

A map of Southeast Asia is shown in shades of green, brown, and yellow. Red dotted lines radiate from a central point in Singapore, connecting to various other locations in the region, including Vietnam, Laos, Cambodia, Thailand, Malaysia, and the Philippines. The word "Connect" is written in a large, white, serif font, with the "C" in yellow.

# Connect

Mar-Apr 2008

## **INVESTING IN VIETNAM**

A Seminar Introducing  
Ho Chi Minh City

## **A TOAST TO SIEMENS 100TH YEAR In SINGAPORE**

Interview with Siemens  
Managing Director,  
Mr Han-Dieter Bott

## **ASK EDC**

Understanding bizSAFE and  
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# MANUFACTURING IN SINGAPORE:

## THE BEST HAS YET TO COME



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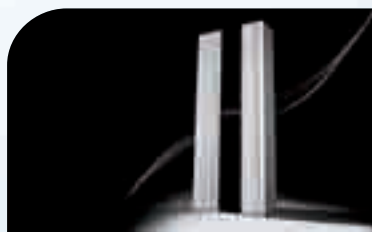
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Dear readers

**S**Ma Q1 survey reported more than 50 per cent of manufacturers voicing uncertainty of economic growth in Singapore. This survey was conducted among manufacturers within our flagship of corporate members and it didn't come as a surprise.

Notably, the Singapore's economy has been revised to grow from 4 to 6 per cent this year, down from the previous forecast of 4.5 to 6.5 per cent.

With spiraling rise of raw material and rental costs, and worsened external conditions especially with the world's biggest economy- the US hitting a slowdown which will in turn affect how the rest of the world and key industries will perform, it is expected that manufacturers' outlook for 2008 has been cautiously positive.

However, at SMA, we strongly believe that this dip is only a phase in which the manufacturing sector is experiencing as it undergoes a transitional stage of its remaking- climbing up the higher value chain of manufacturing. With a record of S\$16.1 billion (US\$11.2 billion) in manufacturing commitments from investors in 2007, almost double that of the previous year, we have substantial support for our belief.

Moreover with SMA's commitment in partnering with our Government and partners in the manufacturing community, we are confident that manufacturing in Singapore will continue to deliver the results to support our national economy.

In this issue, we included a special report detailing the journey SMA has made in 2007 and what lies ahead for the manufacturing sector in Singapore. We also hope you will enjoy this new look and feel of the CONNECT.

Happy reading!

Best regards,

Dennis Ng  
Chief Editor



COVER: Manufacturing  
in Singapore

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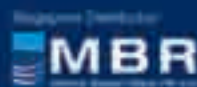
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## MTI revises forecast for 2008

According to the Ministry of Trade and Industry (MTI), GDP climbed a revised 7.7 percent for the whole of 2007 after growing at 8.2 percent in 2006. For 2008, external conditions have worsened and downside risks have increased largely due to a slowdown in the world's biggest economy, the Ministry said.

In view of the greater downside risks, MTI has revised the 2008 forecast for the Singapore economy to 4.0-6.0 percent, from the previous 4.5-6.5 percent.



## Tourism sector to continue booming in 2008

Following record visitor numbers into Singapore last year, the tourism sector is expected to continue booming in 2008 and especially so with the two Integrated Resorts (IR), the Singapore Flyer and with Singapore hosting its first ever F1 Grand Prix all set to go.

The F1 Grand Prix in September is already expected to bring in an estimated 80,000 spectators a day over the period of the race and create receipts of around S\$100 million a year.

Some attractions operators said they saw an increase of as much as 30 percent in receipts last year and are expecting the numbers to climb.

Industry experts said Singapore is growing as a tourism hub.

## SPRING Singapore pumps in S\$40m to groom businessmen for the future

SPRING Singapore is pumping an additional S\$40 million to expand its Management Development Programme, now renamed Business Leaders Initiatives.

Under this scheme, SPRING Singapore will give away S\$40 million worth of scholarships to 500 young and aspiring business leaders over the next ten years.

These scholarships can come up to about S\$80,000 per participant including allowances and course fees.

Applicants for the two new scholarships can take full-time or part-time courses as well as a university degree in the National University of Singapore, the Nanyang Technological University or the Singapore Management University.



## Manufacturers seeking alternatives to once low-cost China

Some companies are beginning to look further south to Vietnam to extend their business operations to keep costs low, and with an access to an abundant labour and a huge market.

Recent decisions by leading global corporate names such as Intel, Microsoft and Canon to invest in Vietnam show the country's drawing power.

Vietnam's economy is about one-tenth of China's but some analysts have pointed out that its growth strategy is similar to that of its northern neighbour, which stands it in good stead.

## S'pore sets target of S\$19b worth of investment for 2008

Singapore is planning to attract as much as S\$19 billion in fixed asset investments this year.

This follows the record S\$17.2 billion invested in 2007, which was almost double the official estimate.

