



Singapore Manufacturers'
Federation

Connect

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SMEs' Talk
with Minister
Lee Yi Shyan



Singapore
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SMa's 4th Annual General Meeting

by Chan Ai Mun



^ Members listening on to Mr Khew's speech

The Singapore Manufacturers' Federation's 4th Annual General Meeting (AGM) was held on 29 June 2007 at SMA with members gathering to close another watershed year for the year of 2006.

The AGM commenced at 4:30pm after the thirty minutes adjournment as the quorum required was not met. Secretary to Council, Mr Lim Hok Sen informed members present that the AGM will commence and invited President, Mr Edwin Khew to make his opening address.

Mr Khew thanked the members for taking their time off their busy schedules to attend this year's meeting and addressed the members. In his speech, he highlighted the positive outlook on Singapore's economy and followed by accomplishments of SMA in 2006. He further gave an overview of the present challenges faced by SMA during his speech.

He announced that SMA saw a 75% revenue growth, achieving revenue of \$21m in 2006 compared to \$12m in 2005. This spurt in the growth was brought about by expanding business activities by the newly established subsidiaries, the School of Management (SOM) and Enterprise Development Centre (EDC) at SMA. He continued to describe SMA's accomplishment in other areas.



^ From left: Mr Lim Hok Sen, Director for Special Projects, Dr Roger Low, Secretary-General, Mr Edwin Khew, SMA President, Dr Moh Chong Tau, Deputy President and Mr Richard Soh, Honorary Treasurer

Mr Khew further presented the challenges and difficulties SMA faced in the past year. First, he sought member's cooperation to pay membership subscription fees diligently. Financial Report stated that \$600,000 was written off last year and it reflected the severity of the problem encountered every year.

∨ Members casting their votes



to be continued...



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^ Members listening to Mr Khew's speech



^ In friendly discussion. From left: Mr Hans-Dieter Bott, Council member, Ms Dawn Liu, Director for Finance & Admin/Enterprise Business Centre, Mr Vincent Guok, Deputy Secretary-General/COO and Dr Roger Low, Secretary-General

Second, SMA faced competition with 200 or more associations. Some of these associations whom are providing specialised services are also giving away free memberships. Third, recruitment and retaining of staff continued to be one of the greatest challenges in today's buoyant employment market.

SMA's impending projects were also announced in his speech. On October 16, SMA's 75th Anniversary Gala Dinner celebrations; PM Lee Hsien Loong has accepted our invitation as Guest-of-Honour.

SMA will be moving to a new premise next year as the lease at the Enterprise will not be extended when it ends next year. The new premises will house most of SMA's activities under one roof. SMA will be looking into including an incubation centre for small businesses to provide them with subsidised office space to jumpstart their businesses.

A regional centre for Occupational Safety and Health training will also be set up in the new premises next year with support and funding from Workforce Development Agency (WDA) to provide skill training for Professional Managers Executives and Technicians in Singapore.

Mr Khew ended on a high note, expressing appreciation to the Council, Executive Committee, SMA members and the Secretariat for supporting him in the past year. Special mentioned was towards Secretary General, Dr Roger Low and the Heads of Department and Staff in SMA, GS1, SOM and EDC, for their dedication, hard work, perseverance and often putting in long hours to achieve the 2006 results.

The AGM proceeded with members unanimously approving and accepting the minutes of the 3rd AGM, 2006 Annual Report, 2006 Audited Accounts and re-appointment of Moore Stephens as SMA's auditors.

The AGM concluded as the President thanked the members for attending and invited them to sumptuous buffet spread.

If you would like to review the opening speech at the AGM by SMA President, Mr Edwin Khew, you may visit our Media Centre at SMA's website.

SMEs' Talk with Mr Lee Yi Shyan

By Andrew Ong



^ A participant airing his views to the panel of parliamentarians

The Singapore Manufacturers' Federation (SMA) jointly organised with the Community Outreach Group for Small Medium Enterprises a dialogue session with Mr Lee Yi Shyan, Minister of State, Ministry of Trade and Industry on 28 May 2007. This provided an exclusive platform for SME business owners to raise issues they faced in their business front.

The programme began with an update by Mr Chong Pak Leong, Head of Corporate Planning of SPRING Singapore on "SME Development- Government Support and Role of Trade Associations". It was followed by the dialogue between participants and the panel of speakers.

The speakers on the panel were:

- Mr Lee Yi Shyan, Minister of State, Ministry of Trade and Industry
- Mr Lim Biow Chuan, MP (Marine Parade GRC)
- Dr Muhammad Faishal Bin Ibrahim Khan Suratee, MP (Marine Parade GRC)
- Mr Seah Kian Peng, MP (Marine Parade GRC)
- Mr Edwin Khew, SMA President and NMP

One of the main concerns raised by several business owners was the cost of conducting businesses in Singapore. The raising cost of utilities, rent and foreign workers' tax levies was the major concern for our SMEs; the high operational cost was 'forcing' their businesses to operate out of Singapore.

Concerns about 'red tapes' within the government and its

agencies was raised, applying for licenses and permits for their business operations is a tedious and long process. A participant felt that there were too many stops to make as time and money wasted in the waiting process. A "one-stop shop" was suggested by Mr Sunny Koh, Group Managing Director of Chinatown Food Corp. Pte Ltd. He added that this would simplify and hasten these processes for all applications.

Minister Lee assured the participants that the government is there to help their businesses to grow through various programmes provided through SPRING Singapore and IE Singapore. He further commented that members should be able to approach SMA as "SMA is one of the best associations" and capable to assist the various diverse needs of SMEs in Singapore.

SMA President, Mr Khew ended with an encouragement to SMA members to continue raise their concerns over business-related issues through SMA's newly-formed Economic Feedback Committee (EFC).

All SMA members may kindly contact Chan Ai Mun (Ms) at 6826 3052 or email chanaimun@smafederation.org.sg to submit your feedback.

√ Mr Lee Yi Shyan, Minister of State, Ministry of Trade and Industry (right) answering the issues raised by SMEs with Mr Khew



Introducing of New Schemes

By EDC@SMa

I. MOM: Work Life Works Scheme (Revised)

MOM has recently introduced the revised Work Life Works (WOW). MOM topped up another \$10 million to assist companies in developing good work life balance strategies for their employees.

This new fund will provide grant assistance to any eligible and interested company to kick start the work life balance. The grand offers up to \$10,000 or 70 per cent co-funding for consultancy, training and purchase of IT hardware or infrastructure. Since 2005, EDC@SMa assisted many companies who embarked on the WOW programme and they reported reaping the benefits such as lowering recruitment costs and improving the productivity of each worker from implementing the scheme.

II. WDA: Advantage! Scheme (Enhanced)

Singapore Workforce Development Agency (WDA) is introducing an enhanced Advantage! scheme. The scheme aims to assist companies to retain and attract new mature workers.

With grant assistance given up to \$400,000 (or 80%) per company, eligible and interested companies can apply through this scheme to improve its human resource systems, purchase equipment or machinery and train its mature workers. The overall intent is to create an age friendly work environment for the benefit of mature workers.

Grant assigned to an eligible applicant will be based on the followings;

- Recruit new mature workers aged 40 and above - Grant assistance (\$3,000 given every to 7 workers) will be allocated
- Retain current mature workers aged 55 to 61 (\$3,000 given per worker) - Grant assistance (\$3,000 given per worker) will be allocated
- Re-employ current mature workers aged above 62 (\$4,000 given per worker) - Grant assistance (\$4,000 given per worker) will be allocated

If your company is interested in either the new WOW or the Advantage! Scheme, please contact Raymond Wong (Mr) at 6826 3023 or 6826 3020 or email raymondwong@edc.org.sg

Government Funding for Executive and Managerial Training for the SMEs under the SUPER Scheme by WDA

by Chan Ai Mun

WDA offers a wide spectrum of funding programmes to support employees' training through Skills Development Fund (SDF). In the past, WDA focus on promoting upgrading skills for skilled workers through the Skills Development Fund in the past. Incentives are given to companies to encourage employers to upgrade their skills of the workforce through SDF.

An extension to SDF, WDA set up a "SME Upgrading for Performance" scheme also known as Super Scheme. It aspires to help Singapore Entrepreneurs provide training assistance to encourage training for professionals, managers, executives and technicians (PMETs) in small and medium enterprises; ultimately groom a new generation of managers for SMEs.

The training programmes that are eligible will include certifiable or non-certifiable, overseas training and other training programmes for executives and managers. These programmes must have clear performance objectives, lesson plans and guided by qualified instructors. The lessons must also be relevant

to the sponsored employee's job and in line with company's business needs. SMEs who are eligible for the Super Scheme will be enjoy 50% funding of course fees subjected to \$20 per trainee per hour for executive and managerial training.

The funds however exclude programmes for post-graduate and tertiary studies, training of company's policies, seminars, conferences and symposiums. When training elements for work attachment is unclear, funds will also not be granted.

If you are interested to learn more about the SUPER Scheme you may contact Mr Raymond Wong at raymondwong@edc.org.sg. To know about the training programmes that qualify for the scheme, you may contact Ms Sophia Tan at sophiatan@smafederation.org.sg. They will be able to assist you on selecting the various training programmes available for funding.

ISO/PAS 28000 Supply Chain Security Pilot Project

By e-SCM Council

The eSCM Council has been appointed as the Project Manager to manage the ISO 28000 Supply Chain Security Pilot Project by SPRING Singapore. The eSCM Council aims to recruit 10 chain masters to participate in this project.

The ISO/PAS 28000 is a standard for security management systems for all supply chains. It outlines the requirements which enable companies to establish, implement, maintain and improve a security management system, including those aspects critical to security assurance of the supply chain. It helps all sectors of industries assess security risks, implement controls and mitigating arrangements to manage potential security threats and impacts to the supply chain.

A recent study by Stanford University, companies which invested in supply chain security were able to reap substantial benefits. These benefits were quantified as follows:

- Reduced customs inspections by 48 percent
- Increased the automated handling of imports by 43 percent
- Reduced transit time by 29 percent
- Improved asset visibility in the supply chain by 50 percent
- Improved on-time shipping to customers by 30 percent
- Reduced time taken to identify problems by 21 percent
- Reduced theft in inventory management by 38 percent
- Reduced excess inventory by 14 percent
- Reduced customer attrition by 26 percent

If you would like to find out more about ISO/ PAS 2800 Supply Chain Security, you may contact Lauw Kok Keen at kokkeen@smafederation.org.sg

The Enterprise, #02-02, No.1 Science Centre Road, Singapore 609077 DID: 6826 3013 Fax: 6822 8328

"Energy Savings Column" Increased Emphasis on Energy Savings Projects

More business owners throughout Asia are concerned about the rising electricity costs. They are now seriously considering reducing electricity consumption in their manufacturing plants and many are looking into energy savings plans for their factories and offices.

Energy savings is a relatively new concept in Asia. Many of us have heard about capacitors and inverters as energy savings equipment, but their performances alone are far from satisfactory. There are many other proven and successful energy savings products and applications and each type of motor (e.g. air compressors, chillers, injection molding machines, ball mills, furnaces etc.) will work efficiently with a different energy savings product.

