

# Connect



Singapore Manufacturers'  
Federation

The background of the cover is a composite image. The top half features a large, close-up shot of two hands shaking in a firm grip, symbolizing agreement or partnership. Behind the hands, the flags of Singapore (red with a white crescent and five stars) and Panama (blue, white, and red horizontal stripes with a blue star in the center) are visible. The bottom half of the cover shows a group of approximately 15 people, mostly men in business suits, standing together and smiling for a group photo.

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Singapore Manufacturers' Federation  
The Enterprise #02-02  
1 Science Centre Road  
Singapore 609077  
Tel : 6826 3000  
Fax : 6822 8323  
Email : [hq@smafederation.org.sg](mailto:hq@smafederation.org.sg)  
Website : [www.smafederation.org.sg](http://www.smafederation.org.sg)

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## FOR ADVERTISING ENQUIRIES/BOOKINGS, PLEASE CONTACT:

Mr Jeffrey Heng

### THE GRAND EDITIONS

46 East Coast Road  
#06-03 EastGate  
Singapore 428766

Tel : 6343 5483  
Fax : 6343 5484  
Email : [senghan456@hotmail.com](mailto:senghan456@hotmail.com)

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# SMA hosts Panama FTA Delegation

By Ashlynn Loo



↑ Panamanian delegates with SMA officials



↑ Gift exchange between Mr Edwin Khew, Acting President of SMA (left) and Mr Miguel Canizalez, Minister of Education, Panama

A group of Panamanian delegates comprising of government officials, association and institutional representatives and businessmen, visited Singapore on 27 February 2006 to conclude the Free Trade Agreement with Singapore.

The delegation led by Mr Miguel Canizalez, Minister of Education for Panama and several high-ranking officials and trade representatives, including Mr Julio Fabrega, Director of the Ministry of Commerce and Industry, Mr Severo Sousa, President of the Colon Free Trade Zone and Mr Jose Montenegro, Director of the AMPYME (Association of Small & Medium Companies) was received by Mr Edwin Khew,

Acting President of the Singapore Manufacturers' Federation (SMA) and senior management of SMA Secretariat.

During the meeting, Mr Khew briefed the delegates on the importance manufacturing plays in Singapore's economic growth. Ideas and suggestions on potential economic collaborations between Singapore and Panama were also mooted by both parties, especially following the conclusion of the Singapore-Panama FTA. The more-than-an-hour long meeting concluded with the Panamanians extending an invitation to SMA to lead a trade delegation to attend Panama's mega trade fair, ExpoComer, scheduled for March 2007.

## Panama: A Gateway to Business Opportunities

By Ashlynn Loo

Government officials from Panama were in town on 1 March 2006 to sign a free trade agreement with Singapore, giving companies in both countries greater access to each other's market. This is the first bilateral trade pact Singapore has ever signed with a Latin American country.

This signing marks a significant step forward for Singapore companies to move into the growing Latin American market. In conjunction with the conclusion of this agreement, a business seminar on Panama was held on 2 March 2006 at the Fullerton Hotel. Speaking at the event were Ms Carmen Vergara, Vice-Minister for Commerce and Industry of Panama and other Panamanian officials representing different key industries in Panama.

Panama, a relatively small country with a population of about 3 million, is a service-oriented economy where more than three quarters of its economic growth is contributed by finance and insurance, pharmaceutical, tourism, transportation and telecommunications industries, the Canal and maritime services, Colon Free Zone, public administration and general commerce. Manufacturing including food and drink processing, petroleum products, chemicals and paper products, contributed 8% to its GDP.

In 2005 Panama trans-shipped US\$3.2 billion worth of goods from Singapore to Latin America, on the back of a 50% year-

on-year growth, consequentially cementing Singapore's position as Latin America's biggest trading partner.

This new free trade agreement will allow companies to use Singapore as the platform to enter the Latin American market through Panama. In the goods sector, the agreement paves the way for 98% of Singapore's exports to enter Panama tax-free while 100% of Panama's exports to Singapore will be tax-free. In the services sector, Singapore companies can take advantage of the free trade agreement between Panama and the US to enter the US market. Also, services like real estate and maritime will be granted equal treatment as Panamanian companies by local (i.e. US) authorities.

Beside the provisions for goods and services, the pact also covers customs procedures, government procurement and investment. With Singapore and Panama being the main trans-shipment hub in their respective locations, opportunities especially in the logistics and services sectors, abound for Singapore companies. Investment opportunities exist in six main sectors, namely (i) multimodal logistics, (ii) services, (iii) energy and the development of alternative energy resources, (iv) science & technology (biotechnology) and telecommunications, (v) tourism and (vi) agriculture.

For more information on opportunities in Panama, please direct your emails to [ashlynnloo@smafederation.org.sg](mailto:ashlynnloo@smafederation.org.sg)

# Closer collaboration between SMa and IE Singapore

By Ashlynn Loo

On 24 January 2006, the Singapore Manufacturers' Federation (SMa) signed a milestone Memorandum of Understanding (MOU) to foster a closer working relationship and partnership with IE Singapore.

The signing ceremony was held in conjunction with IE Forum 2006 Networking Luncheon at Raffles City Convention Centre and was witnessed by more than 300 guests present.

Mr Christopher Chew, Vice-President of SMa and Mr Ted Tan, Deputy CEO of IE Singapore inked the MOU which was originated from a key meeting between SMa Council and IE Singapore senior management in May last year.

A task force led by Mr Edwin Khew, SMa's Acting President and Mr Ted Tan, IE Singapore's Deputy CEO, was soon formed to synthesize this MOU which lays the foundation for future partnership between SMa and IE Singapore and paves the way for an expanded and diverse scope of collaboration to enhance the competitiveness of the manufacturing sector.

To assist SMa members to internationalise and to enable IE Singapore to extend its reach to Singapore-based companies expanding overseas, both organizations will support each other's events such as outgoing business missions and business matching sessions.

SMa and IE Singapore also agreed to co-conduct joint seminars, briefings and dialogue sessions for the business community on key issues relating to international trade and free trade agreements, amongst other topics.

Following the signing of this MOU, SMa members can gain free access to IE Singapore Resource Centre which charges an entrance fee of S\$5.00 per visit.



↑ Mr Christopher Chew (right) of SMa and Mr Lee Yi Shyan (left) of IE Singapore sealing the MOU between SMa and IE Singapore with a firm handshake. Behind them stood Mr Edwin Khew, Acting President of SMa (middle)



↑ MOU signing ceremony



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# "The Art of Getting Paid"- A Debt Collection Conference

By EvaCleo Ng

Debt collection is a topic and an issue that is very close to the heart of anyone who runs businesses and trades with third parties.

Effective debt collection is a skill that is very essential for businessmen and women, but this skill is difficult to acquire and even harder to master as it becomes more complex and illusive with the proliferation of cross-border trading.

This full-day conference, held on 2 March 2006 at the Orchard Hotel, expounded on the multi-strategies approach which forces one to examine the various aspects of debt collection. Sma was indeed very privileged to have leading practitioners in the different fields of debt collection to share their insights with us at this conference, which covered the prevention of debt, the legal and psychological aspects of debts and the various mechanisms of debt collection.



↑ The speaker, Ms Chen Yew Nah, Managing Director of DP Information Group (left) with a colleague



The relevance and efficacy of the conference was echoed by Mr H A Lim, a conference participant and Senior Manager at Philips Consumer Electronics: "The multi-strategies approach I learned from the speakers at this conference was most refreshing. Besides the operational aspects, it also covered the psychological, legal, specialist agency and international aspects. Being able to handle debt collection from so many different perspectives certainly increases the likelihood of recovering any outstanding debts."

## Seminar on Singapore Budget 2006

By Liz Tan

The Singapore Budget 2006 was unveiled on the 17 February 2006 by the Prime Minister and Minister for Finance, Mr Lee Hsien Loong.

Following the announcement of the Budget 2006, Sma together with KPMG conducted a half-day seminar to examine the individual and corporate tax changes and their implications.

More than 50 participants, mainly CFOs, Financial Controllers and Accountants attended the seminar and were also given a free KPMG publication highlighting the disclosure requirements of the Singapore Companies Act, Chapter 50, Financial Reporting Standards (FRS) and the SGX-ST Listing Manual for Singapore incorporated companies.