All this money is expected to bring along with it as many as 19,000 skilled jobs in areas such as engineering.

The EDB projects total business spending to hit as high as S\$8 billion in 2008, up from S\$7.7 billion last year.

## A robust construction can be expected this year

The Building and Construction Authority (BCA) has projected the value of construction contracts this year to reach between S\$23 billion and S\$27 billion, compared to S\$24.5 billion in 2007.

In order to ease the demand on construction resources, the government will defer more public building projects.

Some S\$2 billion worth of public sector developments will be rescheduled to 2010 and beyond. It also plans to bring in more professionals and foreign workers. ■



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Siemens Center at MacPherson Road.

# A Toast to SIEMENS 100th Year in Singapore

## BRIEF PROFILE

SIEMENS IS A GLOBAL POWERHOUSE IN ELECTRONICS AND ELECTRICAL ENGINEERING, OPERATING IN THE INDUSTRY, ENERGY AND HEALTHCARE SECTORS. IN 1908, THE COMPANY ESTABLISHED A TECHNICAL BUREAU IN SINGAPORE, KNOWN AS SIEMENS BROTHERS DYNAMO WORKS LIMITED, TO SEARCH FOR NEW BUSINESS OPPORTUNITIES IN THE THEN FLOURISHING BRITISH COLONY. 100 YEARS ON, SIEMENS HAS GROWN WITH SINGAPORE, AND HAS HELPED TO DEVELOP THE LION CITY INTO THE MODERN, ECONOMIC POWERHOUSE IT IS TODAY.

Next on our corporate profile interview list is SIEMENS Pte Ltd who is represented by Managing Director, Mr Hans-Dieter Bott. He serves in SMA's Council Board as Vice-President and is Chairman in the Environment, Health, Safety & Security Function Committee.

## CONNECT: How would you describe SIEMENS' 100-year journey with Singapore?

**Bott:** Siemens 100-year journey in Singapore has been synergistic with the growth and development of this island-nation.

Over the past century, Siemens innovations have left their mark in every aspect of Singaporean life – from power generation plants to power up the economy, medical equipment to safeguard the health of Singaporeans, telecommunication solutions to link Singaporeans to the rest of the world, water treatment technologies to ease our water concerns, to trains that provide safe and reliable transport, and automation system for huge infrastructure projects like the Deep Tunnel Sewerage System.

Business aside, we also make it a point to engage actively with the local community at many different levels. Under our Siemens Caring Hands initiative, each employee is granted one fully-paid working day off to engage in community work. We have also been a proud sponsor of the National Day Parade for the last seven years, and have been raising funds for the President's Challenge since 2003. With the Siemens Classics, we have been working closely with the Singapore Symphony Orchestra to bring quality classical music concerts to the public every year.

## CONNECT: What was or is attractive about Singapore as an innovative hub for SIEMENS to stay here over these years?

**Bott:** Singapore was, and continues to be an attractive place for Siemens' operations due to its established infrastructure and legal framework, competitive tax rates,

strategic location, educated labour pool and strong government support.

The fact that the Singapore government is committed to creating and maintaining a robust innovation and R&D environment and infrastructure is very important too. They ensure the availability of facilities, partners, funds and the most stringent Intellectual Property regime for innovation and R&D work; and Siemens will continue to capitalise on these factors by locating many of our important R&D activities here.

## CONNECT: In your opinion, what would be SIEMENS most significant contribution to Singapore?

**Bott:** Siemens has an extremely wide range of business covering the Energy, Industry and Healthcare sectors, and therefore, we have been able to make many significant contributions to Singapore. Some of these contributions include:

- power plants - one-third of the power plants in Singapore are built by Siemens;
- the MRT train sets running on the North-South line;
- the sorting and automation system at SingPost Centre, which ensures a 99% "next day" delivery standard for our mail in Singapore;
- the passenger and air traffic management system at Changi Airport;
- a major portion of the in-vitro diagnostic equipment in Singapore's hospitals and clinical laboratories;
- the fire detection system in the new Kallang-Paya Lebar Expressway;
- technologies deployed for the treatment and production of NEWater; and
- technologies deployed for the state-of-the-art Deep Tunnel Sewerage System.

## CONNECT: Can you share with us a recent project that further illustrates what SIEMENS is all about?

**Bott:** At Siemens, Innovation is a cornerstone of our success. We make sure

that our innovations create sustainable value, and our goal is to be a trendsetter in all of our businesses.

We have 2 recent set-ups in Singapore that can illustrate this point.

### 1) Global Water Research & Development Center

Established in June 2007, this center is part of Siemens' overall efforts to help Singapore expand into a technology and business hub for water and used water treatment technologies in Asia Pacific. It focuses on seeking out fundamental advances, so that new technologies can be applied across other business segments.