There is no such thing as a "fix-it-all" product that is universally applicable to achieve optimum energy savings for all categories of motors. Typically a "Total Systems" energy savings solution covering all significant motors in a manufacturing plant will achieve more savings.

There is a common misconception that energy savings is to reduce the supply of energy altogether. This may instead have an adverse effect on operational efficiency and productivity. Rather, energy savings means reducing the wasted and unnecessary energy churned out by a motor. Without having to reduce the productive energy used for proper operation or production. Level of wastage is different for each category of motor. More savings can be achieved when a motor produces more wastage.

There are many energy savings companies (ESCOs) of very different company histories, track records and capabilities pursuing different energy savings products and solutions. It can be highly confusing for decision makers in choosing the right ESCO to help them save energy.

Here are some key selection criteria that companies can look at when they select their service providers. They should consider their list of product and solutions, size of their projects, knowledge, capabilities and financial strength to select the ESCO to embark on energy savings projects.

Champion Blood Donor Ruby Award



^ Congratulations to Sma Council member, Mr Lim Meng Wee for receiving the Champion Blood Donor Ruby Award from Minister of Health Mr Khaw Boon Wan on 14 June 2007 at Golden Village@VivoCity.

The Champion Blood Donor Ruby Award is conferred when an individual has donated blood more than 75 occasions.

Inception of the SMa - China Business Committee

By Vanda Kwek



^ Mr Liu Zhi Yong, Director General of Guangxi State Farms Bureau (left) and Mr Poh Choon Ann, Chairman of SMa-China Business Committee (right) during the MOU ceremony

With China growing into a global economic powerhouse, SMa has recognised the need to stay abreast with the development of China. SMa saw the need to constantly establish contacts with the various government agencies and private sectors in China.

In order to remain competitive and relevant to our members, SMa has formed the SMa - China Business Committee (CBC) in March 2007.

The objectives of this committee are:

- To facilitate and assist members to promote and develop opportunities for business, trade, investment, strategic alliances and new ventures both in Singapore and China
- To organise and co-ordinate incoming and outgoing trade and investment missions, trade fairs and business development activities and assist members to promote their products and services locally and China
- To network and work closely with Ministry of Trade & Industry, IE Singapore, Economic Development Board, overseas offices of IE Singapore and China embassy to help members develop local and overseas business linkages with Chinese enterprises
- To work closely with both local and overseas Business Councils, Chambers of Commerce, Associations, MOU Partners of SMa, Business Committees and / or Business Trade Groups internally within the SMa Federation structure and externally in Singapore to foster local and international trade and investments

This committee comprises of:

Chairman - Mr Poh Choon Ann, Chairman and CEO of Poh Tiong Choon Logistics Limited.

Deputy Chairman - Mr Simon Li, CEO of Feoso Oil (Singapore) Pte. Ltd.

Committee Members:

Mr Chung Ting Fai, Managing Partner of Messrs Chung Tan & Partners

Mr Stewart Goh, CEO of Ming Says Holdings

Mr Por Khay Ti, Deputy Group Managing Director & COO of HTL International Holdings Ltd

Mr Teng Theng Dar, Chief Executive Officer of Intracco Limited

Mr Yew Sung Pei, Assistant Deputy CEO of China Operations International Enterprise Singapore

Secretariat:

Mr Jeffrey Liew, Director of Industry Development Division

Ms Vanda Kwek, Manager of Industry Development Division

Mr Roy Chan, Executive of Industry Development Division

With its establishment, a first MOU was signed with GXNK on 23 May 2007.

The MOU's objectives are:

- to promote GXNK to SMa's members
- to lead business delegations to several industrial zones (agricultural, spare parts and automation, warehousing) and 12 industrial parks owned by GXNK
- to strengthen training and development for both parties, collaborate on various programs, to establish hyperlinks
- GXNK will consider setting offices in Singapore so as to establish regular and periodic collaborations.

Background of GXNK

GXNK was founded in 1951 and it is one of the subordinate departments of the Guangxi Government and its business conglomerate, Guangxi State Farms Group. GXNK owns 166,666.7ha of land, distributed over 13 cities and 39 counties, among of which 46,667 ha is in suburb area. It also comprises of 2 taking-shape industrial zones and 96 state-owned enterprises/institutions, and a number of 125 investments and cooperation in its management area.

Xinxing Industrial Zone is a joint urban integrated development by Liujiang County government and Guangxi State Farms Group. It is situated in the suburb of southeast of Liuzhou City. It has a total area of 333ha, 300ha is for industrial development and 33ha is for residential land. Auto parts, machinery manufacturing, new materials, sugar, printing and packaging industries, transport and logistics industries, finance and insurance, and business services are deemed the main developmental industries for the zone.

For more information, please visit their website at <http://www.gxnk.com>

Singapore Packaging Agreement

By Dennis Toh



^ Mr Albert Lim receiving a token from Dr Yaacob Ibrahim after signing the Singapore Packaging

The Sma Food & Beverage Industry Group and Packaging Council of Singapore led the way to reduce waste from packaging by signing the Singapore Packaging Agreement on Tuesday, 5 June 2007 which fell on the "World Environment Day".

The event jointly organised by the National Environment Agency (NEA), Packaging Council of Singapore (PCS), Singapore Manufacturers' Federation (Sma) and Singapore Environment Council was held at the Ulu Pandan Community Club with Dr Yaacob Ibrahim, Minister for Environment and Water Resources as Guest-of-Honor.

The objectives of the Singapore Packaging Agreement are:

- To reduce packaging waste from consumer products
- To raise consumers' awareness and to introduce initiatives that will foster packaging resource use

Mr Albert Lim, Chairman of the Packaging Council of Singapore (PCS) was pleased with the new agreement and announced during his keynote address of the Singapore Packaging Star Award that has been rolled out as another initiative organised by Sma and PCS.

With the signing of the Singapore Packaging Agreement, more collaboration is expected to be seen between the government, industry and community to reduce waste for the next 5 years. This is in tandem with our government's proposed 2012 national



^ Mr Sunny Koh signing the Singapore Packaging Agreement on behalf of the Sma Food & Beverage Industry Group

recycling targets of 50% of glass, 59% of ferrous metals, 90% of non-ferrous metals, 55% of paper and 23% of plastics.

Mr Sunny Koh, Chairman of the Sma Food & Beverage Industry Group welcomed the collaborated when he commented that, "Brand owners will always welcome the reduction in packaging, but they don't want to be viewed by consumers as a means of cutting corners. It all boils down to educating the public."

Beside the Sma F&B IG and Packaging Council of Singapore, the signing ceremony also saw several Sma Food & Beverage IG members signing the agreement.

The following are members companies signed as the principal parties of the agreement:

Asia Pacific Breweries (Singapore) Pte Ltd
Boncafe International Pte Ltd
Chinatown Food Corporation Pte Ltd
F&N Coca-Cola (Singapore) Pte Ltd
Fonterra Brands (Singapore) Pte Ltd
Gardenia Foods (Singapore) Pte Ltd
Nestle Singapore (Pte) Ltd
Sin Hwa Dee Foodstuff Industries Pte Ltd
Yamakawa Trading Co. (Pte) Ltd

Colex Holdings Ltd, a member of Sma signed the agreement as a supporting party of the Singapore Packaging Agreement.

√ Group photo of signatories



MOU Signing with Food Innovation & Resource Centre

By Dennis Toh



^ Sma President, Mr Edwin Khew viewing the exhibits with Guest-of-Honour, Mr Lee Yi Shyan, Minister of State for Trade and Industry and Mr Loh Khum Yean, Chief Executive of SPRING Singapore.

After several months of discussion and hard work by the SMa Food & Beverage Industry Group, the SMa penned a Memorandum of Understanding with Food Innovation & Resource Centre (FIRC) of the Singapore Polytechnic on 29 May 2007.

The ceremony was held in conjunction with the launch of the Food Innovation and Resource Centre. Gracing the occasion as the Guest-of-Honour was Mr Lee Yi Shyan, Minister of State for Trade & Industry. Mr Lee Yi Shyan and Mr Loh Khum Yean, CEO of SPRING Singapore also witnessed the signing of the MOU between FIRC, SMa and Singapore Food Manufacturers' Association.

Here are the areas identified for collaboration between SMa Food & Beverage Industry Group and FIRC:

- Training- courses, seminars, workshops, discussions, panel discussions on topics relating to skills, technologies, management techniques, food trends and development

- Consultancy- process and product development/innovation, food safety and quality, food formulations, packaging techniques and design, management practices.
- Information- dissemination and publication of news relating to food and related industries.
- Other projects of mutual interest

With the signing of the MOU, SMa Food & Beverage Industry Group will collaborate to establish Singapore as a vital "Food Hub" with the help of relevant government agencies.

"We hope that the signing of the MOU will accelerate the development of new products and processes to position Singapore's food industry for globalisation," said Mr Sunny Koh, Chairman of the SMa Food & Beverage Industry Group, "this will help our members to enhance and expand their businesses and distribution network."

Brief on FIRC

FIRC was set up on 2 April 2007 as a joint initiative between SPRING Singapore and Singapore Polytechnic to help local enterprises. It serves as a one-stop centre of excellence for food innovation and research by accomplishing its role as an enabler that develops new food products and processes, provides resources and capabilities to accelerate such developments and to improve their quality. FIRC acts as a translator to help food enterprises harness new food technologies and capitalise on emerging market trends and consumer needs.





More than just PEP talk



**Fed up with
red tape?
Let PEP help**

The Pro-Enterprise Panel (PEP) was set up in 2000 to act on suggestions to review government rules and regulations that hinder businesses and stifle entrepreneurship. The panel is chaired by the Head of Civil Service, Mr Peter Ho. Private sector representatives form two thirds of the panel. Since its inception, the PEP has reviewed more than 1,600 suggestions, and accepted 54% of them.

Businesses are strongly encouraged to suggest changes to cut red tape and Mr Ho assures them that their suggestions will not be in vain.

"We treat every suggestion seriously. If an agency says 'no' to a suggestion, the PEP will examine its rationale closely, and may even ask the agency to present its position to the panel. Even if a suggestion cannot be accepted, we make sure that the reasons are explained clearly to the suggestor," said Mr Ho.

THE TASTE OF SWEET SUCCESS

One suggestor who was thrilled by the PEP's positive response to his suggestion was Mr Kevin Chee of Macquarie Pacific Star Property Management Pte Ltd.

His company was in discussions with FJ Benjamin Holdings Pte Ltd (Singapore) to open the first flagship store for American clothing brand GAP at Wisma Atria. However, the major stumbling block to the store plans was a policy requiring immovable flood barriers between Orchard Road and all properties connected to the Orchard MRT station.

"This was a big problem because the fixed flood barriers would prevent shoppers along the Orchard Road pedestrian mall from entering directly into the store,"

said Mr Chee.

Mr Chee and his colleagues believed that a technological solution would work equally well. Since a sliding mechanical floodgate system was already in place at Lucky Plaza, Mr Chee decided to approach the PEP with his suggestion to replace the fixed flood barriers with a similar system. Such a move would allow unhampered access to the store during normal times.

"We were totally elated by the prompt response from the PEP!" Mr Chee exclaimed. "Before approaching the PEP, we were frustrated by the impediments that confounded our desire to invigorate and make Orchard Road a more exciting place."