## Sma Held Inaugural Dialogue Session with Competition Commission of Singapore

By Lawrence Chan



↑ Mr Ng Wei Min, Director of Sma@EDC (far left) moderating the panel discussion

A crowd of 80 turned up for the inaugural Sma-Competition Commission of Singapore (CCS) Dialogue Session on 22 February 2006. At the dialogue session, Dr Steve Lisseter, Assistant Chief Executive of CCS Policy and Economic Analysis briefed the participants on the Competition Act and new guidelines within the Act. Areas of concern to manufacturers were also highlighted. The afternoon session concluded with an interactive panel discussion wherein the participants' views and long-standing queries were aired and answered by the panel members.

For more information on the said event, kindly contact Lawrence Chan at [lawrencechan@smafederation.org.sg](mailto:lawrencechan@smafederation.org.sg).



# Understanding IE Singapore's Product and Service Offerings

By Ashlynn Loo



↑ Networking reception at IE Singapore Resource Centre after the seminar

As one of the initiatives listed in the MOU between the Singapore Manufacturers' Federation (SMa) and IE Singapore signed on 24 January 2006, both organisations jointly presented a free

seminar on "Understanding IE Singapore's Products and Services" on 28 February 2006. This half-day seminar sought to inform companies of IE's offerings in order to enhance their internationalization strategies.

The first half of the seminar highlighted the sources of market intelligence and information available at IE Singapore while the second half introduced participants to the suite of assistance schemes offered by IE Singapore. These schemes range from tax incentives, financing tools for internationalization, export assistance, to schemes helping companies to build up their competencies in areas such as branding, design, intellectual property, distribution and manpower.

As part of the "IE Singapore Awareness Series", the next session will be held in August 2006. If you missed this seminar, do keep a lookout for the next one!

If you need more information on how IE Singapore can help you expand your business overseas, kindly email your queries to Ms Ashlynn Loo at [ashlynnloo@smafederation.org.sg](mailto:ashlynnloo@smafederation.org.sg)

## Networking Session at The Siam Supper Club on 4 April 2006

By Ng Wee Kok



↑ SMa Secretary-general, Dr Roger Low (right) posing with SMa members at the networking session

Networking sessions have become a regular activity SMa members look forward to attending. SMa recently organized a session at The Siam Supper Club on 4 April 2006. The session was sponsored by SSA Global (S) Pte Ltd, a leading provider of extended ERP solutions for manufacturing, distribution, retail, services and public organizations worldwide.

Members networked through an evening filled with free flow of draught beer, housepour spirits, soft drinks and fingerfood. Following SMa's Acting President's, Mr Edwin Khew, opening address, the Senior Director of Marketing for Asia Pacific and Japan of SSA Global, Ms Humi Yoshikawa gave an overview on the type of services offered by SSA Global.

Members thoroughly enjoyed the session as it gave them an opportunity to network with others. In addition, the sponsor, SSA Global organized several games wherein the winners walked away with shopping vouchers. Interestingly, for the last game "Knowing Your Peers", Mr Jerry Tan from Wanin Industries Pte Ltd was acknowledged as the Network-King as he identified the most number of members present at the session and left a \$100 richer in shopping vouchers.



← Mr Jerry Tan, SMa's Networking "King" posing with our sponsors from SSA Global



← Mr Edwin Khew, SMa Acting President delivering his opening address

# Seminar on Electricity Energy Saving

By Lyn Soon

Electricity bills constitute a large portion of operating costs and it is rare for business owners not to worry or complain about their high electricity cost. Wasteful and unnecessary electricity consumption is inherent and common in many industrial manufacturing plants and commercial set-ups.

The seminar on Electricity Energy Saving presented by Dr K.T. Lee of K. S. Lee & Associates (Asia) Pte Ltd held on 7 March drew more than 70 participants who were provided with information on the approach to and solutions for energy savings.

In addition, topics on technologies, equipment, operation and power saving tips were also covered.

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



↑ Speaker: Dr K.T. Lee

# Seminar on Singapore Standard on the Safe Use of Forklifts Drew Overwhelming Response from the Industry

By Myca Tan



↑ The speakers of the seminar were (L-R) Mr Billy Ong, Mr Stanislaus Ee, Mr Tan Soo Hoon and Mr Ang Chek Woon



↑ Many queries were posed during the Q&A session



← The seminar, held on 3 and 31 March 2006, attracted more than 220 participants in total

Manoeuvring a counterbalanced forklift safely, easy as it meets the eye, is no chicken feat. It requires substantial training and experience. The dearth of skillful forklift drivers and the pressing need to minimize the incidence of accidents associated with forklifts have prompted the Environment, Health, Safety and Security Function Committee of the Singapore Manufacturers' Federation (SMa), with special assistance from the SMa's Research and Corporate Communications Division and SPRING Singapore, to stage the inaugural Seminar on Singapore Standard on the Safe Use of Forklifts on 3 March 2006 at the SMa.

Overwhelming response from the industry saw a packed auditorium of more than 130 participants engaged in logistics, human resources, occupational health and safety and operations hailed from a spectrum of industries.

The panel of four industry experts and practitioners who are well-versed in this field accorded a good run for the participants' money by enlightening the latter on varied and important issues.

Messrs Tan Soo Hoon (Principal Training Manager of the Ministry of Manpower) and Stanislaus Ee (Working Group Member of the Singapore Standard on the Safe Use of Forklifts) elaborated on the contents and usage of the Singapore Standard Code of Practice 101 on the Safe Use of Powered Counterbalanced Forklifts.

Mr Billy Ong, Managing Director of Adex Zonex Pte Ltd, shared on proper forklift operations in hazardous locations, while Mr Ang Chek Woon (Team Leader, Investigations at the Ministry of Manpower) highlighted causes of forklift accidents through case studies.

Due to the unexpectedly good response, a second run of the seminar was conducted on 31 March 2006 for those who missed the earlier run.



# Branding Breakfast Talk (Part 2) "Creating Powerful Brand"

By Liz Tan



↑ Large turnout for the Branding Breakfast Talk

↑ Dr Paul Temporal sharing with the participants on brand architecture, management, tracking and evaluation

Following the previous Branding Breakfast Talk (Part 1) on "The Importance of Brands", the Singapore Manufacturers' Federation (SMa) was pleased to have Dr Paul Temporal once again, to share with the members on "Creating Powerful Brand" on 1 March 2006.

Dr Paul Temporal of Temporal Brand Consulting is a leading expert on brand creation, development and management. During the breakfast talk, Dr Temporal shared with the participants on brand architecture, management, tracking and evaluation.

The talk saw an overwhelming turnout of more than 150 participants, packing the SMa's auditorium to the hilt.

Members who have missed this session can look forward to the next Branding Breakfast Talk Part 3 titled, "Romancing Customer" on 4 May 2006. The upcoming session will also include a quick overview of the previous talks, "The Importance of Brands" and "Creating Powerful Brand". For more details, please contact Ms Liz Tan at [liztan@smafederation.org.sg](mailto:liztan@smafederation.org.sg).

## "Employees – Your Greatest Asset!" SMa MME IG Luncheon-cum-Presentation on Work-Life Harmony

By Wilson Tan

Increasing demands from one's family and workplace heighten the importance of work-life balance, which if properly managed, could translate into higher staff morale, productivity and hence profitability for one's company.

Recognising the value of sharing such an ideology with Singapore Manufacturers' Federation (SMa) members to improve their company's work environment, the SMa Metal Machinery & Engineering Industry Group (MME IG) organised a luncheon-cum-presentation on Work-Life Harmony with the support of Employer Alliance at Dragon City Sichuan Restaurant on 15 February 2006.

Well attended by almost 100 participants, Ms Patricia Yim, Chairperson of the Employer Alliance and Managing Director



↑ Great turnout by SMa members for the event!



# Breakfast Talk by Microsoft

By Lyn Soon



## Series 1

Companies are constantly facing increasing pressures to reduce cost, meet quality-driven standards and compress new product development cycle in order to respond quickly to customers.