### 2) Clinical Imaging Research Centre

This is a research facility that Siemens Medial Solutions has set up with the Agency for Science, Technology and Research (A\*Star), and the National University of Singapore (NUS). The aim of this world-class R&D imaging facility is to promote pioneering biomedical imaging research.

**CONNECT: Presently, what are your primary concerns that would have an effect towards your business sustainability?**

**Bott:** Any major crisis arising from racial or religious conflicts, terrorist attacks or epidemics such as SARS or bird flu – that

threatens to hurt the business progress and economic and social stability that Singapore has built over the years.

Therefore, I think it is of utmost importance that we give emphasis to activities such as security conferences, tripartite consensus among Ministry of Manpower (MOM), Singapore National Employers Federation (SNEF), and Singapore Business Federation (SBF), information networks organised by government using chambers of commerce, business associations and embassies, etc.

**CONNECT: Care to share with us any future plans for SIEMENS?**

**Bott:** Siemens will further invest in Singapore in the next few years on research and development, in merger and acquisition, and in training facilities for water technologies, audiological innovations and in-vitro diagnostic products and solutions.

In addition, Siemens will be setting up an office for our Corporate Technology division here in the first quarter of 2008, and a regional sales headquarters for Windpower.

**CONNECT: What would be the most valuable business lesson you've learnt?**

**Bott:** I have learnt that the key elements for a growing and sustainable economy are

- to have a business-oriented government,
- to have a superb education system.

Singapore is a great role model with both of these key elements, and that is what make this country so successful and unique.

**CONNECT: Complete this sentence, "SIEMENS enjoys being a Sma member because....."**

**Bott:** It provides excellent business matching events, networking sessions, and dialogues with government agencies, so that we can get to know the local manufacturing community and relevant government agencies better. ■

**Right:** Photo from Siemens' 100th anniversary celebration launch ceremony on 15 Jan. This photo was taken just after President Nathan unveiled a sculpture that Siemens donated to the Singapore Symphony Orchestra. The sculpture is now installed in front of the Victoria Concert Hall. With Mr Bott and President Nathan is Dr Klaus Wucherer, Executive Advisor to the CEO, Siemens AG.

**Bottom right:** Siplace Asia Center - Siemens' regional R&D and manufacturing plant for electronics placement machines in Singapore.

**Top right:** Assembly line at Siemens Medical Instruments (SMI) plant at Ayer Rajah. SMI is Siemens' Global Manufacturing & Logistic HQ for hearing instruments.



# “Investing in Vietnam” Seminar

By Roy Tan

Ever since Vietnam signed the Bilateral Trade Agreement with the US in 2001 and its imminent entry into the WTO in early 2007, Vietnam has been a country experiencing rapid economic growth.

Vietnam's liberal approach towards foreign investment has paid off as transnational companies like Intel Corp., Foxconn Technology Group are investing billions of dollars into the country.

In view of all the hype about investors flocking to Vietnam, Singapore Manufacturers' Federation (SMA) with the support of Vietnam House in Singapore, International Enterprise Singapore (IE S'pore) and Singapore International Chamber of Commerce (SICC) organised a business seminar on “Investing in Vietnam” on 17 January 2008.

The seminar was held in preparation for the upcoming Business Mission to Ho Chi Minh City & Ba Rai – Vung Tau, Vietnam from 3 – 7 March 2008.

Here are the highlights of the seminar:

- Presentation by Guest Speaker, Mr. Nguyen Viet Huy, Deputy Director of Vietnam House, Topic: “Vietnam - Best time to move in”
- Presentation by Guest Speaker, Mr. Aloysius Chew, Marketing Manager of SembCorp Parks Management Pte Ltd, Topic: “Why are manufacturers heading to Vietnam - An Insight”
- Presentation by Ms. Leong Liduan, Consultant, Enterprise Advisory Division, Enterprise Group, International Enterprise Singapore

Overall, interest towards Vietnam is high among the 65 participants who had attended the seminar. Most importantly, everyone gained more knowledge about the current happenings in Vietnam and are better prepared to invest in Vietnam. - CONNECT

## Some quick facts about Vietnam

Vietnam's fastest growing sectors are tourism, telecommunications, logistics, infrastructure, construction, manufacturing, oil and gas, and power generation.