Working with the PEP was a genuinely positive experience for Mr Chee. "It was a very effortless and inspiring experience and we would definitely approach the PEP again if necessary," he said.

He added that the quick response from the PEP "renewed our faith in the Government and its policies" and that it "demonstrated the Government's progressive approach and its unhesitating intervention when necessary".

For people hesitating to submit their suggestions, Mr Chee had this advice: "The PEP exists to help businesses, so don't

hesitate to go to them. We are certainly glad that we did and got our problem solved quickly."

MAKING IT EASIER FOR BUSINESSES

To give businesses more channels to voice their concerns, PEP has recently tied up with the Enterprise Development Centre (EDC) at Singapore Manufacturers' Federation. This will help businesses, especially SMEs, to articulate their concerns from the higher vantage point of the entire industry, or even submit suggestions to the PEP on their behalf.

And for those who are not familiar with PEP's work, the PEP Secretariat from the Ministry of Trade and Industry (MTI) also gave a recent briefing to the members of the Singapore Manufacturers' Federation, explaining PEP's setup and various examples of how businesses have benefited from making PEP suggestions. One example shared was how MUIS's halal certification for health products was made possible by a PEP suggestion. Previously, halal certification was given only for food products. Seeing that this limitation made local health product companies that targeted Muslim customers less competitive, as products from China and Malaysia were able to obtain halal certification, a PEP suggestion was put in. This prompted MUIS to review the matter and eventually extended their halal certification to include health products too. Without a doubt, this move instantly made businesses more competitive not just locally, but also opens up doors for them to target overseas Muslim customers.

SEND US YOUR SUGGESTIONS NOW

How about you? Do you have a suggestion to cut business red tape? Hesitate no more! Submit it to www.pep.gov.sg today!

**We welcome your suggestions!
Visit www.pep.gov.sg today!**

Member's Benefits & Privileges

Manufacturing Success

- Free listing in SMa publications
- Free listing in the SMa website
- Free publications eg. Tradelink, Annual Report and bi-monthly newsletter
- Free posting of job vacancies in SMa website
- Free access to the Lexis Nexis database
 - *Members are to contact EDC for appointment to access to the database*
- Free admission to IE Singapore's resource centre
- Special SMa-AIA insurance schemes
- Special member's rate for business diagnostic session
 - *CEO ProAct : The Newest Business CTScan for Enterprise*
- Special member's rate on the purchase of electricity from Seraya Energy

Then, Now & Tomorrow

- 50% off seminar marketing packages
- 30% off the endorsement fees of Certificate of Origin (CO)
- Up to 34% off courier express services
- 25% off your 1st purchase with Far East Flora and 10% off on the subsequent purchase
- 10% off advertisements in SMa Connect, a bi-monthly newsletter published by SMa
- 5% rebate from SMa School of Management (SOM)
 - *ranging from \$200 (Diploma) to \$2,250 (Doctor of Business Administration)*
- Discount on services offered by SMa-DP Corporate Centre
- Preferential rental rates for SMa in-house facilities
- Preferential rates for seminars, conferences, workshops, training courses organised by SMa
- Subsidies under the International Marketing Assistance Programme (IMAP) from IE Singapore for approved trade fairs, missions or exhibitions organised by SMa. This subsidy can only be disbursed to participating member companies through SMa.

For enquiries, please contact Lyn Soon of Membership & Trade Services
 Tel : 6826 3037 Fax : 6822 8328 Email : lynsoon@smafederation.org.sg
 No 1 Science Centre Road, #02-02 The Enterprise, Singapore 609077

Visit to Republic Polytechnic

By Ng Wee Kok

The first educational institution in Singapore to adopt the Problem-Based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has five schools offering nineteen diploma courses in Information & Communications Technology, Engineering, Applied Science, Technology for the Arts, and Sports, Health & Leisure.

RP aims to build on its core competencies and develop a strong intellectual vibrancy among its academic staff through its Technology Development Centres (TDC). TDCs were set up with the purpose of extending the academic life into local industries. They complete the learning experience by allowing for strategic exploration of issues outside the confines of the classroom, as well as the opportunity to participate in wide-ranging industry projects. Through their multi-disciplinary approach to near-market R&D, TDCs can develop solutions to real-life industry problems.

Thirty SMA members found out how organisations can benefit from collaborative efforts with the TDCs on their recent visit to RP on 12 April 2007. Through projects with its key partners, RP has been keeping pace on industrial trends especially in the rapidly changing and dynamic fields of engineering, applied science, information and communications technology, logistics and digital media technology.

After presentations by some of the representatives from the TDCs, SMA members were then given a tour to 2 of the TDCs where they witness the unique environment in which the students as well as the staff of RP studied and worked in. The participants were clearly impressed with what they saw during the visit.



^ Participants watching a demonstration on testing RFID readers

POWER JOURNEY- An Insider View of a Power Plant

By Lyn Soon



^ Members at the Powerplant

SMA together with Seraya Energy Pte Ltd, two exclusive tours at Pulau Seraya Power Plant in Jurong Island on 8 May 2007 and 7 June 2007 were organised. The tour was the first for many of the participants to Jurong Island. During the tour, our members got to know more about Jurong Island with insights on the process of electricity generation and an overview of the products and services that Seraya Energy offered.

Supplying nearly 30% of Singapore's energy demand, PowerSeraya Limited is the only power generation company in Singapore that

uses multi-fuel options - fuel oil, natural gas and diesel to power its plants. This fuel diversity provides extra security for Singapore's energy supply.

After the tour, members' perception of PowerSeraya changed. "I thought it was just an old power station. Now I know it is well-run with international standards," commented one participant.

During the tour, Seraya Energy also presented their range of products and services. As a partner of SMA, Seraya Energy offers preferential energy packages for SMA's members who are contestable¹.

For more information on the services and value Seraya Energy can provide for its customers, please contact Seraya Energy Customer Service at (65) 6363 6688 or email info@pseraya.com.sg.

To find out how you can co-organise an event with SMA, please contact Lyn Soon (Ms) at (65) 6826 3037 or email lynsoon@smafederation.org.sg.

¹As a contestable consumer, you are able to choose the way you buy electricity. Consumers who are contestable will have average monthly electricity consumption of 10,000kWh and above. They will receive a letter from EMA informing them of the date they become contestable and the grace period for them to make a choice on their preferred energy retailers.

Visit to Pulau Semakau Offshore Landfill

By Dennis Toh



^ Windmill on the island to generate power for lighting

The provision and management of world-class facilities for the collection and disposal of solid waste play a vital role in pollution control; making Singapore a city state with high standards of cleanliness and public health.

As part of the effort by Sma Plastics & Packaging Industry Group and Packaging Council of Singapore to create awareness on waste management and waste reduction, the Sma P&B IG and PCS organised a visit to Pulau Semakau Offshore Landfill on Thursday, 10 May 2007.

Visit to the Pulau Semakau offshore landfill enabled members to have a better understanding of the solid waste disposal infrastructures in Singapore as well as various waste disposal methods. Officers from the National Environment Agency were also present to answer queries from members during the visit.

Participant, Ms. Eunice Choa, Country Technical Operations Manager of Coca Cola Far East Ltd expressed that the visit provided an "enhanced perspective of the waste management and reduction effort and situation in Singapore."

About Pulau Semakau Offshore Landfill

Pulau Semakau offshore landfill was commissioned in April 1999 and is Singapore's only landfill for waste disposal. All non-incinerable refuse such as construction and renovation debris and ash from incineration plants are now disposed at the landfill. The Pulau Semakau landfill is expected to meet Singapore's need for landfill space beyond the year 2045.

For more information of Sma Plastics and Packaging Industry Group, please contact Dennis Toh (Mr) at (65) 6826 3036 or email at dennistoh@smafederation.org.sg



^ Official from NEA explaining details on Pulau Semakau to visitors

Networking cum Tour at TigerLive

By Lyn Soon

On 25 May 2007, a networking tour at the TigerLive at the St. James Power Station was organised for members. More than 150 participants took the opportunity to network and learn about the history of Tiger beer.

TigerLive leverages on the state-of-the art technology and special effects to provide visitors delightful and entertaining time. The tour brought the participants back in time to 1930s to look at their advertising campaigns and linked Tiger's history to Singapore's with authentically designed street scenes. The participants also experienced Tiger beer's fascinating transformation of Tiger from a local beer to its present international standing.

Various Tiger brand ambassadors were celebrated in the settings of a Shanghai bar, Kopitiam and Cosmo bar. Participants then learnt about the secret of the Tiger's brewing processes through the 4D multi-sensory show.

The tour ended with a demonstration on how a perfect pint of Tiger's new Super Cold beer was tapped for its one-of-a-kind true drinking experience.



^ Sma Vice President, Ms Annabelle Tan delivering her welcome speech

We thank Microsoft for their kind sponsorship for this event for the second year. Participants were pampered with a dinner buffet spread and prized door gifts. Together with good food and good company, the free flow of Tiger beer brought about a more delightful networking occasion.

To find out more about Microsoft Dynamics; a line of Financials, Supply Chain and CRM solutions, please visit their website at www.microsoft.com/dynamics. For

interested parties who want to be a corporate sponsor for one of our networking sessions, please contact Lyn Soon (Ms) at 6826 3037 or email at lynsoon@smaderation.org.sg.



^ Members at the Gallery Bar



^ Participants enjoying their cold tiger beer at the TigerLive before the tour

SMA Calendar of Trade Missions & Exhibitions (July – December 2007)

TRADE EXHIBITIONS

Name of Event	City/Country	Industry Sector	Date	Contact Person
CosmoBeaute Asia 2007	KL, Malaysia	Lifestyle	16 Jul – 19 Jul	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
Industry Automation 2007 / ASEAN Elenex 2007	KL, Malaysia	Industrial Automation	18 Jul – 21 Jul	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Manufacturing Technology InFocus	Sydney, Australia	Automation	24 Jul – 26 Jul	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
ProPak Malaysia	KL, Malaysia	Packaging	22 Aug – 25 Aug	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
CosmoBeaute Indonesia 2007	Jakarta, Indonesia	Lifestyle	7 Sep – 10 Sep	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
MYMEX /AUTOMEX 2007	Penang, Malaysia	Automation	07 Sep – 09 Sep	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Indo CommIT 2007 Expo & Forum	Jakarta, Indonesia	ICT	11 Sep – 13 Sep	Ms Vivien Yen at vivienyen@smafederation.org.sg or DID: 6826 3032
Semicon Taiwan	Taipei, Taiwan	Precision	12-14	Ms Pauly Tan at or DID: 6826 3079
HOSPIMedica Thailand	Bangkok, Thailand	Medical Technology	12 Sep – 14 Sep	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
Natural Products Expo 2007	Baltimore, USA	Pharmaceutical	27 Sep – 29 Sep	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
Communic Vietnam 2007	Ho Chih Minh, Vietnam	ICT	3 Oct – 5 Oct	Ms Vivien Yen at vivienyen@smafederation.org.sg or DID: 6826 3032
Canton Fair 2007	Guangzhou, China	Multi-sectoral	15-20 Oct	Mr Jeffrey Liew at jeffreyliew@smafederation.org.sg or DID: 6826 3033
7th Machine Tool & Automation in Vietnam	Ho Chi Minh, Vietnam	Machine, Precision	18- 21 Oct	Ms Pauly Tan at or DID 6826 3079
Building & Construction Indonesia	Jakarta, Indonesia	Building & Construction	31 Oct – 3 Nov	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
Mining Indonesia	Jakarta, Indonesia	Energy & Mining	31 Oct – 3 Nov	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
Electric Indonesia Series	Jakarta, Indonesia	Power Generation	31 Oct – 3 Nov	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
Oil & Gas Technology Indonesia 2007	Jakarta, Indonesia	Oil & Gas	31 Oct – 3 Nov	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
Defense & Security Thailand 2007	Bangkok, Thailand	Security	7 Nov – 11 Nov	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
Inno Design Tech Expo 2007	Hong Kong	Multi-sectoral	12-14 Nov 2007	Mr. Jonathan Tan at or DID: 6826 3039
MEDICA 2007	Duesseldorf, Germany	Medical Technology	14 – 17 Nov	Ms Alice Tan at or DID: 6826 3016
ACM 2007	KL, Malaysia	ICT	20 Nov – 22 Nov	Ms Vivien Yen at vivienyen@smafederation.org.sg or DID: 6826 3032
CIA2007	Singapore	Automation	27 Nov – 30 Nov	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
ProPak Indonesia	Jakarta, Indonesia	Packaging	5 Dec – 8 Dec	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036