The recent breakfast talk hosted by Microsoft on the 16 February 2006, targeted at the 4 Industry Groups mainly, Plastics & Packaging, Building Products & Construction Materials, Fire Protection, Safety & Security and Metal, Machinery & Engineering presented an overview of Microsoft's business operation management strategy which showcased a new line of integrated ERP, CRM and Supply Chain Management Solutions under the umbrella of Microsoft Dynamics™.

The talk, presented by Microsoft Certified Partner, Tectura Singapore, revealed effective solutions and case studies to help businesses optimize operational performances with tighter integration processes. These solutions accord to businesses a greater sense of visibility and seamless access to information for better business decision making.

## Series 2

A second breakfast talk hosted by Microsoft on the 23 February 2006, was targeted at the 3 Industry Groups mainly, Chemical, Medical Technology and Life Sciences.

The talk was presented by Microsoft Certified Partner, Ibiz Consulting Services. The highlights of the talk helps businesses to (i) integrate key business processes, (ii) optimize workflows like finance, sales & marketing, purchasing, inventory and other manufacturing processes and (iii) automate data and transactional inputs like quote configuration, lot tracking and cost calculations.

To find out how you can co-organise event with SMA, please contact Ms Lyn Soon at tel : 6826 3037 or email to [lynsoon@smafederation.org.sg](mailto:lynsoon@smafederation.org.sg).



of IBM Singapore revealed the benefits of having work-life harmony programmes in companies.

Mr Lim Meng Wee, Managing Director for SP Consulting (International) Pte Ltd, shared on a Work-Life Strategy and the Work Life Works! (WoW!) Fund, which provides a \$30,000 grant per company to help start a work-life harmony programme.

Studies have shown that having a Work-Life Strategy consisting of flexible work arrangements, leave benefits and employee support schemes result in higher retention and productivity from staff and lower absenteeism.

Following the presentation, participants enjoyed a sumptuous lunch amidst an invaluable networking session. A lucky draw with attractive prizes, sponsored by Standard Chartered Bank, was also conducted.

For more information on implementing a Work-Life Programme in your company, kindly contact Mr Lim Meng Wee from SP Consulting (International) Pte Ltd at [limmw@spgpg.com](mailto:limmw@spgpg.com) or Mr Jonathan Chong from Employer Alliance at [jonchong@employeralliance.sg](mailto:jonchong@employeralliance.sg).

↓ **Mr Richard Soh,**  
Chairman of SMA MME IG  
(left) presenting a token  
of appreciation to Ms  
Patricia Yim,  
Chairperson for  
Employer Alliance



# A "Power" Journey through Pulau Seraya Power Station

By Lyn Soon 

Electricity is something that we often take for granted. But do you know how it is being produced and sent to your premises?

On 15 February 2006, Sereya Energy (SE) invited SMA members to tour the Pulau Seraya Power Station and shared with them the intricacies of electricity generation.

Supplying nearly 30% of Singapore's energy demand, the parent company, PowerSeraya Limited, is the only power generation company in Singapore that uses four fuel options - heavy fuel oil, natural gas, diesel and Orimulsion® to power its plants. This fuel diversity provides extra security for its energy supply to customers.

The visit included a presentation on PowerSeraya's multi-fuel and multi-utility capabilities, a tour around the power plant conducted by their engineers and an introduction to Seraya Energy's energy solutions.

Due to the overwhelming response from our members, SMA will organise a similar power plant tour on the 5 April 2006 for members who have missed the visit.

To find out how you can co-organise seminar with SMA, please contact Ms Lyn Soon at tel : 6826 3037 or email : [lynsoon@smafederation.org.sg](mailto:lynsoon@smafederation.org.sg).



# Visit to the Singapore Chemical Plant

By Linnette Lim 



Benzene, polyethylene and polypropylene. While the names of these basic chemicals may sound foreign to many of us, they are actually raw materials used in the manufacture of a wide range of consumer and pharmaceutical products such as plastic bags, shoes, aspirin and penicillin.

To help companies gain a better understanding of basic chemicals and the safety procedures used in ExxonMobil's Singapore Chemical Plant (SCP), SMA's Environment, Health, Safety and Security Function Committee (EHSS FC), with special assistance from the Research and Corporate Communications Division, organized a trip to the SCP on 3 March 2006.

Some 20 participants had the chance to tour the SCP located on Jurong Island. At the Admin and Control Building, participants were briefly introduced to control room operations and the different safety measures that ExxonMobil adheres to. Over at the plant itself, the differences between the various types of chemical including their industrial uses and storage requirements were explained to participants.

The tour concluded with a presentation on ExxonMobil's safety measures. Feedback from participants revealed that the trip was insightful and beneficial. The EHSS FC would be organizing more trips of a similar nature in future. So look out for the upcoming trips in SMA's website and flyers!



# BeautyAsia 2006

By Cecilia Tham

BeautyAsia - Singapore's biggest beauty, hair & spa trade exhibition was successfully staged at the Suntec Exhibition hall 403/404 from 27 February to 1 March 2006.

This year marked the 10th Anniversary of BeautyAsia in Singapore. Singapore Manufacturers' Federation (SMA), with the support from IE Singapore, led 40 Singapore companies in the beauty, hair and spa businesses to showcase their products/services under the Singapore Pavilion. The companies are :

No	Exhibitor Name	No	Exhibitor Name
1	Anthomi Beauzone (S) Pte Ltd	21	Kzona Tooling System
2	Air-nergy International Pte Ltd	22	LYRA Asia Pte Ltd
3	Astreem Corporation Pte Ltd	23	MBK Asia Pte Ltd
4	Bali Tangi	24	Medica Singapore Pte Ltd
5	Beautronic Supplies & Services	25	METI Concept Pte Ltd
6	Beauty Collection Int'l Pte Ltd	26	Niji Nails Academy Pte Ltd
7	BMI Beauty Mart International	27	Niks Professional Pte Ltd
8	Beauty Link Supply	28	PIVOT Point Cosmetology Training Centre
9	Beauty Choice	29	Professional Concept Int'l Pte Ltd
10	Beauty Resources	30	Reeds Health Products Pte Ltd
11	BIZ ISIS Pte Ltd	31	Sansho Cosmetics Int'l Pte Ltd
12	CitiTrade Int'l (S) Pte Ltd	32	Serixx Business Solutions
13	Dermapa Products	33	Synergetic Beauty System Pte Ltd
14	EMZ Chemical Pte Ltd	34	Systems H&B Pte Ltd
15	Essence Synergy Pte Ltd	35	Tan Heng Lee Co. Pte Ltd
16	Grasse Beaute de Paris Pte Ltd	36	Technolabs (S) Pte Ltd
17	laesthetique (Asia Pacific) Pte Ltd	37	Thyme's Selection Pte Ltd
18	Harvest Dynamics Global Pte Ltd	38	Tru-Line Beauty Consultants
19	HIS BOUNTY Associates	39	U Gateway
20	KTK Beauty Care Trading	40	Wei Lei Trading Pte Ltd



↑ SMA member EMZ Chemical Pte Ltd



↑ Mr Eric Thio of TechnoLabs at his company's booth

During the 3-day exhibition, Singapore Pavilion group of companies such as Astreem Corporation, Beautronic Supplies & Services, Beauty Resources, CitiTrade Int'l, Essence Synergy and Synergetic Beauty System conducted demonstrations and workshops on their products and services. The exhibition attracted approximately 4,000 trade visitors from Asia. Many potential deals were identified, with some Singapore companies signing on new agents for their

products to be marketed domestically and abroad. Based on enquiries received at the show, many Singapore exhibitors anticipate an increase in sales in the coming months.

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

# IndoWireless 2006

By Cindy Quah



The Singapore Manufacturers' Federation (SMA) led a Singapore delegation at the trade show - IndoWireless 2006. Featuring exhibits with the latest emerging technology on communication and multimedia such as Wi-Fi and Wi-Max, Telecommunication Equipments and Services for voice, data and video communications, IndoWireless was staged to promote the development and modernization of the Infocommunication Technology (ICT) industry to meet increasing communication demand in Indonesia.

With the support from the Indonesia Ministry of Communication and Information Technology, Indonesian Information Technology Federation, Indonesian Cellular Operators Association, Indonesian Internet Service Provider Association and endorsement from SMA, the event was a huge success with strong participation from major telecommunication companies like Indostat, Telkomsel and Huawei. Countries pavilions from Singapore, Korea, USA, France and Taiwan were also set up to showcase the services and products from these countries.