### Import Partners:

China 17.7%, Singapore 12.9%, Taiwan 11.5%, Japan 9.8%, South Korea 8.4%, Thailand 7.3%, Malaysia 4.2% (2006)

### Import Commodities:

Machinery and equipment, petroleum products, fertilizer, steel products, raw cotton, grain, cement and motorcycles

### Export Commodities:

Crude oil, marine products, rice, coffee, rubber, tea, garments and shoes

### Main Industries:

Food processing, garments, shoes, machine-building, mining, coal, steel, cement, chemical fertilizer, glass, tires, oil and paper

### Overview of Ho Chi Minh City - An Economic Hub of Vietnam

- The biggest Economic & Trading Centre of Vietnam
- The centre of the Key Southern Economic Zone which represents for more than 50% of national economic capacity
- Contribute 18.25% to National GDP
- 26 Consulate Generals and 23 foreign chambers of commerce & industry
- Best infrastructure for business activities:
- 1 international air port, 4 river ports and 7 sea ports - Tan Son Nhat Airport & Saigon Seaport are biggest ports of the nation
- 2 Export Processing Zones (EPZs), 1 Hi-Tech Park, 2 Software Parks and 12 Industrial Zones ■



From left: Mr. Nguyen Viet Huy, Deputy Director of Vietnam House, Mr Aloysius Chew, Marketing Manager of SembCorp Parks Management Pte Ltd and Ms Leong Liduan, Consultant, Enterprise Advisory Division of International Enterprise Singapore sharing more about Vietnam during the Q & A session.



# SMa appointed by WDA as Training Provider for WSQ Generic Manufacturing Skills Programs

By Andrew Ong

**O**n 1 March 2008, the Singapore Workforce Development Agency (WDA) appointed SMa as their training arm aimed at building a pipeline of skilled workers to meet the long-term requirements of the manufacturing industry in Singapore.

This milestone is an outcome of a MOU that was signed between WDA and SMa last year. The partnership was officiated by SMa President, Mr Edwin Khew and WDA Chief Executive, Mr Ong Ye Kung.

With this appointment, SMa through her Centre of Corporate Learning (CCL) will serve as one of the main delivery channels of the Generic Manufacturing Skills WSQ programmes for the purposes of in-employment training and placements in the manufacturing industry.

With manpower development being the key focus in enhancing competencies, the target is to grow the size of Singapore's base to more than 500,000 workers for the manufacturing industry. ■



From left: Mr Rowan Tan, SMa Council Member, Mr Edwin Khew, SMa President, Mr Ong Ye Kung, WDA Chief Executive and Mr Gary Wilmot, WDA Director during the signing of the MOU last year

**For enquiries on our offerings of WSQ Generic Manufacturing Skills programmes, please contact Ms Sharon Liang at 6826 3049 or email at [sharonliang@smafederation.org.sg](mailto:sharonliang@smafederation.org.sg)**

## Resolving Disputes Through Alternative Dispute Resolution (ADR) Seminar

By Andrew Ong

**O**n 6 March 2008, members of SMa were given the opportunity in familiarising themselves with the subject of arbitration, Alternative Dispute Resolution (ADR) and to meet members of the Singapore Institute of Arbitrators' (SIArb).

Dr Moh Chong Tau, SMa Deputy President highlighted the fact that with the increase of regional trade and investment, this also saw the climb of commercial disputes by Singapore manufacturers.

"It is necessary for our local manufacturers to be aware of the international arbitration framework and to be able to work closely with Singapore-based arbitration professionals in learning to resolve commercial disputes," he added.

This event was a collaborated effort between SMa and SIArb in agreement to an MOU signed early last year towards fostering closer ties between members of the SMa and the Institute. – CONNECT

### About SIArb

The Singapore Institute of Arbitrators is an independent professional body established in 1981 with more than 680 members. The Institute is managed by a council of 13 members comprising experienced and qualified arbitrators, arbitration practitioners as well as users of arbitration, such as the construction and shipping industries. ■



From left: SMa Sec-Gen, Mr Chua CY, SIArb President, Mr Johnny Tan, SMa Deputy President, Dr Moh Chong Tau, SIArb Executive Director, Ms Evelyn Tan and SMa Director for Membership & Industry Development/ Research & Corporate Communications, Mr Dennis Ng

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## Manufacturing in Singapore: The Best has Yet to Come

By Andrew Ong

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With SMa entering 2008, CONNECT brings a special report on the various milestones from the past year that indicates a promising new year for Singapore's manufacturing initiatives.

Singapore's economy marked a 7.5 per cent growth for the whole year of 2007. With manufacturing climbing 0.5 percent in the last three months of 2007 from a year earlier and recorded the smallest increase in 18 quarters.

According to the Ministry of Trade & Industry, output growth slowed from a revised 10.3 percent in the July-September period as pharmaceutical plants produced fewer drugs.

From a year earlier, Singapore's \$132 billion economy grew 6 percent in the fourth quarter after gaining a revised 9 percent in the previous three months. Economists were expecting 7.7 percent growth.

Irvin Seah, an economist at DBS Group Holdings Ltd provided his opinions that no imminent turnaround in electronics was expected and a recovery was unlikely to be expected in the next six months. "Pharmaceutical, a key support for manufacturing, has been losing steam." He added.

## Manufacturing Goal 2018

Overall, the year 2007 has been a year of transition for the manufacturing sector in Singapore as efforts have been geared towards moving our manufacturing up the value chain.