Trade Missions

Name of Event	City/Country	Industry Sector	Date	Contact Person
Mission to Suzhou (Jiangsu Province) & Hangzhou (Zhejiang Province)	Suzhou & Hangzhou, China	Electrical, Electronics and Information & Communication Technology	3 – 8 September	Ms Vivien Yen at vivienyen@smafederation.org.sg or DID: 6826 3032
Mission to USA	Chicago	Food & Beverage and Precision Engineering	Oct	Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
Mission to China & Vietnam	Guangxi & Hanoi	Multi-sectoral	Oct	Ms Vanda Kwek at vandakwek@smafederation.org.sg or DID: 6826 3031
Mission to Czech Republic and Slovakia	Prague, Bratislava	Multi-sectoral	11-16 Nov	Ms Vanda Kwek at vandakwek@smafederation.org.sg or DID: 6826 3031

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

Automechanika Middle East

By Pauly Tan



^ A group of VIPs graced the opening of Automechanika

Automechanika Middle East in Dubai has been one of the most successful events of the Messe Frankfurt Group's twelve worldwide Automechanika fairs. According to Mr Eckhard Pruy, the CEO of Messe Frankfurt Middle East, "This is one of our flagship events that we aim to use our experience from Frankfurt to ensure that exhibitors and visitors to Middle East show share the same great experience."

Automechanika Middle East (formerly known as Automechanika Gulf) has established a reputation as the region's premier automotive showcase. Strong international attendance at this year's show indicated that Automechanika was seen as an influential trade platform by the global automotive industry.

Automechanika Middle East 2007, the region's leading trade fair for the aftermarket and automotive industry. It attracted more than 12,500 visitors from 89 countries ran from 27 to 29 May at the Dubai International Convention and Exhibition Centre, UAE. The good turnout delighted the exhibitors and helped many of them to exceed their sales expectations from the show.

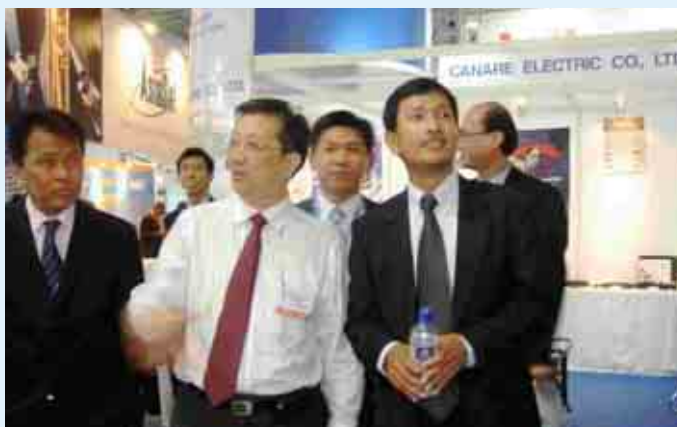
This world's largest automotive aftermarket exhibition showcased a wide array of engine, transmission, disposal and recycling products and services.



<< Voolco explained their products to the potential client.

BroadcastAsia 2007

By Cecilia Tham



^ Mr Jeffrey Liew, Sma Director for Industry Development second from the left explaining to Guest-of-Honour, Dr Vivian Balakrishnan, Minister for Community Development, Youth and Sports (MCYS) and Second Minister for Information, Communications and the Arts (MICA) about the Singapore Pavilion and the exhibitors

Asia's most successful broadcasting and digital multimedia technology event- BroadcastAsia 2007 was held in conjunction with CommunicAsia, CG Overdrive and InteractiveDME at the Singapore Expo Hall 8 from 19 to 22 June 2007.

BroadcastAsia is a one-stop sourcing ground for broadcasters, production and post-production companies. Adding greater depth to the exhibition, International Conferences were held alongside the exhibition. The series of conference sessions focused on critical key issues eminent to the growth of the Industry.

This exhibition proved to be an ideal marketing platform for industry leaders to showcase their latest products in media content creation and management, digital multimedia products and professional multimedia equipment. With an estimated of 25,000 trade visitors



^ A frequent crowd-puller: ST Teleport Pte Ltd booth at the exhibition.

^ BroadcastAsia regular exhibitor, Kestronics (S) Pte Ltd who is also a Sma member

visiting over four days, the nine group pavilions from France, Germany, USA, Italy, Spain, China, South Korea, UK and Singapore were overwhelmed with the alliances and deals it made with more than 10,000 industry professionals, decision makers, vendors and buyers from over 50 countries.

Sma with the support from IE Singapore and Media Development Authority (MDA), Sma led 38 Singapore-registered companies to participate at BroadcastAsia 2007 under the Singapore pavilion. The highlight of Singapore pavilion was the showcase of High Definition TV (HDTV), IPTV and the latest technology of distributing media content to mobile phones, PDA and other mobile devices.

For more details on BroadcastAsia 2007, please contact Cecilia Tham (Ms) at (65) 6826 3000 or email ceciliatham@smafederation.org.sg

CommunicAsia: Asia's largest Infocomm and Media Tradefair

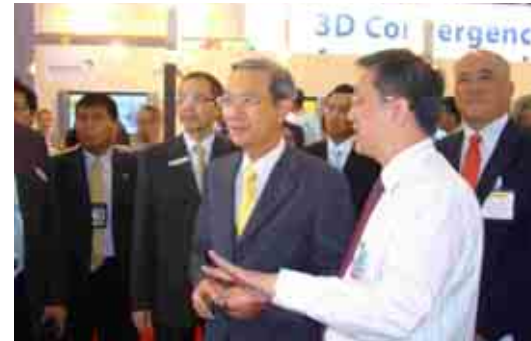
By Vivien Yen



^ CommunicAsia is an eye-opening event for all visitors to explore and have a feel of the latest information and communication technology.



^ Singapore Pavilion attracted many foreign delegates and many of them are keen to seal a partnership with the Singapore companies.



^ Following the official opening, Dr Lee Boon Yang, Minister for Information, Communications and the Arts (MICA) and the other dignitaries, were received by Mr Jeffrey Liew (right), Director of SMA Industry Development Division at the Singapore Pavilion.

Touted as the global event of the year for Infocomm and the Media, CommunicAsia was spread over eight halls comprising a total of 2,413 exhibiting companies from 65 countries/regions demonstrating solutions throughout the value chain of convergent technologies. This was where the business of technology came to life.

The event held at the Singapore Expo Hall from 19 to 22 June 2007 showcased the latest digital technologies across mobile networks and applications, network infrastructure and satellite communications. All the latest applications for industries such as financial services, government, healthcare, education, transportation and logistics, answered the needs of smart enterprises who exhibited their products and solutions that enhanced enterprise mobility and users' needs and lifestyle.

From global telecommunication giants to small-medium-enterprises (SMEs), they were eager to tap on CommunicAsia's diverse visitors mix to launch their latest products and solutions. World-renowned companies such as Canon, Ericsson, Huawei Technologies, LG Electronics, Nokia Siemens Networks, Qualcomm, Samsung and ZTE were amongst the growing list of exhibitors leveraging on this event to showcase their digital innovations to a global audience.

This Asia's largest Infocomm and media tradefair registered a whopping 68,192 attendees, reflecting the synergistic trend in Infocomm and media industries. Fifty per cent of the visitors were from overseas, hailing from more than 100 countries across the Asia-Pacific region, as well as Europe, US and the Middle-East. This year's number of visitors and exhibitors had shown an increase of more than 10% in comparison to last year's.

SMA was privileged to have organised and led the Singapore Pavilion with the support from International Enterprise (IE) Singapore. This year, the Singapore Pavilion achieved a 20 per cent growth with 52 Singapore companies participated and covered an area of 750 sq metres at Hall 2 of Singapore Expo.

The general feedback from these participating companies reported numerous new partnerships sealed at CommunicAsia this year which further extended the reach of digital convergence. For instance, Singapore-based secure mobile services provider, NGV, was pleased to attract quality prospect of end-users in enquiring their services which they are able to bypass costly IDD and roaming charges imposed by overseas phone providers. With NGV's Click-2-Phone services, end-users can enjoy quality voice calls, fax services, secure messaging and multi-party

conferencing with a simple click from different devices such as fixed line, PDA, mobile or the Internet.

With a great turnout this year, most of the participating Singapore companies have made their bookings for the next CommunicAsia in 2008. Some have expressed interest to participate in the upcoming Communic Vietnam 2007 at Ho Chin Minh City from 3 to 5 October 2007 to explore possible business opportunities in that emerging market.