Exhibitors forming the Singapore Pavilion came from Anjels, Attrix, Deployone, Joe-L Electronics, Senao Singapore, and Stevic Singapore. They were very pleased with their participation as the show generated many business leads and identified potential joint ventures. The next IndoWireless will be in 2008.

# Meeting Building Infrastructure Needs in Vietnam- HVACR Vietnam 2006

By Wilson Tan



↑ Enquiries and business opportunities at the Singapore Pavilion

The Singapore Manufacturers' Federation (SMA) led a group of six Singapore companies to Hanoi, Vietnam, for the HVACR Vietnam 2006 Exhibition - the 2nd international exhibition on Heating, Ventilation, Air-Conditioning and Refrigeration (HVACR) to meet the need for new and improved commercial, industrial and residential properties in Vietnam. The exhibition was held from 15 to 17 March 2006 at Giang Vo Exhibition and Fairground in Hanoi, Vietnam.

Organised by show organizer HQ Link Pte Ltd, HVACR Vietnam 2006 was held in conjunction with four other exhibitions - (i) PSV 2006, (ii) Building Services & Facilities Vietnam 2006, (iii) Propacka Vietnam 2006 and (iv) HospitaPharma Vietnam 2006 to serve the Vietnamese

market in the manufacturing, industrial, engineering, building & construction and health care industries.

It was an international event with exhibitors from more than 10 countries including Austria, Australia, China, Germany, Hong Kong, India, Italy, Korea, Malaysia, Singapore, Taiwan, and Vietnam.

The show was strongly supported by the Vietnamese government with Mr Luong Van Tu, Vice Minister of Trade; Mr Bui Xuan Khu, Vice Minister of Industry; Mr Bui Manh Hai, Vice Minister of Science & Technology and Mr Nguyen Van Kim, Chairman of Thai Nguyen People's Committee present to grace the opening ceremony.

In addition, the event was complemented by informative seminars such as "Business Investment Opportunities in Hanoi City" presented by the Vietnam Engineering Consultants Association for both local and international participants.

The Singapore Pavilion exhibitors received many enquiries on their product and service offerings and were rewarded by the tremendous business potential offered by one of Asia's fastest growing economies.

Summarily, the exhibition gained strong support from both local and international

participants and accorded invaluable business opportunities to all present. Given the positive response from both visitors and exhibitors, SMA looks forward to leading more Singapore Pavilions to emerging markets.

The next edition of HVACR Vietnam would be held from 22-24 March 2007 at Ho Chi Minh International Exhibition and Convention Centre (HIECC), the Ho Chi Minh City, Vietnam.

For more information on HVACR Vietnam 2007 and other trade fairs organised by HQ Link Pte Ltd, you can visit [www.hqlink.com](http://www.hqlink.com) or contact them at Tel: (65) 6534 3688.



↑ The exhibition was officially launched by VIPs from various government ministries in Vietnam

## IEET 2006 - An Engineering Showcase in the Land of Angkor

By Wilson Tan

Cambodia's fast expanding economy opens up many opportunities in the industrial, manufacturing and engineering sectors. As the country embarks on infrastructure rehabilitation and development, this inaugural International Exhibition on Engineering Technology (IEET 2006) organized by Classique International Pte Ltd from 16-18 February 2006 was most needful and appropriate.

Enjoying a pioneer status in the event, Singapore Manufacturers' Federation (SMA) led the Singapore delegation of 16 exhibitors to showcase their service and product offerings at the Mondial Centre, Phnom Penh, Cambodia.

The show was strongly supported by the Cambodian government, with substantial involvement by the Ministry of Commerce, Ministry of Industry, Mines and Energy and the Municipality of Phnom Penh.

Making up the majority of the exhibitors at the show, the Singapore booths undoubtedly whet the appetite of the local demand for the latest in engineering technology. Trade enquiries from the local participants certainly expanded the Singapore delegates' business opportunities in Cambodia.

In the light of the run-away success at IEET 2006, SMA looks forward to organising and leading the Singapore Pavilions for other trade fairs in developing countries to help our members penetrate these markets. For more information on shows organised by Classique International Pte Ltd, kindly visit its website at [www.classique-intl.com](http://www.classique-intl.com).



↑ Mr David Chow, Director of Classique International Pte Ltd, addressing the crowd at the opening ceremony of IEET 2006



↑ Show visitors at the Singapore Pavilion



# POLLUTEC CHINA 2006 Exhibition

By Cecilia Tham



↑ Crowd at the Manitou Asia



↑ IE Regional Director for Eastern China, Mr Ignatius Lim (middle) and Ms Helen Wei, Market Officer of IE Eastern China office (right) with Sma Secretariat, Ms Cecilia Tham

POLLUTEC is recognized as the leading exhibition by the international environmental protection industry, which has been staged annually in France for more than two decades.

POLLUTEC CHINA aims to offer a platform for companies to tap into China's huge environmental market following the Chinese government's commitment to a budget of US\$90 billion in 2004 for environmental controls for the next five years.

Singapore Manufacturers' Federation (SMA), with the support from IE Singapore, led 5 Singapore companies in the environmental business to showcase their offerings under the Singapore Pavilion.

The five companies are:

- ATEA Environmental Technology Pte Ltd
- AWA Instruments Pte Ltd
- Colasit Asia Pte Ltd
- Manitou Asia Pte Ltd
- Etham Holdings Pte Ltd

The exhibition was officially opened by Mr Zheng Hua Xing, Vice Chairman & Secretary General of Shanghai Environmental Protection Industry Association, together with other guests of honour, including IE Singapore Regional Director (Eastern China) Mr Ignatius Lim. Other participating countries included the USA, United Kingdom, France, Italy, Spain, Hong Kong, Korea, Singapore and Taiwan.

The Green Business China Summit 2006 was held on the first day of the show. Renowned speakers from China, Japan & Finland were invited to share on a wide spectrum of environmental issues such as the technical know-how of renewable energy, alternative energy and eco-friendly system. USA and France each held a Seminar on day 2 and day 3 of the exhibition.

Singapore exhibitors were generally happy with the turnout at the 3-day exhibition and many expressed confidence in realizing more sales in the coming months on the back of numerous enquiries received at the show.

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

# Thailand RFID Summit 2006

By Cindy Quah

The Singapore Manufacturers' Federation (SMA) led a Singapore delegation to the Thailand RFID Summit 2006, from 22 - 23 February. Comprising of exhibition, conference and training symposium, this event was organised with the aim to increase RFID (Radio Frequency Identification) awareness amongst the business, governmental and academic communities and to develop the local talents and skills required for the implementation of RFID applications in Thailand.

Organised by the Software Industry Promotion Agency (SIPA) and Asia RFID Hub, the event's opening ceremony was graced by Mr Kanawat Wasinsungworn, the Vice-Minister of The Ministry of Information and Communication Technology, who also shared on Thailand's direction and strategies relating to the current RFID revolution.

The RFID Exhibition showcased RFID technology suppliers from many countries including Singapore and Thailand. Leading software companies that participated in the exhibition included Microsoft, IBM, Omron, Printronix, Singapore Comm, Paxar, Vanskee Enterprise and Wavex Technologies. It accorded a platform for industry players to find out the latest technology on RFID equipment and applications and to meet with industry specialists to exchange ideas and information on RFID implementation.

The RFID Conference, which was well attended by 1,000 conference delegates and exhibition visitors, enlightened on latest developments in the RFID Industry, including the potential benefits to be gained from the RFID revolution as a user and supplier.

Feedback from the exhibitors showed that they were overwhelmed by the capacity crowd and the quality of the participants, given that Thailand RFID Summit 2006 was the first such event in the region. The exhibitors complimented that the event had generated good business contacts and joint ventures, and they are looking forward to the next RFID Summits in Vietnam, Cambodia and Australia.