Despite not performing to its best, the Economic Development Board (EDB) drew a record of S\$16 billion in fixed asset investments (FAI) in manufacturing for 2007 - almost doubling the S\$8.8 billion posted in 2006.

This successful investment projects are signs that the government's Manufacturing 2018 goal launched by EDB is right on track to see the doubling of our manufacturing output to S\$300 billion; doubling the total manufacturing value added to S\$80 billion; and raising the skill profile of manufacturing workers from 32% to 50% by end of 2018.

This goal may be a tall order to achieve and a massive challenge to endeavor, but it reflects our government's commitment and confidence towards our manufacturing sector. Till today, in spite of the volatility faced by a competitive global market, manufacturing will remain as one of Singapore's main pillars of economic growth.

With the entrance of the new year, one can expect manufacturing to be in poll position to drive Singapore's economy with the 9 projects announced since early 2007, with each worth more than S\$1 billion in investments: four in chemicals, three in electronics, one in biomedical science and one in solar energy.

## Providing High-skilled Workforce

Against this backdrop, SMa has accepted the task of having

ready a pool of high-skilled workers that are required to meet the demands in the globalised economy.

Early this year on 22 March, SMa signed an MOU with the Workforce Development Agency (WDA). With this partnership, this will see us developing manufacturing skills under the Singapore Workforce Qualifications (WSQ) System as a training provider through our Centre for Corporate Learning (CCL) and to explore an avenue in establishing international benchmarking of WSQ manufacturing skills standards with WDA.

In mid-May 2007, SMa's School of Management (SOM)

moved into the Cosmic Insurance Building along North Bridge Road which was named SMa City Campus, in order to meet the demands of a burgeoning intake of students.

Located a stone's throw away from the National Library, and a mere five minutes walk from either City Hall or Bugis MRT stations, the new location

offers higher accessibility and convenience to better serve our students. This new campus now sits on 15,000 square feet of space and features 14 classrooms equipped with state-of-the-art facilities and teaching equipment, a newsroom for budding journalists, computer labs, a student lounge and conference rooms.

We believe that with SOM providing sound and high-quality diplomas and bachelor degrees, our manufacturing sector can only improved with an equipped and knowledge-able workforce that can support the demands of the manufacturing sector.

## Building In-roads to a Global Market

In adhering to our "network advantage", SMa further established her business linkages and presence to a global market to create more opportunities for our manufacturing community to tap on emerging markets.

With Germany being one of Singapore's largest trading partners in the European Union, and Singapore being Germany's largest trading partner in the ASEAN region, an MOU was signed with the Singaporean-German Chamber of Trade & Commerce (SGC) on 27 September 2007. This would strengthen co-operations between manufacturing companies from both countries.

SMa also made a "first" for 2007 when SMa President Mr Edwin Khew appointed 6 international ambassadors from Germany, Switzerland, Austria, Europe Union, Japan and Australia as Honorary Members. These appointments were to facilitate bilateral ties towards similar economic goals where

	4Q06	2006	1Q07	2Q07	3Q07	4Q07	2007
Overall GDP	6.6	7.9	6.4	8.8	9.0	6.0	7.5
Goods Producing Industries							
Manufacturing	7.7	11.5	3.9	7.9	10.3	0.5	5.6
Construction	4.7	2.7	13.6	22.0	19.2	24.4	19.8
Service Producing Industries	6.6	7.0	7.4	8.5	8.3	8.3	8.1

\* Advance estimates



our Honorary Members would serve as ambassadors of East Asia to their respective countries and to invite these advanced economies to tap on our resources.

Mr Edwin Khew said, "With all these initiatives, we are hopeful that there will be plenty win-win opportunities to be explored as our forged alliances would encourage new businesses and joint ventures for mutual benefit"

### Partnering with our Government

With the government supplying the "hardware infrastructure", SMA has played her part by delivering the "software services". In a holistic approach of enhancing our manufacturing's capabilities and capacities, dialogues and discussions were conducted in collaborations with partners such as EDB, WDA, MOM, IE Singapore and SPRING Singapore.

For the second consecutive year, SMA organised a nation-wide anti-terrorist event called the National Security Conference with the support of the National Security Coordination Secretariat (NSCS) on 17 April 2007.

Close to 600 participants from the business community gathered for a dialogue session with three key Ministers namely, Deputy Prime Minister, coordinating Minister for National Security and Minister for Law- Prof. S. Jayakumar, Senior Minister of State for Law and Home Affairs- Associate Prof. Ho Peng Kee and Minister of State for Trade and Industry- Mr S. Iswaran.

On 5 June 2007, a Singapore Packaging Agreement was signed between SMA which was represented by the Food & Beverage Industry Group and Packaging Council of Singapore (PCS), with the National Environment Agency (NEA) and Singapore Environment Council. This agreement of partnership was to reduce packaging waste from consumer products and to introduce initiatives that will foster packaging resources for the next 5 years.