For enquiries on Communic Vietnam 2007 and CommunicAsia 2008 or participation in our Singapore Pavilion for such Infocomm and media tradefairs, please contact Vivien Yen (Ms) at (65) 6826 3032 or email vivienyen@smafederation.org.sg

Here is the list of the 52 Singapore companies that participated:

Abletron Pte Ltd	Newtech Technology (South Asia) Pte Ltd	Ers Industries Pte Ltd
Laird Technologies (Sea) Pte Ltd	Chass Computer Consultants Pte Ltd	Smartbridges Pte Ltd
Addvalue Communications Pte Ltd	Nex-G Systems Pte Ltd	Fibertek Pte Ltd
Laxo Global Access Pte Ltd	Colorzip Sea Pte Ltd	Spanners International Pte Ltd
Advantech Peripherals Singapore Pte Ltd	Ngv Pte Ltd	Fida International (S) Pte Ltd
Lightning Eliminators & Consultants (Asia) Pte Ltd	Cosmotec Enterprises Pte Ltd	Spring Technologies Pte Ltd
Ait International Pte Ltd	Paclin Office Products Pte Ltd	Icell Network Pte Ltd
Masstron Pte Ltd	Dex Technologies & Systems Se Asia	Symmatrix Pte Ltd
Alltek Technology (Singapore) Pte Ltd	Pg Communications Pte Ltd	Idea Interactive Pte Ltd
Microtel Technology Pte Ltd	Digital Matrix Solutions	Syntax Enclosure System Pte Ltd
Anewtech Systems Pte Ltd	Servicelab Pte Ltd	Imcomp International Pte Ltd
Nano Equipment Pte Ltd	Dynacast (Singapore) Pte Ltd	Tennrich Technology (S) Pte Ltd
Asaiki Pte Ltd	Sevo Technology Pte Ltd	Innomedia Pte Ltd
Narada Asia Pacific Pte Ltd	Eltron Interconnection System Pte Ltd	Terra Systems Pte Ltd
Astralink Technology Pte Ltd	Singapore Communications Equipment	Iwow Connections Pte Ltd
Navicom Technology Pte Ltd	Co. Pte Ltd	TNS Asia Pacific Pte Ltd
Capitaland Commercial Limited	Engenius Networks Singapore Pte Ltd	Knowledge Computers Pte Ltd
	Sj Manufacturing (2003) Pte Ltd	Vector Infotech Pte Ltd

Medical Design & Manufacturing East 2007: The world's largest exhibition for medical manufacturing

By Alice Tan

Led by the dynamic growth sectors of cardiovascular, orthopedic and surgical instruments, the US\$104 billion medical OEM industry has consistently posted double-digit annual revenue increases at profit margins.

In bid for continual growth in the medical technology sector, the Medical Design & Manufacturing (MD&M) East Exposition and Conference 2007 was held from 12 to 14 June 2007 at Jacob K. Javits Convention Center, New York, USA. The largest medical technology market in the world is the home to many leading US medical device manufacturers like Becton Dickinson & Co., Boston Scientific, Johnson & Johnson, Medtronic and Welch Allyn.

Singapore Pavilion was organised by SMA and supported by International Enterprise

(IE) Singapore for the third time. As the world's largest exhibition for the medical manufacturing, this was a good platform for eight Singapore-based contract manufacturers to showcase their full suite of services. These included components manufacturing, electronics, sub-assemblies and more to large US medical OEMs and manufacturers from around the world.

Overall, Singapore-based contract manufacturers established quality business contacts and explored the advances in the medical technology arena, such as medical-grade materials, components electronics and drug delivery devices.

The next MD&M East 2008 will be held from 3 to 5 June 2008 at Jacobs K. Javits Convention Center, New York, USA.

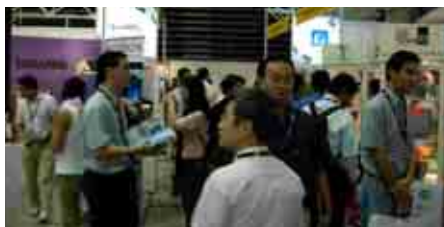
Interested parties who wish to participate under the Singapore Pavilion, please contact Ms Alice Tan at (65) 6826 3016 or email alicetan@smafederation.org.sg.



^ Main Entrance of MD&M East 2007

Singapore Pavilion @ SEMICON[®] Singapore 2007

By Pauly Tan



^ A busy day for Singapore Pavilion @ SEMICON.

Singapore has long been the key manufacturing centre for assembling and testing of semiconductor devices in the Southeast Asia region. South East Asia is the largest market region for assembly and test equipment and the second largest market region for packaging materials.

This semiconductor material had enjoyed consistent growth in the last two years in Southeast Asia and is expected to keep this trend. It was forecasted by SEMI that 2007, the materials market would grow from \$4.9 billion to \$5.5 billion with an increase of 12 percent. It is predicted that growth will continue to surge and hit the mark of \$6 billion in 2008.

With Singapore home to Chartered Semiconductor, the largest foundry in Southeast Asia, Chartered has made plans to expand its wafer capacity of 300 mm fab to 45,000 wafers in the next few months. As a result, Southeast Asia will achieve significant strides in the semiconductor

equipment materials market as well as in the area of semiconductor wafer fabs.

SEMICON(r) Singapore is a yearly exhibition organised by SEMI which serves companies that provide equipment, materials and services used to manufacture semiconductors, displays nano-scaled structures, micro-electromechanical systems (MEMS) and related technologies.

It was held at the Suntec Singapore from 8 to 10 May 2007, and it showcased a wide array of Advanced Packaging/ Test Technologies and Wafer Processing Technologies products. An ideal platform for business opportunities and networking, this event brought together more than 13,268 trade visitors and 338 exhibiting companies from 35 countries.

In conjunction with the product exhibition, SEMICON(r) Singapore 2007 offered a series of technical conferences, business programs, standards workshops and industry networking events for the regional semiconductor community.

The Singapore Pavilion, led by the Singapore Manufacturers' Federation (SMA) with the support of IE Singapore, showcased products and services from 14 companies.

For enquires on SEMICON(r) Singapore 2008, please contact Pauly Tan (Ms) at (65) 826 3079 or email paulytan@smafederation.org.sg

Here is the list of exhibitors in the Singapore Pavilion:

Anewtech Systems Pte Ltd
Sinetic Technologies Pte Ltd
Automated Micron Assembly Pte Ltd
Solidheat Industries Pte Ltd
D Squared Technology Pte Ltd
Millennium 3 Building Products Pte Ltd
Elshin International Pte Ltd
Metrohm Singapore Pte Ltd
Factronics Systems Engineering Pte Ltd
Techco Pte Ltd
Innovative Polymers Pte Ltd
Marujyu Technology Pte Ltd
Island Optical Systems (S) Pte. Ltd
Leaptron Engineering Pte Ltd



^ An IE Singapore staff presenting to a foreign delegate.

Singapore Pavilion @ ProPak Asia 2007

By Dennis Toh

ProPak Asia 2007 attracted more than 650 companies and from 30 countries around the world to showcase their innovations. ProPak Asia 2007 attracted national pavilions from Australia, India, Japan, People's Republic of China, South Korea, Singapore and Taiwan. The trade fair saw more than 24,000 trade visitors from around the world during the 4-day show.

Since the launch of the first ProPak Asia show in Singapore in 1982 it developed into one of the most effective vehicles for buyers and sellers in the packaging and processing industries. ProPak held at BITEC, Bangkok, Thailand from 13 to 16 June 2007; it was also its 15th edition.

SMA with the support from IE Singapore led 10 companies to exhibit under the Singapore Pavilion.

1. Alcoa Singapore Pte Ltd
2. Bizerba South East Asia Pte Ltd
3. Brandtec (S) Pte Ltd
4. Domnick Hunter Group Pte Ltd
5. Fillpack Technologies (S) Pte Ltd
6. Gpac Technology (S) Pte Ltd
7. LHT Holdings Ltd

8. S&S Inspection Asia Pte Ltd
9. Sympak Asia Pacific Pte Ltd
10. Techcon Printing and Packaging

The ProPak Asia 2007 proved to be a resounding success in terms of reaching to potential buyers for exhibitors in the Singapore Pavilion. "Thailand is a very important market for us and ProPak Asia 2007 is the right platform for one of our exhibitor LHT Holdings Ltd to reach out not only to the Thailand market but the regional buyers as well," cited Ms May Yap, Executive Director of LHT Holdings Ltd.

"This year is the third running year we are participating in ProPak Asia under the SMA led Singapore Pavilion and we have benefited from this tradefair. We will participate again next year in ProPak Asia under the SMA led Singapore Pavilion again," added Ms Yap.

ProPak Asia 2007 was organised by Bangkok Exhibition Services, a member of the Allworld Exhibitions. They will be holding ProPak Asia 2008 in BITEC, Bangkok, Thailand from 11 to 14 June 2008.

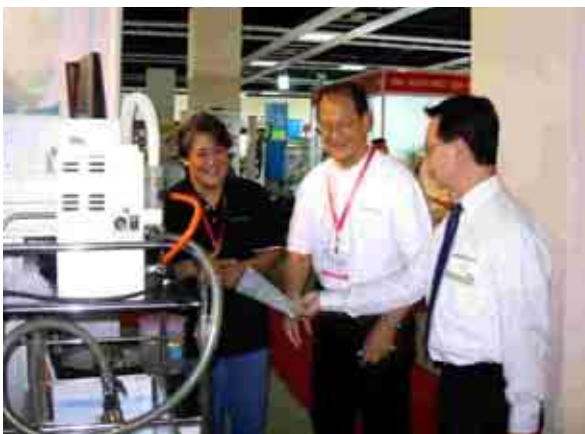
For more information on packaging and packaging related trade fairs and events, please contact Dennis Toh (Mr) at (65) 6826 3036 or email dennistoh@smafederation.org.sg



^ Singapore Pavilion @ ProPak Asia



^ Visitors making enquires at the LHT Holdings Ltd booth



^ The Pritic Technology team presenting their product to a MTM visitor.



^ Mr Jeffrey Liew, Director of Industry Development Division (right) and Ms Cindy Lim of IE Singapore (left) welcomed Ms Florence Loh, The Singapore Trade Consular (middle) in Malaysia.

METALTECH2007

By Pauly Tan

For the 13th year, Singapore Manufacturers' Federation (SMA) with the support of IE Singapore organised a Singapore Pavilion in Metaltech Malaysia (MTM) from 16 to 20 May 2007.

MTM, the region's longest running and most established machine & equipment industry exhibition was unveiled by the Minister of International Trade & Industry, YB Dato' Seri Rafidah Aziz. This was held at Putra World Trade Centre in Kuala Lumpur, Malaysia.

In conjunction with this exhibition, Malaysia Industrial Development Authority (MIDA) had their National Seminar on Business Opportunities in the Machinery and Equipment sector to encourage foreign investments in Malaysia.

The 5-day exhibition paid off for 18 SMA members who participated judging from the sales recorded and good leads tracked obtained. With the latest technology on display, MTM 2007 attracted more than 20,000 visitors with 1,318 participated companies from 33 countries from China, Korea, Singapore, Taiwan, UK and USA in 6 Nation Pavilions housed in 4 exhibition halls occupying 30,000 square metres.

MTM 2007 was organised by Tradelink Exhibition Services Sdn Bhd, and a key platform for our Singapore-based companies to network and discuss potential business opportunities in Malaysia.

For more information on Metaltech Malaysia 2008, please contact Pauly Tan (Ms) at (65) 626 3079 or email paulytan@smafederation.org.sg

Guide to Environmental

With the growing concerns for the quality of our environment to drive organisations to pay more attention to the environmental impact of their activities, Sma produce this simple guide to Environmental Management System (EMS) to assist those (especially SMEs) to get started.

The aim of this guide is to help SMEs implement or improve their EMS. It addresses the need for sustainable development and is compatible with diverse frameworks and management systems. Additionally, it is consistent with internationally accepted standards.

Apart from listing the elements of an EMS and providing guidance on how to establish or improve on an EMS, Sma believes that the guide can substantially enhance an organisation's ability to anticipate, identify and manage environmental impact, meet environmental objectives and ensure compliance with legal and other mandatory requirements.