Join us in the upcoming Radio Frequency Identification (RFID) courses in Singapore:

Programme Date	Fee (\$) SMA Member	Fee (\$) Non-SMA Member	Programme Title
22-May	\$550	\$660	How RFID enabled your Retail Outlet?
29-May	\$550	\$660	How RFID enabled your Supply Chain?
14-June	\$550	\$660	RFID Overview for Executive
19 - 23 June	\$5,250.00	\$5,250.00	RFID 5-Day Masterclass
19 - 21 June	\$3,150.00	\$3,150.00	RFID Technical Track - for Engineers & Technical Professionals
19, 22 & 23 June	\$3,150.00	\$3,150.00	RFID Business Track - Trends, Strategies & Opportunities
26-June	\$550	\$660	RFID in Healthcare, Pharmaceutical & Other Sectors

Contact: Yvonne Tan at [yvonnetan@smafederation.org.sg](mailto:yvonnetan@smafederation.org.sg) / Tel: 6826 3056

# Networking Session at Acid Bar

By Lyn Soon



The Sma Networking Nite is organised regularly as a platform and opportunity for members to network and meet new business contacts. On the 2 March 2006, Sma together with Microsoft organised a networking session for its members at the Acid Bar @ Peranakan Place (next to Centrepunkt). The event was well

attended by more than 100 participants and each participant received a door gift from Microsoft Singapore.

A sumptuous spread of finger food with free flow of wine and beer were served during the evening. Games with attractive prizes were played and given away respectively on that night. What's more? Ms Celestine Tan from A Gracieux Corporate Management Services Pte Ltd was the lucky draw winner of the Xbox360, and Ms Sarah Lee of Mediarling Ltd won a Canon Digital Camera, which were both sponsored by Microsoft Singapore.

Corporate sponsors interested in hosting the Sma Networking Session may contact Ms Lyn Soon at 6826 3037 or email [lynsoon@smaderation.org.sg](mailto:lynsoon@smaderation.org.sg) for further information.



↑ **Lucky Winner of XBOX 360!**  
**Ms Celestine Tan of A Gracieux Corporate Management Services Pte Ltd**



↑ **Ms Sarah Lee of Mediarling Ltd receiving the Canon Digital Camera presented by Mr Tang Tua Choon of Microsoft**

# GS1 Singapore Organises GS1 LEARN Seminar

By Rosyati Mohd Said



↑ **Mr Andy Siow explaining to seminar participants on the different topics covered in the LEARN programme**

On 28 February 2006, a seminar on GS1 LEARN - An Interactive E-Learning Portal of GS1 Standards & Supply Chain Management was staged.

The seminar aims to ensure a high level of understanding among users of the GS1 Global Standards by helping companies to fully understand and implement the GS1 standards and its applications as well as to improve their knowledge of bar code management and standards through the LEARN programme.

Mr Tan Jin Soon, Executive Director of GS1 Singapore began with a presentation on the GS1 Standards including the Global Trade Item Number, ITF-14, Serial Shipping Container Code, GS1-128 and Global Location Number.

This was followed by a presentation on GS1 LEARN by Mr Andy Siow, Executive of GS1 Singapore. Mr Siow's presentation helped participants comprehend the LEARN Registration Process and the e-Learning Courses available online.

The LEARN programme consists of 7 modules on different topics and is organised to facilitate understanding and learning. The programme begins with a Basic Concepts Module, which elaborates on the role of the Supply Chain, the role of GS1, EDI and the definition and descriptions of the GTIN. It proceeds to cover another six training modules which include: Distribution Centre, Manufacturer, Warehousing, Supply Chain Management, Print Shop and Supermarket.

All registered participants will be given a set of user id and password. Upon passing the test for each module with a grade of 100, they will be given a certificate issued by GS1 Singapore. Participants who scored a grade of 100 for all the 7 modules will be awarded a GS1 Certificate issued by GS1 Global Office, Brussels, Belgium.

Based on the positive feedback received, the seminar was undoubtedly an informative session for all the participants.



# Investing Your Options

## A Recommended Cure For Your Finances

By Dr. Clemen Chiang, CEO and Chief Options Strategist  
Freely Pte Ltd  
Freely Business School

Options trading offers opportunities to investors seeking a passive income, or speculation, so that you can put options to work for your portfolio today.

Although options trading may not be appropriate for everyone, they're among the most flexible of investment choices. Depending on the contract, options can protect or enhance the portfolios of many different kinds of investors in rising, falling and neutral markets.

Holding an option gives you the right to buy or sell a specific stock, index, Treasury bond, currency, or futures contract, at a set price within a preset time period. However there is no obligation to exercise the option, to actually buy or sell, before it expires.

In the specialized language of options, all transactions are either calls or puts. A call is the right to buy and a put is the right to sell. Buying options is a way to use leverage to take advantage of changes in the market price. If you buy call options, you are anticipating that the price of the underlying security is going up. Conversely, if you buy put options, you think the price is going down.

### Conservative versus Speculative Investors

Individual investors use options for a variety of reasons. Conservative investors might buy or sell options to help protect the value of their portfolios against falling prices, to lock in a favorable purchase price or to get some immediate income. Speculative traders like the leverage, or opportunity to have a potentially larger gain than they could achieve by owning the underlying investment. Of course they could have larger losses too, but that's the risk they're willing to take.

### The 5 Pros and Cons of Options Trading

The major benefits of options trading relative to stocks investing are:

#### 1. Limited Amount of Capital

With options trading, you are using a limited amount of capital and thus have fewer total dollars at risk in the market. These extra dollars can be placed in safe investments like a money market fund. Why buy stocks outright when you can lease them with options, especially when your market predictions are likely to change more frequently in today's volatile markets? Buy and hold investments still have a place for long-term investors, but you can also set aside a small portion of your portfolio to benefit from the more frequent swings that can create even bigger profit opportunities for traders positioned to capitalize on market volatility.

#### 2. Profit in Both Directions

Options trading offers profit potential not just when the market rallies, but also when it falls. Why should you be correct in your assessment of a down market but get no gain from this correct view? With options trading, you can put your money to work using both call options (up direction) and put options (down direction) to your advantage, rather than watching from the sidelines.

#### 3. Put Options versus Short Selling

Put options are usually a better choice than selling short a stock. Unlike short-selling a stock, option purchases do not require a margin account. In addition, a short stock position has theoretically unlimited loss potential (the higher the stock goes up, the more you lose as a short seller), whereas a put options' maximum loss is capped at the cost you pay to buy the option.

#### 4. Leverage - A Real Case Study

Options trading offers far greater leverage than stocks investment. In the real case study below, I was amazed at the phenomenal results of Google Inc driven by acceleration of growth in the international market and expanding margins.

To me, formulating a detailed study on a company based on fundamental analysis and technical analysis is not sufficient. It must have the third dimension which I call the gapping analysis. Gapping analysis studies the chain of events which might lead to a gap, or a jump, in a company's stock price.

My conclusion was Google's stock price will continue to travel uptrend. On 21st April 2005, I decided to set aside \$11,250 to buy 10 contracts of the

call options when the stock price was trading at \$204 (5 contracts at \$10.90 per contract and remaining 5 contracts at \$11.60 per contract). In the next trading day, on 22nd April 2005, the stock price gapped up at the opening bell trading at \$222. I sold away the 10 contracts at \$21.00 per contract and took home a handsome profit of \$9,730 for one hard day's work.

**Final Options Profits =** [10 contracts X 100 shares X \$21.00]  
- [(5 contracts X 100 shares X \$10.90)  
+ (5 contracts X 100 shares X \$11.60)]  
- (20 contracts X \$1 commission fees)  
= \$9,730.00

Let us weigh the difference if I had bought the shares of Google Inc instead of trading options with the same amount of capital set aside. I would have owned 55 shares when the stock price was trading at \$204 (\$11,250 divided by \$204). Assuming the time of entry and exit remains the same for both scenarios, I would have exited at the stock price of \$222.

**Final Stock Profits =** 55 shares X (\$222 - \$204)  
- (110 shares X \$0.01 commission fees)  
= \$988.90

A leverage ratio of 10 times has been achieved using options trading!



#### 5. Tax Impact

Tax issues associated with options trading can be complicated. However, the process is straight forward once you qualify as a non-resident alien. International taxpayers are deemed "non-residents" if they have:

- no US green card
- not meet the "substantial presence test" (stay in the US for less than 183 days during the tax year)

If the non-resident has a US-based brokerage account as a "trader" (in the business) or "investor", their US broker will withhold taxes on interest and dividends only (using lower tax treaty rates if applicable). There won't be any withholding on capital gains. Please note that it's important to consult a professional tax advisor before you begin to trade options.