Following that the annual National Packaging Star Awards introduced a new category for Environmentally Sustainable Packaging to enhance the award's relevance and to promote better environmental awareness in packaging. This award is organised by PCS and supported by IE Singapore.

Workplace safety and health was another key area that SMA collaborated with the Ministry of Manpower (MOM). With their support through the Workplace Safety & Health

Advisory Committee (WSHAC), SMA organised the national Workplace Safety & Health Innovation (WSHi) Awards on 3 September 2007.

The award's aim was to promote good standards of workplace safety within the manufacturing sector and SMA was appointed for the second consecutive year to represent the manufacturing sector.



SMA Council Member and F&B Industry Group Chairman, Mr Sunny Koh signing the Singapore Packaging Agreement with Dr Yaacob Ibrahim, Minister for Environment and Water Resources looking on



From left: Some of our distinguished Honorary Members- Mr Gerhard Meschke, Charge d' Affaires - Embassy of the Republic of Austria, His Excellency Folkmar Walter Otto Stoecker, Ambassador of the Federal Republic of Germany, Mr Edwin Khew, SMA President, His Excellency Holger Standertskjold-Nordenstam, Ambassador and Head of Delegation of the European Commission, His Excellency Daniel Woker, Ambassador of Switzerland.

### Leading the Way in 2008

With 2007 coming to an end and coupled with the transitional changes of re-making Singapore's manufacturing, much is expected in 2008. With the looming fears from surging oil prices and a gloomy US economy the Singapore's economic growth has been forecasted at a conservative figure of 4.5-6.6 per cent for 2008.

Nonetheless, SMA will continue to lead the way for our manufacturing community with the continual development of Singapore-based SMEs as one of the key strategic thrusts as these SMEs currently contribute 46 per cent to our GDP and employ 63 per cent of our workforce.

Working closely with SPRING Singapore, our Enterprise Development Centre (EDC@SMA) will step up its efforts to form strategic alliances with government agencies and our industry partners to assist the SMEs in exploring and gaining access to new markets. Our EDC will also work in collaborations with academic institutions and business

consultants to upgrade the management skills of the SMEs. All these initiatives will be aimed to help our SMEs in the manufacturing sector.

Furthermore, there are plans in the pipeline to build a business incubator like no other that will be focused on manufacturing by drawing foreign SMEs to Singapore to partner with our local SMEs. This unique platform will allow both groups of SMEs to explore business opportunities created with local SMEs attaining new cutting edge technology and with foreign SMEs tapping on our local SMEs network as a gateway to the Asian market.

In 2008, the future for manufacturing remains optimistic despite the ever-changing challenges that arise from a global and competitive economy. SMA will not rest on her laurels and continue to lead the way for our manufacturing community to soar to even greater heights.- CONNECT ■

# 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
- Access to research reports such as manufacturing outlook and trends via SMA website
- Free posting of job vacancies in SMA website
- Free admission to IE Singapore's resource centre
- Special SMA-AIA insurance schemes
- 1 Year Golf Club Membership Free, Complimentary Financial Health Checks and more...
- 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
- Special Dinner Table Package with Grand Corpthorne Waterfront Hotel **NEW!**
- Exclusive discounts on SA Tours Travel Packages **NEW!**

## 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 the Membership & Industry Development Division

Tel : 6826 3000 Fax : 6822 8328 Email : [hq@smafederation.org.sg](mailto:hq@smafederation.org.sg)

No 1 Science Centre Road, #02-02 The Enterprise, Singapore 609077

# Ask EDC@SMa

Our EDC@SMa team provides tips and advice to frequently asked queries on various government schemes and funding.



**Q**uestion: I heard about bizSAFE and would like to know how can I apply for it and what are the 5-step approaches?

**A**nswer: bizSAFE was created to provide SMEs a five-step approach to build capability in practicing workplace safety and health standards and gain recognition for their efforts.

## How to apply

### Level 1

To start the bizSAFE journey, your company's top management has to sign up for a bizSAFE workshop for CEO/Top management conducted by bizSAFE service providers. Upon completion of the workshop, your company will be granted bizSAFE Level 1.

### Going on to level 2 and 3

For Level 2, your company must select a Risk Management (RM) Champion to attend a bizSAFE course on Risk Management. At the end of the course, the RM Champion must chart out the RM Implementation Plan. Your company will then be upgraded to bizSAFE Level 2.

In order to attain bizSAFE 3 status, your company must engage an approved independent auditor to assess the implementation of your company's RM Plan. Subject to the auditor's report that your company has met the requirements of the WSH (RM) Regulations, the Enterprise may then be recognised as bizSAFE 3.

### The journey continues

For Level 4, your company must select a Workplace Safety and Health Management System (WSHMS) Programme Lead to attend the bizSAFE course on WSHMS. With the acquired knowledge, the WSHMS Programme Lead must be able to develop a WSH Implementation Plan for your company.