This guide has been published sequentially in series, and has been painstakingly compiled by the Sma Environmental Management Systems Sub-Committee of the Environment, Health, Safety & Security (EHSS) Function Committee comprising of:

Chairman

Mr Hans Pijnenburg
Plant Manager
Singapore Intermediates and Aromatics

Committee Members (2004-2006)

Mr Tay Cheng Pheng
Regional Environment, Health and Safety Manager
Chevron Phillips Chemical Asia Pte Ltd

Mr Lim Siak Heng
Senior Engineer
Environmental Protection Division
National Environment Agency

Mr Terence Koh
Executive Director
Singapore Chemical Industry Council, Sma

Committee Members (2006-2008)

Mr Birch Sio
Managing Consultant & Director
Concord Associates

Mr Lim Meng Wee
Managing Director
SP Consulting (International) Pte Ltd

Mr Ng Wei Min
Director / Managing Consultant
Enterprise Development Centre, Sma

Mr Ong Pak Shoon (as of 26 June 2007)
General Manager
Spot Management Services Pte Ltd

Environmental Management System Elements

Environmental Management System Elements

Element 1	Management leadership, commitment and accountability
Element 2	Identification and assessment of environmental aspects
Element 3	Regulatory compliance
Element 4	Operational control and performance measurement
Element 5	Incident reporting, analyses and follow-up
Element 6	Emergency response
Element 7	Information management and Communication
Element 8	Environmental performance, assessment and improvement

Element 7 INFORMATION MANAGEMENT AND COMMUNICATION

Information management is an integral function of the organisation's operations and EMS. The establishment of the information management process may vary with the culture and operations of each organisation and should be carefully constructed to suit their needs.

7.1 Documentation

Proper documentation procedures shall be developed to aid the understanding and operations of the EMS as they provide relevant information to concerned stakeholders. The following are appropriate types of documents required as part the EMS process:

- Company policy, objectives and scope of EMS
- Properties and hazards of materials involved in the operation
- Organisation chart
- Site emergency plans
- Applicable permits, regulations, codes, practices and standards
- Process and equipment information
- Inspection and maintenance records
- Environmental audits and management reviews.

7.2 Communication and reporting

Internal and external communication and reporting are vital to the organisation's EMS. It helps the organisation to communicate its environmental activities and information. The effective communication process within the organization will help to propel the staff to take responsible actions with regard to the environment.

Management System

Management System Manual for Singapore SMEs

Continuous improvement of the EMS through employees' suggestion shall be encouraged and supported by top management. Similarly, external communications with regulatory agencies and the community is equally important as it may help to avoid unnecessary problems due to non-disclosure of the organization's EMS. A well designed communication process should:

- demonstrate top management's commitment to the environment
- create awareness of the organisation's environmental policy and commitment to environmental responsibility
- communicate environmental approach to stakeholders
- address external parties' concern
- establish line of communication with respect to emergency responsibilities
- encourage and promote continual improvement of environmental performance

a) Internal Communication

The excellence of an organisation's environmental management system relies on the effective communication matrix of the different levels and functions within organisation.

Appropriate communication serves to motivate and encourage acceptance of the organisation's efforts to improve environmental performance. This will enable the employees to better comprehend the situation and fulfill their responsibilities to meet the organisation's environmental objectives.

Internal communication shall not be restricted to the organisation's employees but shall also include parties who are engaged to work on behalf of the organisation.

Information pertaining to the EMS monitoring, audit and management review should be communicated to appropriate persons in the organisation.

b) External Communication

The proper communication of EMS to external parties may serve as an effective tool for environmental management. It is also important to consider extending such communication to external parties who are related to the organisation's supply chain activities.



A system should be put in place to facilitate effective two-way external communication, and if required, a good process to document such correspondences would be ideal.

It is crucial that an organisation has a protocol of a communicating process with external parties who might be interested, concerned or involved in the event of an accident that might happen.

Internal and external communication information should include:

- Organisational information and management policy
- Environment policy, objectives and targets
- EMS process and continual improvement
- Legal compliance and other requirements
- Monitoring of non-compliance and necessary corrective actions taken
- Information on environment incidents and accidents

7.3 Process

The communication process is reflective of the size and type of the organisation's operations and considerations shall be placed when establishing the procedures.

- Information gathering
- Ascertaining information and dialogue needs base on target audience
- Determine the appropriate methods for improving communication
- Audit effectiveness of the communications process periodically



THE CITY *founded 1847* UNIVERSITY OF NEW YORK



Warren Buffett's mentor was Benjamin Graham. How about yours?

You can beat the market and there's more than one way to win on Wall Street. Benjamin and his disciples proved it. The Einstein of investing, Graham invented and developed formulas and principles. However, instead of applying his theories to energy and matter like Einstein, Graham used investment criteria to test the value of a company and its stock.

Graham started his career working in the bond department of a brokerage firm. His job was evaluating the safety of bonds and deciding if a firm issuing bonds was creditworthy. Studying a company's ability to pay interest and principal based on stability and growth of earnings, book value, amount of debt, and other criteria gave him a good background for analyzing stocks. Graham's experience coupled with his outstanding ability in math led him to emphasize the quantitative aspect of companies - financial numbers.

Graham strongly believed in education. In order to help his family and himself, Graham decided to work on Wall Street even though he received offers to teach math, English and philosophy at his University. Although Graham

took the more lucrative path the financial world offered, he later returned to his alma mater to teach. Graham believed in raising the level of professionalism and technical knowledge among finance professionals.

To Warren Buffett, Graham was mentor and role model. After reading *The Intelligent Investor* by Benjamin Graham, Buffet decided to attend the university where Graham was teaching, so he could study with him. Armed with Graham's teachings, Buffett started his first partnership to manage money, which led him to be one of the richest men in the world. Graham became role models that others could follow and build on. Former students of Graham's, Warren Buffet and other money managers, Walter Schloss and Irving Kahn, talked about how Graham had helped them start their careers.

Today's global financial markets and corporations have grown increasingly complex. Virtually each business day witnesses the dawning of new and more sophisticated forms of financing, financially engineered products, and tools for risk management. How can today's financial

executive thrive amidst this sea of change?

The answer is learning from the experts, as did Warren Buffett from Graham. New York is the global capital of finance and is home to the world's largest banks and financial institutions. Located in the heart of New York and close to Wall Street, Baruch College is one of the most important hubs of intellectual influence in the areas of banking, finance, accounting and investment. Baruch's Finance Department faculty has been recognized internationally as experts in the field of financial theory and its application. The faculty will share with you their real-life experiences and insights to better prepare you for your future career as a financial expert. The Baruch College Executive Master of Science in Finance blends theory with advanced financial management problems and teaches essential up-to-date knowledge now used by the most successful professionals in finance.

Choose your finance mentor at Baruch College. For more information about Baruch College's Executive Master of Science in Finance please call Frederic Wong at 6622 6669.

Staying Fit and Healthy for Life

By Ng Wee Kok

With the growing affluent lifestyles of many Singaporeans, illnesses like cancer, stroke, diabetes and kidney failures are fast becoming the top "silent killers" in Singapore. This life-style related illnesses can be avoided if detected early.

To help members learn more about managing their health and ultimately their productivity at work, SMA organised a health seminar with SATA on 10 May 2007. SATA is a one-stop comprehensive medical centre that provides quality health care and early detection to the various illnesses.

Dr Yong Mei Yoong, Family Medicine, M.B.B.S. Singapore, from SATA Jurong Clinic

was present to share with participants on the ABCs of managing one's health and how regular health checks can be linked with personal healthy life practices. She also shared on the components about the basic health screening package and explained ways in which some of these tests are interpreted its benefits and limitations.

All participants received a free health check before the seminar and nurses were on site to resolve their enquiries.

To find out how you can co-organise seminars with SMA, please contact Wee Kok (Mr) at 6826 3058 or email ngweekok@smafederation.org.sg



^ Participants having their health check before the seminar

SAP Seminar for SMEs

By Ng Wee Kok



^ Mr Paul Byrne (right) listening to a participant.

Studies show that implementing an enterprise-wide business software solution should deliver profit improvements of 40% or more, not to mention other business benefits. However, many companies continue to report disappointing results from their new systems implementations.

For small to medium sized enterprises (SMEs) the range of different solutions now available is truly bewildering; making it more and more difficult to select the right one for your business. SMA organised a seminar together with SAP Asia Pte Ltd on 9 May to help members better understand the strengths and limitations among the labyrinth of alternatives in the market.

During the hands-on workshop, Mr Paul Byrne, Managing Director of Inecom Pte Ltd shared with participants on some principal criteria to consider when selecting the solution that most closely meets their business needs as well as how to avoid the main pitfalls involved in new system selection processes.

To find out how you can co-organise similar knowledge sharing seminars with SMA, please contact Wee Kok at 6826 3058 or email: ngweekok@smafederation.org.sg

Manufacturing for success in High Tech & Electronics Industry

By Vivien Yen



^ Mr. Philip Tan, CFO from PCA Technology giving his presentation



^ Presentation in progress



^ Main sponsor Infor Global Solutions goodie bags for participants

Today's high-tech and electronics (HT&E) innovations will become tomorrow's commodities. The challenge is getting your innovations to market fast enough to maximise your profits, gain visibility and respond to rapid price erosion and sudden demand shifts.

On 18 May, the Electrical, Electronics and Allied Industries (EEAI) Industry Group, organised a seminar:

"Manufacturing for success in High Tech & Electronics Industry" for members at the Raffles Hotel Singapore.

The objectives of the seminar were:

- To learn how lean manufacturing practices can improve planning and control, reduce waste and streamline processes for better profitability and overall operational quality
- To be equipped by integrating compliance management and validation processes in their supply chain
- To be updated on manufacturing operations requirements such as Restriction of Hazardous

Substances (RoHS) and Waste Electrical and Electronic Equipment (WEEE)

Mr Tsang Kwan Lung, EEA Chairman delivered the opening address with Mr Cliff Hew, Country Manager as special guest from Infor Global Solutions Singapore who was the main sponsor for this seminar.

Invited was distinguished speaker, Mr. Philip Tan, Chief Financial Officer of PCA Technology, he shared his experiences on benefits reaped through leveraging on technology in lean manufacturing. The case studies of global High Tech & Electronics companies presented were helpful in understanding the cost-saving strategies through effective supply chain planning, business process modeling, asset management and more, to stay ahead of the competition in today's complex business environment.

For information of the Electrical, Electronics and Allied Industries (EEAI) Industry Group, please contact Vivien Yen (Ms), secretariat for EEAIG at (65) 6826 3000 or email vivienyen@smafederation.org.sg

Microsoft

AMP UP YOUR PERFORMANCE!

Think ERP and CRM. Think Microsoft Dynamics™.

Here is a little secret that no vendor tells you – According to a leading industry report, only 15 percent of employees have licensed seats for a business process management solution, and on average, 46 percent of licensed seats are unused because the solution was too difficult to learn and use. **Can complicated software that is used by so few, really help your business?**

Microsoft Dynamics™ is a line of integrated, adaptable business management solution that **works like and with familiar Microsoft software** such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important to help you drive business success. Built with Microsoft technologies, it **works easily with the systems your company already has implemented.**

Over 250,000 customers worldwide have benefited from Microsoft Dynamics by automating and streamlining their financial, customer relationship and supply chain processes with Microsoft Dynamics.