Getting started is tough, but the earlier you start investing, the more it will pay off in the long run. Investing isn't the same as saving.

When you save, you want to protect your assets and ensure that you'll have enough money to cover financial emergencies. When you invest, your goals are more ambitious. You want to provide a source of income for the present or the future.

Options has proven to be a superior and prudent investment tool offering the investor flexibility, diversification and ability to generate additional investment income from home. Always remember, it's never too late to start investing now.

# SMa School of Management (SMa-SOM) participated in Career 2006 with a BIG BANG!!



↑ A huge crowd at the SMa-SOM booth



↑ SMa-SOM's booth occupying a total floor space of 148.5sqm, which was twice the size of last year's booth

The Career 2006 was held at Suntec City from 2 to 5 March 2006. This year, the fair was a major success with over 500 course enquiries. SMa's booth was twice the size of last year's, with a total floor space of 148.5sqm. Many thronged the booth to find out more about the courses SMa-SOM are offering.

In line with the corporate identity, the booth was coloured red, blue and white. The theme for the design of the booth this year is "Fresh and Friendly". Participants were treated to an array of blue and green displays which exuded a refreshing and vibrant feel.

Prior to the career fair, SMa-SOM had kicked off their branding campaign with the implementation of the concept train and the display of our school's advertisements on the panel screen door of City Hall MRT Station. Many were able to relate our school to the branding campaign when they visited our booth.

To commemorate the long standing relationship with our partner university, SMa-SOM also signed a Memorandum of Understanding (MOU) with Murdoch University to launch the First Double Degree Masters Course in Singapore during the fair. Pro-Vice Chancellor (Strategy) Professor Gary Martin, Professor Arnold Depickere and Professor Peter Cole from Murdoch University specially flew in for this session. The signing was attended by staff and students from SMa-SOM, as well as the VIPs from Singapore Professional Centre (SPC) and witnessed by the public.

Professor Martin said, "This double Masters programme consists of 18 modules and allows professionals to graduate with two Masters degrees in less than three years. It is targeted at senior executives and professionals in the fields of marketing, management and human resources."

SMa's Secretary-General Dr Roger Low agreed that this new postgraduate programme would build on and strengthen SMa's existing relationship with Murdoch University.

For more information on the programmes offered by SMa-SOM, please contact Ms Jamie Poh at 6720 3333 or visit the school's website: [www.sma.edu.sg](http://www.sma.edu.sg).



↑ Secretary-General of SMa, Dr Roger Low engaging in a lively conversation with Minister of State for Education and Manpower Mr Gan Kim Yong



↑ The signing of the Memorandum of Understanding (MOU) between SMa-SOM and Murdoch University



The branding exercise was executed in conjunction with Career 2006, and was successful in diverting student traffic to the site of the career exhibition at Suntec City, particularly the SMA-SOM exhibition booth.



# CCL Training Calendar - May to June 2006

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Logistics & Supply Chain Management	Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Communication & Office Management
24 & 25 May	\$515.00	\$575.00	World-class Practices in Supply Management	15-16 May 2006	\$525.00	\$588.00	Enhancing Communication & Interpersonal Skills
25 & 26 May	\$580.00	\$650.00	Industry Basic Principles & Terminology: The Fundamental Concepts of the Global Logistics Industry	19 May 2006	\$357.00	\$399.00	Do you want fries with that? The Language of Upselling
1 & 2 June	\$580.00	\$650.00	Modeling Supply Chain Management with Excel	24 May 2006	\$357.00	\$399.00	Essential Minute-taking Skills
14 & 15 June	\$480.00	\$525.00	Managing Cycle Time in A Lean Supply Chain	2 June 2006	\$357.00	\$399.00	The First Impression Count: Email/Telephone Etiquette
19 June	\$420.00	\$460.00	International Transportation Industry - Legal Issues & Insurance				
28 & 29 June	\$480.00	\$525.00	Managing 3PL in Supply Chain Management				
9-10 May 2006	\$588.00	\$651.00	How to Negotiate with Vendors & Suppliers				
29-30 May 2006	\$504.00	\$567.00	Warehouse & Storage Management				
9 & 10 Mar	\$546.00	\$609.00	Making International Transport & Shipping Laws Work For You				
13 Mar	\$357.00	\$399.00	Understanding the Bill of Lading				
29 & 30 Mar	\$588.00	\$651.00	How to Negotiate with Vendors & Suppliers				
3 & 4 Apr	\$504.00	\$567.00	Import/Export Documentation & Shipping Procedures				
6 & 7 Apr	\$546.00	\$609.00	Best Practices and Procedures in Machine Insurance				
19 Apr	\$357.00	\$399.00	Best Practices & Procedures in Air Cargo				
24 & 25 Apr	\$588.00	\$651.00	Fundamentals of Purchasing for the New Buyer				
24 & 25 Apr	\$504.00	\$567.00	Effective Use of Letters of Credit in International Trade				
24 & 25 Apr	\$504.00	\$567.00	Sea Cargo Problems & Solutions				
25 & 26 Apr	\$588.00	\$651.00	Fundamentals of Purchasing for the New Buyer				
Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Radio Frequency Identification (RFID)	Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Customer Service
22 May	\$550	\$660	How RFID enabled your Retail Outlet?	18-19 May 2006	\$483.00	\$546.00	Outstanding Customer Service Skills for Frontline, Admin & Support Staffs
29 May	\$550	\$660	How RFID enabled your Supply Chain?	22-23 May 2006	\$504.00	\$567.00	Achieving Superb! Customer Service
19 - 23 June	\$5,250.00	\$5,250.00	RFID 5-Day Masterclass (conducted by Dr Daniel Dobkin, Stanford University) *CITREP Endorsed	9 June 2006	\$357.00	\$399.00	Managing Difficult Customers Effectively
19 - 21 June	\$3,150.00	\$3,150.00	RFID Technical Track - for Engineers & Technical Professionals *CITREP Endorsed				
19, 22 & 23 June	\$3,150.00	\$3,150.00	RFID Business Track - Trends, Strategies & Opportunities *CITREP Endorsed				
26 June	\$550	\$660	RFID in Healthcare, Pharmaceutical & Other Sectors				
Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Manufacturing, Technical & Quality Management	Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Personal Effectiveness
8 & 9 May	\$520.00	\$580.00	Practical Manufacturing Productivity & Cost Improvement	8-9 May 2006	\$588.00	\$651.00	Emotional Intelligence in the Workplace
17 & 18 May	\$480.00	\$550.00	Machine Maintenance Tactics	22-23 May 2006	\$588.00	\$651.00	Conflict Management in the Workplace
18 & 19 May	\$520.00	\$580.00	Failure Mode & Effects Analysis (FMEA)				
7 & 8 June	\$580.00	\$650.00	Process Management for Operational Effectiveness				
21 & 22 June	\$515.00	\$565.00	Lean Manufacturing for Optimum Production				
27 & 28 June	\$500.00	\$550.00	Product Innovation & Commercialization				
30 June	\$380.00	\$420.00	Effective 7 QC Tools Implementation				
Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Leadership & Management	Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Sales & Marketing
19 May	\$399.00	\$440.00	Effective Performance Appraisal	12-13 June 2006	\$546.00	\$609.00	Effective Sales Management
23 & 24 May	\$620.00	\$680.00	New Era Managers - Being A Competent Manager	15-16 June 2006	\$546.00	\$609.00	Effective Negotiation Strategies
30 & 31 May	\$600.00	\$660.00	Personality Development				
31 May	\$628.00	\$688.00	My Fundraising Toolbox TM				
16-Jun	\$550.00	\$605.00	Creating Effective Mentoring Partnerships - conducted by Prof. Gary Martin, Murdoch University				
Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Demystifying Series™	Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Supervisory & Middle Management
30 June	\$300.00	\$350.00	Demystifying Going Public Bond for Managers (1/2-day Program)	23-24 May 2006	\$546.00	\$609.00	The Complete Assessment Techniques
30 June	\$280.00	\$328.00	Demystifying Equity Underwriting for Managers (1/2-day Program)	25-26 May 2006	\$546.00	\$609.00	Supervisory Management Skills - Leading, Coaching & Managing
				6-7 June 2006	\$546.00	\$609.00	Empowering The New Age Manager
				28-29 June 2006	\$546.00	\$609.00	Management Leadership in the New Millennium
Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Personal Effectiveness & Stress Management	Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Occupational Safety & Health/ Environmental Health & Safety
4 & 5 May	\$450.00	\$500.00	Image-Building for Career Success	16 May/ 13 Jun	\$250.00	\$300.00	Workplace Safety & Health Act and Regulation (1 day)
16 May	\$399.00	\$440.00	Outshine The Competition ~a seminar on appropriate corporate etiquette & behaviour	17 May/ 15 June	\$150.00	\$200.00	Workplace Safety & Health Act and Regulation (half day)
6 June	\$350.00	\$390.00	Defensive Driving	16-19 May/ 27-30 Jun	\$340.00	\$370.00	Training Course For Workplace Safety and Health Committee Members
9 & 16 June	\$425.00	\$455.00	Effective Rapid Reading & Information Management (Kids / Teens Programmes also available!)	3 May	\$50.00	\$100.00	Implementation of Risk Management in the Metalworking Industry
20 June	\$240.00	\$280.00	SMaRT Memory Recall (Kids / Teens Programmes also available!)	23-26 May	\$340.00	\$370.00	Workplace Health and Safety Management Course (WSHMC)
27 June	\$480.00	\$550.00	International Business Etiquette & Protocol	24 - 26 May	\$300.00	\$330.00	Behavioural Incident Investigation Training Course
				20 - 23 June	\$480.00	\$510.00	Behaviour-Based Safety Implementation Training Course
				Weekly Classes- Call for Schedule	\$36.75	\$38.06	Safety Orientation Course for Workers (Metalworking) (SDF Funding of up to 90%) - A MOM Approved Course
				Weekly Classes- Call for Schedule	\$247.00	\$260.00	Basic Industrial Safety and Health Course for Supervisors (BISH) (SDF Funding of up to 90%) - A MOM Approved Course
				Weekly Classes - Call for Schedule	\$336.00	\$336.00	Forklift Driver's Training Course - 3 days (Participants must hold a valid class 3 driving license & have experience in driving the forklift) (SDF Funding of up to 90% & SRP Approved) - A MOM Approved Course
				Weekly Classes - Call for Schedule	\$561.75	\$561.75	Forklift Driver's Training Course - 5 days (Participants without class 3 driving license & without experience in driving the forklift) (SDF Funding of up to 90% & SRP Approved) - A MOM Approved Course
				8 - 10 May	\$820.00	\$899.00	Integrated Environmental Aspects & Hazard Identification & Risk Assessment
				15 & 16 June	\$550.00	\$600.00	Environmental Impact Assessment (EIA)
				8 June	\$350.00	\$390.00	Understanding Social Accountability (SA 8000)
				5 - 9 June	\$924.00	\$1,050.00	Certificate in Environmental, Occupational Safety & Health
Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Professional Mandarin Programme	Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Security Management
3 & 4 May	\$560.00	\$620.00	Import Export Management 有效进出口贸易管理	30 - 31 May	\$490.00	\$540.00	Detection Through Electronic Security & Profiling Techniques
9 & 10 May	\$540.00	\$590.00	Inventory Management 有效库存管理	19 - 20 Jun	\$490.00	\$540.00	Handling Discipline in Schools
29 & 30 May	\$580.00	\$650.00	International UCP / ISBP 国际贸易信用证通则500号及ISBP的运用	21 - 23 Jun	\$735.00	\$850.00	Control and Restraint (Minimum Force, Maximum Impact)
22 & 23 June	\$500.00	\$560.00	Supply Chain Management 有效供应链管理	28 - 29 June	\$490.00	\$540.00	Security Leadership & Management for Executives
30-hour Program	\$1,888.00	\$2,088.00	Business Talk, China Walk™ 长城商务谈™				