After completing the WSHMS Plan, your company may apply for bizSAFE Level 4 status. To achieve bizSAFE STAR, your company must engage an independent third party certification company to certify that your WSHMS meets SS506 or any similar international standard.

**Q**uestion: What are the benefits of participating in bizSAFE?

**A**nswer: As you can see, there are five different levels to achieve in this programme. When your company attains any bizSAFE level, your company will be able to display the relevant bizSAFE logo on the business collaterals (such as letterhead, name card, etc) to showcase your commitment to safety.

With bizSAFE membership, your company may enjoy other business privileges and advantages offered by bizSAFE partners who participate in this program, which may include the various government agencies, big corporations and even suppliers. ■



**EDC@Sma**Enterprise Development Centre @  
Singapore Manufacturers' Federation[www.edc.org.sg](http://www.edc.org.sg)**ENTERPRISE DEVELOPMENT CENTRE****@SINGAPORE MANUFACTURERS' FEDERATION**

**EDC@Sma** was formed from a government grant through SPRING Singapore and Sma. The primary role of the Enterprise Development Centre is to assist Singapore enterprises to develop essential business competencies and adopt best practices throughout their operations so that they become competitive and successful both domestically and in the global markets.

To achieve this, **EDC@Sma** offers services in five main thrusts as illustrated:



#### We achieve these through the following programs:

- Diagnostics: to identify issues; business clinics and diagnostic consultancies.
- Group Consultancies: To share ideas and interact with consultants creating a fertile platform for better ideas for high growth.
- Provision of information.
- Business clinics and individual meeting sessions.
- In-house consultancies: to provide in depth and customized solutions.

#### Our business consultancy programs are:

- HR work life balance programs through WOW (an MOM initiative).
- Build Capability development: strategic planning, integration of IT into the business, quality management systems and HR management.
- Technology and Innovation - to use technology plus innovation to create spin off in production or improve your processes.
- Overseas Expansion - to expand to overseas markets with strategic business planning and market research.

- Business Excellence - identify business gaps and address with solutions.
- Job Redesign - to redesign jobs for mature workers to help them stay employable, with automation of equipment / machinery.
- Branding (domestically or internationally) - to create a good and well known brand.
- Workplace Safety Health (WSH) - to help build up your in-house capability in WSH and to comply with the WSH Act.
- Workplace Health & Sports - to help you start up and sustain a workplace health programme.

Funding for these programs are provided by government agencies like SPRING, IE Singapore, Ministry of Manpower, WDA, HPB. Funding is subjected to relevant government agencies terms & conditions. Please contact EDC@Sma for more information and a meeting to discuss these programs.

As the decision on asking for outside help through our consultancy program is an important decision, we have introduced starter programs to aid you in this decision, they are:

- Business clinics: drop by for a free chat or preferably call us for an appointment.
- Client visits to chat with EDC so that we can develop the issues further.

With our wide range of business consultancy and offerings and the above initiatives, we are looking forward to serving enterprise needs in a practical and comprehensive manner. We are contactable at:

The Enterprise

No. 1, Science Centre Road, #02-02

Phone (65) 6826-3020 Fax (65) 6826-3021 Email [edc@edc.org.sg](mailto:edc@edc.org.sg)



**Sma  
CENTRE FOR  
CORPORATE  
LEARNING**



## Sma Centre for Corporate Learning

The Sma Centre for Corporate Learning was established to provide quality core skills and knowledge training for workers to excel in their trade. At the Training Institute, we believe in training. We believe that training can help generate creative thinking, positive work ethics, teamwork and process-oriented capabilities, as well as high productivity and quality in work.

We want to maintain the competitive edge of Singapore's workforce through current training and skills upgrading. Our aim is to provide on-time and on-demand training programmes, so as to enable our members' companies to stay on top of the intense competition, in the local as well as in the international arena.

Other than the on-time and on-demand training programmes, the Training Institute also provides public seminars, talks and conferences, as well as customised training programmes to address your company's specific training needs. Our aim is to provide integrated training solutions to help companies develop their human capital to the fullest.

Also, the Centre for Corporate Learning is proud to be an Accredited Training Provider for the Forklift Driver's Training Course (below 5 tonnes), which is an SRP-approved programme. Since its inception, we have trained a total of 2,000 forklift operators.

Apart from the Forklift Driver's Training Course, the Centre for Corporate Learning is also an Approved Training Centre (ATC) for the Safety Orientation Courses (Metalworking). We are the only other ATC, apart from Ministry of Manpower, to offer the Safety Orientation Course (Metalworking) in Singapore.