Microsoft Dynamics



Crystal glassware maker gains crystal clear vision for fast business decisions

Zwiesel cuts month-end closing time from months to weeks, improves customer service, gains real-time visibility of data and sets a strong foundation for business expansion

When it comes to crystal glassware, Germany's Zwiesel Kristallglas AG is quite literally an old hand in the game. The leading crystal glassware manufacturer has been combining handcrafted perfection with the latest glassmaking technologies since 1872. Its Asia-Pacific headquarters, Zwiesel Asia Pacific Pte Ltd (Zwiesel), is based in Singapore with sales and marketing offices in Tokyo and Shanghai. Zwiesel also recently moved from channels to direct retail operations for its luxury Zwiesel 1872 brand. With the switch to retail, there was a need for Zwiesel to focus on improving service quality to its customers, from order placement to direct delivery to their doorsteps. This called for better inventory control to reduce delivery errors and shorten delivery turnaround.

The need for a better IT system

However, Zwiesel's traditional and manual business processes plus its outsourced accounting and inventory functions made it extremely challenging for the company to respond quickly to its customers. Month-end closing could never be in time, because it took two months to close a single month. This caused delay in management reporting and impeded the management's ability to make fast business decisions. Retail customers also often experienced delivery delays, packing errors and deliveries to the wrong address, simply because of the lack of integration between Zwiesel's back-end systems with its supply chain. There was also a lack of clear visibility into its business data.

With the need to improve existing process and plans to further expand the business, Zwiesel knew that it needed to invest in a modern ERP system to power its business. It found the right fit with Microsoft Dynamics.

Familiar user interface accelerates user adoption

As Zwiesel has been using Microsoft Office for its office productivity applications, it was easy for its staff to start using Microsoft Dynamics as the user interface environment was familiar. This helped to accelerate user adoption.

Moving finance and accounting from outsource to in-house

With Microsoft Dynamics, Zwiesel has successfully moved its financial management function away from outsourced agencies to in-house. This resulted in 75% savings from outsourced service fees. With its own team handling its finances, it also means that Zwiesel is able to access its business data faster and gain a faster response time.

"The switch to Microsoft Dynamics has seen a dramatic cut in our month-end closing cycles from eight weeks to two weeks. Now I am able to get a full set of profit and loss statements by the third week of every month, accurately and in real-time," said Hervé Drouin, Managing Director & GM Asia Pacific, Zwiesel Asia Pacific Pte Ltd.

Reducing month-end closing from two months to two weeks

More importantly, Zwiesel can now finally complete its month-end closing within the same month. In the past, it used to take two months. Now it only takes two weeks.

Real-time visibility of business data leads to faster decisions

Apart from the improvements in business efficiency, Microsoft Dynamics has also placed powerful business analytics tools and real-time visibility of the business into the hands of the company. Previously, getting ad-hoc requests for business data was time consuming and required a lot of manual work. Now, any ad-hoc requirements can be fulfilled quickly as the data are now available in real-time. Financial reporting is also more detailed, with the ability to report sales figures by multiple divisions, customers and brands. This

enables more effective business analysis, which in turn supports faster decision making. This is particularly important for its new retail business, where improved budgetary control is necessary to lower costs of sales.



Integrating its front-end POS system with back-end IT

With Microsoft Dynamics, Zwiesel can now integrate its third party point-of-sale system with its back-end Microsoft Dynamics ERP system. This reduces repetitive manual data entry and improves data accuracy as manual manipulation of numbers is now eliminated. With this integration, every sale is now immediately updated into the company's financial and inventory systems.

Streamlining the supply chain for better customer service

With Microsoft Dynamics, Zwiesel can now better track its procurement to fulfillment processes. With the integrated system, single purchase orders can now be linked to multiple delivery orders and invoices for more efficient tracking of purchase order fulfillment. Zwiesel has also established its own warehouse, powered by Microsoft Dynamics' supply chain management system. This leads to better inventory monitoring and control.

"Microsoft Dynamics lends great support to our business model of retail operations. We have gained the visibility to truly experience the problems our customers encounter and the true workings of the retail business. This gives us a competitive advantage as we look to expand aggressively into the retail operations," Hervé Drouin added.

Implemented by Alenu IT Business Solutions Pte Ltd.

For more information, visit www.microsoft.com/asia/dynamics or email mbsasia@microsoft.com



CCL Programme Calendar - Aug to Oct 2007

Dates	Fee (\$) Members	Fee (\$) Non Members	General Management
20-21 Sept	\$472.00	\$525.00	Business Analytics & Reporting Using Excel
10-11 Sept	\$520.00	\$580.00	Supervisory Management Skills- Leading, Coaching & Managing
Dates	Fee (\$) Members	Fee (\$) Non Members	Human Resource Management
16-Aug	\$333	\$375	Strategic Management Planning and Evaluation - The Balanced Scorecard
30 - 31 Aug	\$497	\$524	Basic Instructional Design and Development Skills for HR Professionals
17-18 Oct	\$497	\$524	Project Management Skills - Tools and Techniques
11-12 Sept	\$497	\$524	Performance Management Appraisal Skills
Dates	Fee (\$) Members	Fee (\$) Non Members	Customer Service
11-12 Oct	\$460.00	\$520.00	Outstanding Customer Service Skills for Frontline, Admin & Support Staff
6-Aug / 1-Oct	\$340.00	\$380.00	Managing Difficult Customers Effectively
Dates	Fee (\$) Members	Fee (\$) Non Members	Communication
13-Sept	\$335.00	\$372.00	Dealing with the Media in Time of Crisis
18-Oct	\$335.00	\$372.00	How to Generate Publicity and Make PR Work for Your Company
17-18 Sept	\$520.00	\$580.00	Enhancing Communication and Interpersonal Skills
16-17 Aug	\$480.00	\$540.00	Effective Business Writing Skills
Dates	Fee (\$) Members	Fee (\$) Non Members	Sales & Marketing
10-11 Sept	\$470.00	\$522.00	Improve Your Bottom Line with Direct Marketing
27-Aug	\$335.00	\$372.00	Branding: Your Essential Competitive Weapon
Dates	Fee (\$) Members	Fee (\$) Non Members	Creativity & Innovation
23-24 Aug	\$935.00	\$1,040.00	Matrix Thinking: Think New and Think NEXT
Dates	Fee (\$) Members	Fee (\$) Non Members	Logistics & Supply Chain Management
23-24 Aug / 25-26 Oct	\$560	\$620	How to Negotiate With Vendors and Suppliers
20-Aug / 22-Oct	\$340	\$380	Effective Uses and Applications of INCOTERMS in International Trade
27-28 Sept	\$480.00	\$540.00	Warehouse and Storage Management
24-25 Sept	\$480.00	\$540.00	Effective Uses of Letter of Credit in International Trade
16-17 Oct	\$560.00	\$620.00	Fundamentals of Purchasing Skills for New Buyers and Purchasers
27-28 Aug / 29-30 Oct	\$480.00	\$540.00	Import / Export Documentation & Shipping Procedures
6-7 Sept	\$480.00	\$540.00	Supplier Selection, Evaluation and Development
23-24 Aug / 20-21 Sept	\$520.00	\$580.00	Best Practices and Procedures in Marine Insurance
3-Aug	\$340.00	\$380.00	Understanding The Bill of Lading
Dates	Fee (\$) Members	Fee (\$) Non Members	Manufacturing, Technical & Quality Management
26-27 Sept	\$590.00	\$648.00	Good Manufacturing Practices
25-26 Oct	\$490.00	\$538.00	Lean Manufacturing for Optimum Production

Dates	Fee (\$) Members	Fee (\$) Non Members	Security Management (* Sma-CISCO Joint Programmes)
15-19 Oct	\$1,755.00	\$1,950.00	Investigation Techniques & Management (ITM) *
1-3 Aug / 3-5 Oct	\$789.00	\$856.00	Fire Safety and Security Management (FSSM) *
22-Aug / 17-Oct	\$2,250.00	\$2,362.00	Armed Robbery Response Training (ARRT) *
1-Aug / 3-Oct	\$270.00	\$300.00	Retail Loss Prevention Course (RLPC) *
8-Aug / 8-Oct	\$270.00	\$300.00	Bomb Incident Management (BIM) *
20-21 Sept	\$450.00	\$500.00	Control Room Management (CRM) *
5-Sept	\$214.00	\$238.00	Business Continuity Management (BCM) *
18-19 Sept	\$590.00	\$650.00	Basic Healthcare Security Workshop
17-Sept	\$376.00	\$417.00	Protective Security Needs for Travellers

Dates	Fee (\$) Members	Fee (\$) Non Members	Certification
20 Sept - 29 Nov	\$688.57	\$688.57	Skills Certificate in Purchasing Skills (45 hours - every Mon & Thur)
20-Aug to 19-Oct	\$688.57	\$688.57	Skills Certificate in Warehousing & Distribution (45 hours - every Mon & Wed)

Dates	Fee (\$) Members	Fee (\$) Non Members	Occupational Safety & Health
4-5 Sept / 22-24 Oct	\$320.00	\$420.00	Risk Management Course - NEW * MOM Approved Course (80% - 90% SDF Funding)
27 - 30 Aug	\$323.81	\$352.38	Workplace Safety & Health Management Course (WSHMC) * MOM Approved Course (80% - 90% SDF Funding)

Weekly classes available - \$35.00 \$36.25 Safety Orientation Course for Workers (Metalworking)
(Call for Schedule)
* MOM Approved Course (SRP Approved and 80% - 90% SDF Funding)

Monthly classes available - \$235.24 \$247.62 Basic Industrial Safety & Health Course for Supervisors
(Call for Schedule) (BISH)
* MOM Approved Course (SRP Approved and 80% - 90% SDF Funding)

Weekly classes available - \$320.00 \$320.00 Forklift Driver's Training Course - 3 days
(Call for Schedule)
* MOM Approved Course (SRP Approved and 80% - 90% SDF Funding)
**Participants MUST hold a class 3 driving license & HAVE EXPERIENCE in driving the forklift

Weekly classes available - \$535.00 \$535.00 Forklift Driver's Training Course - 5 days
(Call for Schedule)
* MOM Approved Course (SRP Approved and 80% - 90% SDF Funding)
** For participants WITHOUT class 3 driving license & WITHOUT EXPERIENCE in driving the forklift

Note: All rates stated are subject to GST at the prevailing rate

For further information, please contact:

Ms Mikaela Kwee DID: 6826 3055 Email: mikaelakwee@smafederation.org.sg

Mr Kelvin Goh DID: 6826 3040 Email: kelvingoh@smafederation.org.sg

Ms Sharon Liang DID: 6826 3049 Email: sharonliang@smafederation.org.sg

For more programmes, please visit our website www.smafederation.org.sg

Goods & Services Tax (GST) Rate Change Workshop

By Chin May Fang

In bid to equip members with the necessary skills and knowledge to cope with the Goods and Services Tax (GST) Rate hike from 5% to 7%, SMA and TAKX Solutions Pte Ltd organised a workshop on GST Rate Change on 24 May 2007. There was an overwhelming turnout of more than 130 participants.

Lacking or inadequate knowledge of GST Taxation has caused many businesses to pay unnecessary penalties when they run foul of taxation laws. Members who attended this workshop sought to refresh their knowledge on GST as well as to clarify doubts on GST issues. Members of new start-up companies would be experiencing this rate change for the first time, thus the workshop was able to provide them with better understanding of the regulations relating to GST taxation for this transitional period.