For more information, please contact

Yvonne Tan: 6826 3056; yvonneta@smafederation.org.sg

Michelle Khoo: 6826 3040; michellekhoo@smafederation.org.sg

Colleen Chin: 6826 3041; colleenchin@smafederation.org.sg

Sharon Ong: 6826 3049; sharonong@smafederation.org.sg





# PHW EMBA - - The benchmark for success



Secure a prestigious executive qualification from one of Europe's Leading Business School

To commemorate the launch of the PHW Executive MBA programme at SMA School of Management, a networking-cum-information night was held on 28 February, conducted

personally by the international programme director for the PHW EMBA programme, Prof Lester C Massingham,

The event was well attended by senior executives from both Multinational Corporations and Small & Medium Enterprises. Besides lively exchanges of questions and answers between Prof Lester and the participants, past graduates from the Executive Master of Business Administration programme were also invited to the event to share their learning experience.

"The PHW EMBA exceeded my high expectations. The programme offers extremely valuable and relevant concepts which have proved to be indispensable as a basis for formulating marketing and channel

strategies and managing strategic alliances across the region" said Mr. Trevor Riddy, Business Development Director of Moeller Electric, an EMBA (International Marketing) graduate from PHW.

Designed for senior executives with at least 10 years of managerial experience, the PHW Executive MBA programme offers candidates a highly practical and well rounded executive education in 16 months. Besides Singapore, the PHW Executive MBA programme is offered in many countries in the world including the United Kingdom, Switzerland, Germany, Austria, Dubai, and Malaysia.

The modular programme delivery provides students with a flexible structure to complete the programme with minimum disruption to their work and family commitments. With a track record of 700 graduates in Singapore, the PHW EMBA is indeed a truly International Executive MBA with an impeccable track record across the world.

Take this unique opportunity to embark on a internationally recognized MBA programme.

Interested candidates are encouraged to contact Ms Mei Hee at 6720 3333 or email her at meihee@sma.edu.sg for more information on the programme.

## Singapore Manufacturers' Federation's School of Management and Murdoch University Launch First Double Degree Masters Course in Singapore



### Double Masters Degree enables students to graduate with an MBA and Masters in Human Resource Management within 3 years

SMA School of Management (SMA-SOM) and Murdoch University, Perth, Western Australia have joined forces to offer a wide range of business education courses in the heart of Orchard Road, Singapore. Murdoch University is one of Australia's leading research universities with an international student body of approximately 14,000.

Through the School of Management, Murdoch University will now offer a comprehensive range of undergraduate and postgraduate degree programmes in business, marketing, human resource management and professional accounting to meet the changing needs of industry in Singapore and the region.

The latest programme offered is a double Masters degree in Business Administration and Human Resource Management. The Murdoch Master in Human Resource Management offers practical, leading edge human resource modules such as Organizational Consultancy, Strategic Decision-Making and Managing Remuneration, Benefits and Motivation. As the programme stresses on application in real world issues, students will have the opportunity to work as part of a real consultancy team solving a problem in a company. Strategic Decision Making is a now critical HR topic as it is recognized worldwide that people with the best fit do make a difference to the company and that the right strategies will follow if you invest in the right people.

Commenting on the MOU, Murdoch University Professor Vice Chancellor (Strategy) Gary Martin said: "The

establishment of SMA's School of Management provides an opportunity to further develop Murdoch's collaboration with SMA. We are very pleased to announce the launch of our first double masters programme in business administration and human resource management in Singapore."

Professor Martin added: "This double masters programme consists of 18 modules and allows professionals to graduate with two masters degrees in less than three years. It is targeted at senior executives and professionals in the fields of marketing, management and human resources."

Singapore Manufacturers' Federation Secretary-General Dr Roger Low agreed that this new postgraduate programme would build on and strengthen SMA's existing relationship with Murdoch University. "For the past two years, SMA and Murdoch University have been delivering a Bachelor of Commerce degree with a range of majors and this has provided an excellent opportunity for school leavers and working professionals to upgrade their qualifications in Singapore," said Dr Low.

"Besides a firm grounding in education, SMA-SOM's philosophy has always been that of providing students with a holistic career development programme. Thus who knows you and who you know are equally important as what you know. As a wholly-owned subsidiary of SMA, SMA-SOM is the only Private Education Organization in Singapore that is able to offer internships and career placement opportunities with 2500 SMA member companies under the **Student Connect Initiative**. All our graduates are encouraged to take advantage of this initiative as well as attend the numerous networking functions that SMA organizes."

