapore and worked in the private



sector at senior management levels for Multinationals from Europe, before being lured to the then newly established Nanyang Technological Institute (NTI), the "University for Industry". There he worked as a Senior Lecturer and, besides teaching subjects related to industrial automation, was active in helping to promote the new, practice-oriented University to industry. After 11 years at NTI/NTU, he left to be a

private consultant for businesses in the manufacturing in Europe and in Singapore. Business consultancy was a passion he followed for many years to assist businesses to grow.

As the new Secretary-General, he will help to take the Singapore Manufacturers' Federation to the next level of development and growth. Under his leadership, the SMA organisation will work closely with government agencies, chambers, institutes and industrial partners for the mutual benefit of the manufacturing community in Singapore. - CONNECT

GREAT NEWS!



To kick start Year 2008 SMa will be collaborating with AIA with several events which will be value adding and lots of **ATTRACTIVE** offers to our Loyal Members.

AIA will be giving:-

- 1) **Complimentary Financial Health Checks**
- 2) **Complimentary Golf Club Memberships (with purchase of AIG/AIA Products)**

Look out for More Benefits throughout this year!

All brought to you by SMa in collaboration with SP-Shirley, authorised representative of American International Assurance Company, Limited.

If you wish to find out more about these exciting offers, please email shirleychan@aia.com.sg or call Shirley Chan at mobile: 96450752 / Jude at mobile: 91892320 / Irene at mobile: 91459399

Brought to you by

**Shirley Chan, Financial Services
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Authorized Representative of
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AIG A Member of
American International Group, Inc.

Membership Recruitment for Nov / Dec 2007

NOVEMBER

Company	Member Type
Imaginit Tech (S) Pte Ltd	General
Legrand (S) Pte Ltd	Ordinary

DECEMBER

Company	Member Type
Aztech Systems Ltd	Ordinary
Bossard Pte Ltd	General
Control Devices Asia Pte Ltd	General
Innopian Technology Pte Ltd	Ordinary