The workshop concluded with an informative Q & A session where the speaker Mr Andre Lim elaborated further with scenarios that businesses might encounter during the rate change.



^ Mr Andre Lim, Consultant, TAKX Solutions Pte Ltd presenting to SMA Members



^ Overwhelming turnout of more than 130 participants

If you had missed this workshop and would like to find out more about such events, please contact May Fang at chinmayfang@smafederation.org.sg

Creating a Pro-Enterprise Environment

By Chin May Fang



^ (From L-R): Q&A Panelists: Mr Samuel Neo, Senior Manager & Principal Information Analyst, SPRING EnterpriseOne; Mr Tan Lui Hai, Senior Assistant Director, Research and Enterprise Division, Ministry of Trade & Industry; Mr Bruce James Keats, Deputy Director, Community & Professional Services Division, Singapore Workforce Development Agency; Mr Johnny Hiew, Assistant Manager, Business Matching Unit, International Enterprise Singapore

Today, the Pro-Enterprise Panel (www.pep.gov.sg), led by the Head of Civil Service, has received over 1,600 suggestions from businesses to cut Government's red tapes. More than half of these suggestions have been implemented and benefited the industries as a whole.

SMA and the Ministry of Trade & Industry (MTI) co-organised a seminar "Creating a Pro-Enterprise Environment" on 22 May 2007. Mr Tan Lui Hai, Senior Assistant Director, Research and Enterprise Division, MTI, shared with participants the success stories of suggestions from companies and how they were implemented.

During the session, SPRING Singapore, International Enterprise Singapore (IE Singapore) and Workforce Development Agency (WDA) also presented the various schemes and platforms for enterprise development.

Here were the following schemes presented:

I. EnterpriseOne : Initiative by SPRING Singapore

A multi-agency initiative by SPRING Singapore, it aims to help local enterprise find the answers they need to start, sustain and grow their businesses. It is managed

by SPRING EnterpriseOne team in close conjunction with more than 35 government agencies, industry associations and chambers of commerce.

II. BuySingapore: Initiative by IE Singapore

An initiative by IE Singapore, it is slated to be the city's single most comprehensive online business matching portal. BuySingapore aims to facilitate the online business matching of Singapore and foreign enterprises by allowing them to create and view company profiles, post trade and product catalogues spanning a wide range of industry sectors.

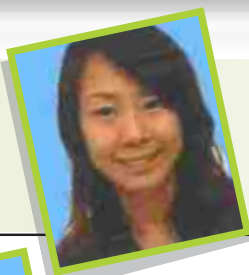
III. WDA's Manpower and Training Schemes for SMEs

WDA plays a pivotal role in creating opportunities for workers to enhance their employability through skills upgrading and for businesses to maintain their competitive advantage with a skilled workforce. WDA has initiated, among other schemes, the Workforce Skills Qualifications System, the ADVANTAGE! Scheme, the SETA Programme and many more.

If you had missed this seminar and would like to find out more about the topics discussed, please contact May Fang (Ms) at chinmayfang@smafederation.org.sg



^ Interaction with the speakers during Q&A Session



1. Koh Yuit Ling, Jady

Jady joined SMA on 7 June 2007 as Assistant Manager for Sales and Marketing in the SMA School of Management. She brought with her more than 6 years of customer service, sales and marketing experience with various institutions including Hartford Institute, Informatics and Path Education Group. Being a self-motivated individual with a strong desire to excel, we are confident that Jady will be a valuable asset to the organization.



2. Teo Ai Li, Sylvia

Sylvia joined SMA on 8 June 2007 as Human Resource & Administration Manager in the Finance & Administration Division. She has just marched into her 10th year of anniversary in the field of Human Resource Management. Prior to joining SMA, she was heading the Human Resource department for Dentsu South East Asia and overseeing the human resource activities for their subsidiary offices spanning across South East Asia region.



3. Chan Wai Ming, Karen

Karen joined SMA on 21 May 2007 as Personal Assistant to the Secretary General. She graduated in 2003 from the Queensland University of Technology in Australia, with a Bachelor in Business, double majoring in Management & International Business. Prior to joining SMA, Karen worked as Executive Assistant to the Managing Director of a multinational corporation in Hong Kong. Till date, she has accumulated more than 10 years of experience in similar capacity to the top management.



4. Chan Hong Kwan, Roy

Roy joined SMA on 18 June 2007 as Executive in the Industry Development Division. Prior to joining SMA, he was Marketing Executive for Metallurgy Pte Ltd, handling sales and marketing of their fashion accessories products. As part of his search for continuous self-development, he is currently pursuing his Degree in Business Management with RMIT, scheduled to complete mid next year.



5. Wong Pow Fa, Frederic

Frederic joined SMA School of Management on 21 May 2007 as Programme Consultant. He first came from Mauritius to Singapore in 2000 to study for his Mechanical Engineering degree in NTU, before he subsequently furthered his study for Bachelor in Business Administration (Marketing) with University of Canberra. Having a very strong passion about everything relating to marketing, he was already actively helping his father, who is the agent for NTU in Mauritius, to market and promote NTU to the Mauritius market back in 1997. With the strong desire to succeed, we are sure Frederic is set to overcome all challenges ahead of him.



6. Koh Mei Chin, Rain

Rain joined SMA School of Management on 4 June 2007 as Programme Consultant. Prior to joining SMA School of Management, she was also Programme Consultant for Hartford Institute. In the past, she has also worked 2 years with Informatics, handling various portfolios including Sales and Sales Administration. We are sure that her relevant background in the education industry will equip her with the necessary skills to contribute to the continued success of SMA School of Management.



7. Safiya Begum Binte Mohamad Yusoff

Safiya joined SMA School of Management on 19 June 2007 as Administrative Executive, bringing with her close to 2 years of experience in general administration. She will be obtaining her Business degree from UOL in August this year and we believe that she will be a very good administration support to the SMA School of Management.

Welcome our new members for SMA (May/Jun)

May-07

Survivision Marketing Pte Ltd	General
Nichefield Pte Ltd	General
Contrinex (SEA) Pte Ltd	Ordinary
DLZ and ChangChong Pte Ltd	Ordinary
Elshin International Pte Ltd	General
Fengrilingautoparts Manufacturer Pte Ltd	Ordinary
Millennium 3 Building Products Pte Ltd	General
NAFL Plus Wanlicheng Pte Ltd	Ordinary
Okiya Group Sensen Pte Ltd	Ordinary
Smit Singapore Pte Ltd	General
Tat Lee Engineering Pte Ltd	Ordinary

Voolco Pte Ltd	Ordinary
Yongyu Industrial Pte Ltd	Ordinary
Trans Ocean Distribution Limited	Ordinary
VOTG Tanktainer Asia Pte Ltd	General
AIT International Pte Ltd	Ordinary
Imcomp International Pte Ltd	Ordinary
Singapore Communications Equipment Co Pte Ltd	Ordinary
Business Objects Asia Pacific Pte Ltd	General
Datumstruct (S) Pte Ltd	Ordinary
Cisco Security Pte Ltd	General
China Dairy Group Ltd	Ordinary
Eguide Singapore Pte Ltd	General

Purifier & Dispenser Industry Pte Ltd	Ordinary
Spin Network Pte Ltd	General

Jun-07

Member Type	
Azure Pte Ltd	General
Centre for Management Leadership Pte Ltd	General
Navicom Technology Pte Ltd	General
Warburg Vending Pte Ltd	Ordinary
Jenmon International Pte Ltd	Ordinary
New Toyo International Holdings Ltd	General

Business Opportunities in Republic of Kazakhstan

By Roy Chan

On 25 June 2007, SMA held a seminar for the Republic of Kazakhstan as part of a Business Opportunities Series. This seminar was aimed to provide companies with an overview of Kazakhstan and also to assist participants in exploring potential business opportunities in this emerging economy.

The seminar was held in preparation for the joint business mission trip to Kazakhstan on 29 July to 5 August 2007 between SMA and Federation of Malaysia Manufacturers' (FMM).

Here are the highlights of the seminar:

- Video presentation of Kazakhstan's culture, her people and some places of interest
- Guest speaker, Mr. Adil. K. Tursunov, Charge d'affaires - Minister Counsellor

for the Embassy of Kazakhstan sharing on Kazakhstan's current economic, political and business environment

- Guests' speakers from JEL Corporation, Mr Eric Tan, CEO and Mr Daniel Yeo, Country Manager (Kazakhstan) sharing their personal business experiences and insights

After the presentation, participants networked and exchanged ideas and contacts. More importantly, everyone gained better knowledge of Kazakhstan and are more open to venture into business opportunities there.

If you are keen to find out about business opportunities in Kazakhstan, you may contact Roy Chan (Mr) at 6826 3019 or email roychan@smafederation.org.sg



Participants learning more about Kazakhstan through the Q&A session

Investment Opportunities in Singapore and Beyond

By Chin May Fang

With fears looming over the economic slowdown in the U.S and overheating in the Chinese stock markets, the risks of having deep corrections in the financial markets look imminent. On 27th June 2007, SMA organised an investment seminar with Coutts Bank to provide members with insights into Singapore properties and equities to guide participants to invest wisely and safeguard their financial investments.

Coutts Bank, a leading private bank established in the UK in 1692, has extensive experience and expertise in managing the wealth of over 98,000 private clients globally. With 40 offices worldwide, their global

network stretches from UK to Europe, Asia, the Middle East, South America and other offshore jurisdictions. Coutts offers a wide range of personal service and discretions that sets them apart from their competitors.

Participants benefited from expanding their financial knowledge in how to allocate their funds sensibly for investments in both properties and equities.

For interested parties who wish to organise seminars with SMA, please email Chin May Fang (Ms) at chinmayfang@smafederation.org.sg



Discussion with speaker (3rd from left), Mr Terence Tan, Vice President, Equity Analyst, Coutts Bank after the seminar.

Nanotechnology - Invisible Protection at Work

By Lyn Soon

Nanotechnology enables development of materials, tools, processes and devices at atomic, molecular or macromolecular scale. The technology brings about products that are more reliable and efficient..

On 12 June 2007, SMA organised a seminar on "Nanotechnology - Invisible Protection at Work" presented by Mr Ivan Tan of Inspiraz Technology Pte Ltd, one of the pioneering companies in Singapore to move into the nanotechnology business. The company aims to provide value-added surface coating solutions to customer's cleaning and maintenance products for home and industrial use.

One of the key areas of expertise includes providing products with nano-particles to enhance its features & functionality, thus differentiating them with their competitors.

Mr Ivan Tan shared with the participants the applications of nanotechnology, how it can change the surface chemistry without having to change the formula of their products. He demonstrated that the technology offers unlimited types of applications for all industries.

Key benefits of nanotechnology usage include:

- Ease of cleaning and maintenance
- Reduction in facility maintenance
- Reducing time, labor and increasing productivity
- Creating products with new properties
- Improving existing products with new functionality
- Creating premium products with competitive advantages in the market



Speaker, Mr Ivan Tan demonstrating on the unlimited applications of nanotechnology

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