Besides significant cost savings arising from taking the entire undergraduate programme in Singapore, students are also given the option to spend the final undergraduate year of the programme at Murdoch University in Perth, Western Australia.

An official signing ceremony to launch the double degree masters course was held in Singapore on 2 March 2006 at Career Fair 2006 at the Suntec City Convention Centre in Singapore.

### About SMA School of Management (SMA-SOM)

The SMA-SOM is a wholly-owned subsidiary of the Singapore Manufacturers' Federation. Established in 2004, it was set up to further SMA's mission of increasing global competitiveness and human capital development of Singapore companies. Currently, it is a leading provider of academic programmes from reputable universities and international institutions around the globe.

### About Murdoch University

Murdoch is a modern, dynamic university committed to excellence in teaching and research within an international context. With a student population of 14,000, Murdoch supports excellent staff student relations, and provides state-of-the-art facilities, excellent student services and a wide range of undergraduate and postgraduate courses. The Australian Good Universities Guide has awarded Murdoch University the highest graduate satisfaction rating in 10 out of 11 years, an achievement unmatched by any other Australian university.

For more information on the Murdoch MBA or MHRM programme, please contact Mr Stanley Soh at 6720 3333 or email stanleysoh@sma.edu.sg.

# Wuxi (China) -Singapore Investment Seminar

By Ashlynn Loo



On 20 February 2006, the Singapore Manufacturers' Federation (SMA), together with IE Singapore, Network China, Singapore Business Federation and Singapore Chinese Chamber of Commerce & Industry, jointly organized a seminar on business opportunities in Wuxi, China.

The seminar was hosted by Mr Wu Jianxuan, Vice Mayor of Wuxi Municipal People's Government. Speakers for the event included Mr Yang Weize, Secretary of CPC Wuxi, His Excellency Zhang Yun, Ambassador of China in Singapore, Mr Chan Soo Sen, Minister of State for Education and Trade and Industry and Mr Gong Peixing, Executive Vice Mayor of Wuxi. During the seminar, the audience was treated to a detailed introduction to the business environment and opportunities available in Wuxi. Ms Low Sin Leng, CEO of SembCorp Parks Management took to the rostrum to share her experience in setting up Wuxi-Singapore Industrial Park in 1993.

With a total area of 4,788 km<sup>2</sup> and a population of 4.47 million, Wuxi is located in central Yangtze River Delta, 128 km to the west of Shanghai and 183 km to the east of Nanjing. Wuxi is one of China's 10 most dynamic economic centres and was ranked 2nd in the list of most favorable cities by Forbes. With a GDP totaling US\$35 billion in 2005, Wuxi was ranked 8th in China in terms of competitiveness.

Since the 1960s when Wuxi started developing its township industries, it has become a city of significant regional economic influence. Today, Wuxi contributes 2% of China's GDP with only 0.05% share of China's total land area and 0.4% of China's population.

Manufacturing plays an important role in Wuxi's economy. In 2005, the manufacturing industry contributed to more than 50% of Wuxi's GDP. It is one of the major manufacturing centres in the Yangtze River Delta region, comprising of five pillar industries, namely, (i) electronics and IT, (ii) electromachinery and auto parts, (iii) high-grade textile and apparels, (iv) biotechnology and (v) pharmaceuticals and new materials.

At the same time, Wuxi is vigorously promoting production-oriented services so as to create a more convenient, efficient and conducive business environment for building the city into an international manufacturing base. There are now more than 7,000 enterprises in Wuxi engage in manufacturing-related services including modern logistics, business, financial and technological services.

During the seminar, five areas of cooperation and partnerships between Singapore and Wuxi were suggested by Mr Chan Soo Sen. They are:

- Cooperation in high-tech industries
- Human resources training and knowledge transfer
- Assistance provided by Singapore firms to the Chinese firms in their internationalization strategy
- Listing of Chinese firms in Singapore
- Partnership between Singapore and Chinese firms in the latter's entrance into the South East Asian market

Singapore companies intending to invest in Wuxi may be well-placed in sectors like water treatment, logistics, other manufacturing-related services and education.

For more information on the seminar or opportunities in Wuxi, please email to Ms Ashlynn Loo at [ashlynnloo@smafederation.org.sg](mailto:ashlynnloo@smafederation.org.sg).

## ISO 9001:2000 Quality Management System Certification Through EDC@SMA

By EDC@SMA

EDC@SMA has successfully assisted our customer, Credit Management Consultancy (Asia) Pte Ltd (CMC) in securing the ISO 9001:2000 standards certification. CMC, a provider of third-party business process outsourcing services in revenue collections and receivables management, is the first Singapore receivables management company and possibly the third in the region to achieve the prestigious ISO 9001 standards.

Besides consultancy in ISO certification, the EDC@SMA also provides other quality consultancy services like Work-Life Works! (WoW!), Hazard Analysis and Critical Control Points (HACCP), Workplace, Safety & Health (WSH), Environmental Management System (EMS) and Information Technology (IT) related services to our Singapore-based enterprises. For more information on EDC@SMA's consultancy services, kindly contact Jessica at 6826 3025, Ian at 6826 3026 and Raymond at 6826 3023.

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# SCIC Annual Dinner 2006 cum Responsible Care Awards 2005

By SCIC



↑ Achievement award winners for the CAER Code



← SCIC Annual Dinner 2006 cum Responsible Care Awards 2005

The Singapore Chemical Industry Council (SCIC) organised its SCIC Annual Dinner 2006 on 23 March 2006 at Novotel Clarke Quay. The Guest-of-Honour for the evening was Mr Ho Siong Hin, Commissioner for Workplace Safety and Health, Ministry of Manpower. This event was attended by more than 340 guests from the industry, government agencies and organisations based overseas.

The Annual SCIC Responsible Care 2005 Awards Presentation was concurrently held on this special occasion. In its fifth year of running, SCIC is pleased to inform that participation in the awards this year has almost doubled that of the previous year. Sponsored by Petrochemical Corporation of Singapore (Private) Limited, the awards recognised the efforts of the Responsible Care signatory companies towards continual improvement of the Health, Safety and Environmental performances. There were a total of 63 company awards that were given out this year. An individual award was presented to Mr Lim Tiong Jee from Shell Eastern Petroleum (Pte) Ltd to recognise his significant contribution towards the promotion and development of the Responsible Care initiative in Singapore.

The annual dinner also witnessed the handing over of the chairmanship of SCIC from Mr Ooi to Dr Chocka, marking a significant step forward towards the future developments of SCIC.

## Tribute to Chairman of the Singapore Chemical Industry Council, Mr Ooi Chwee Kim

The Singapore Chemical Industry Council (SCIC) would like to pay tribute to a gentleman who has been instrumental in bringing SCIC to where it is today.

Mr Ooi Chwee Kim spearheaded SCIC as its chairman since 1993 and played an important role in elevating the visibility of SCIC during the years when Jurong Island was being amalgamated. Not one to rest on his laurels, he continued to establish the presence and reputation of SCIC both locally and internationally. One such example is the stronger ties with regional associations such as the ASEAN-CIC (Chemical Industry Council) and Indian Chemical Manufacturers' Association (ICMA) as a result. With SCIC being accorded Observer Status with the International Council of Chemical Associations in October last year, one can only remark that these are indeed milestone achievements.

A bold and significant step taken by Mr Ooi and the former board members of SCIC was to re-structure the council in 2003. SCIC members can testify that the inception of a permanent secretariat office in October 2004 has better positioned SCIC to cater to the interests and needs of its industry members.

Besides serving in SCIC, Mr Ooi has also been a Council Member

of the Singapore Manufacturers' Federation since 1998 and in 2004, was appointed as a Board Member of the National Environment Agency.

His contributions are not only restricted to the chemical industry. Mr Ooi has also contributed actively to the community variously as Chairman of Jurong Football Club, and a Council Member of the South-east Community Development Council and the Football Association of Singapore. In recognition of his invaluable contributions, Mr Ooi was bestowed the Pingat Bakti Masyarakat (PBM), the public service medal for social and community service by the President of Singapore in 1995.

Mr Ooi will continue to serve in an advisory role as Honorary Chairman of SCIC.



↑ Mr Edwin Khew presenting a plaque to Mr Ooi Chwee Kim



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