Singapore Manufacturers'  
Federation

For enquiries:

[cd@smafederation.org.sg](mailto:cd@smafederation.org.sg) / (65) 6826 3000

[www.smafederation.org.sg](http://www.smafederation.org.sg)

## Trade Exhibition 2008

NAME OF EVENT	INDUSTRY SECTOR	CITY/ COUNTRY	DATE	CONTACT PERSON
Salima 2008	F&B	Czech	4 - 7 Mar	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
ProPak Vietnam 2008	Packaging	Ho Chi Minh City, Vietnam	5 - 8 Mar	Mr Dennis Toh E-mail : dennistoh@smafederation.org.sg DID : 6826 3036
MEDTEC 2008	Medical Technology	Stuttgart, Germany	11-13 Mar	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
The Canton Fair (SPRING 2008)	Import / Export	Canton, China	15 - 20 Apr	Ms Vivien Yen E-mail : vivienyen@smafederation.org.sg DID : 6826 3032
59th China International Medical Equipment Fair (CMEF) 2008	Medical Technology	Shenzhen, China	19 - 22 Apr	Ms Vivien Yen E-mail : vivienyen@smafederation.org.sg DID : 6826 3032
CosmoBeaute Vietnam 2008	Lifestyle	Ho Chi Minh City, Vietnam	25 - 28 Apr	Ms Cecilia Tham E-mail: ceciliatham@smafederation.org.sg DID : 6826 3030
Food & Hotel Asia 2007	Food & Beverage	Singapore	22 - 25 Apr	Mr Dennis Toh E-mail : dennistoh@smafederation.org.sg DID : 6826 3036
Card Asia/ RFID World Asia 2008	RFID	Singapore	24 - 26 Apr	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
HOSPIMedica Sydney 2008	Medical Technology	Sydney, Australia	13 - 15 May	Ms Vivien Yen E-mail : vivienyen@smafederation.org.sg DID : 6826 3032
Intermach 2008	Machinery	Bangkok, Thailand	14-18 May	Mr Jonathan Tan E-mail : jonathantan@smafederation.org.sg DID : 6826 3039
Semicon Singapore 08	Semiconductor	Singapore	6 -8 May	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
MetalTech 2008	Precision	KL	7 - 11 May	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079

## Trade Mission 2008

DATE	NAME OF EVENT	CITY/ STATE	INDUSTRY SECTOR	CONTACT PERSON
May 08	Business Mission to Vietnam	Ho Chi Minh City & Hanoi	Multi-Sectoral	Mr Roy Chan E-mail : roychan@smafederation.org.sg DID : 6826 3019
May 08	Business Mission to PR China	Tangshan & Tianjin, Hubei Province	Multi-Sectoral	
Jun 08	Business Mission to Laos & Cambodia	Vientiane & Phnom Penh	Multi-Sectoral	
Aug 08	Business Mission to Israel	TBA	Multi-Sectoral	
Sep 08	Business Mission to Africa	TBA	Multi-Sectoral	

# USEFULNESS OF CREDIT RATINGS IN YOUR BUSINESS

The importance of credit rating has become particularly significant in today's diverse and global marketplace. With global trading and investment opportunities covering the world, it may be increasingly challenging to differentiate which companies will make the right business partners or customers. Furthermore, with financial players experiencing a credit crunch as a result of the sub-prime market fiasco, there is a heightened awareness of the critical need to credit-evaluate companies and business over time and in a quantifiable manner to protect one's credit exposure.

One useful way in good decision making amongst astute investors and businessmen is the adoption of credit ratings as an analytical tool to assess the creditworthiness of companies. While most trading companies use credit ratings to determine the credit terms and credit limits to be extended to their customers, financial institutions commonly adopt credit ratings to ascertain the cost of borrowings and loan quantum for corporate and individual customers.

In addition, credit ratings are especially useful in grading financial instruments such as bonds, preferred stock, etc. and serves as a fundamental basis of comparison amongst investors that are shortlisting from a wide range of financial instruments available in the market today.

Increasingly, financial institutions are requesting small and medium enterprises to obtain their credit ratings from an independent financial assessor to provide a third-party analysis of the SMEs' financial health in their loan application procedures. The same applies to many Government Institutions such as the Building & Construction Authority (BCA) who has appointed DP Information Group (DP Info) in 2006 to perform credit rating on A1, A2 and B1 graded construction companies that are eligible for government construction projects is one of the government's initiatives to ensure that projects do not fail due to over-gearing or weak cashflow management of their developers.

In fact, credit rating has evolved into a two-pronged tool used by not just the fund lenders or providers, but also by fund borrowers who have become keener to understand and improve their own financial health in order to negotiate for more favourable credit terms. This also motivates SMEs to upgrade their financial management skills and work on improving their cash flow capabilities to improve their credit

standing. Besides, having a good credit rating allows SMEs to showcase their strength to fund providers and investors, and also illustrates the company's commitment towards corporate transparency, which is important in an investors' decision-making process.

One effective and accurate way of evaluating the credit rating of a company is through DP Credit Rating, a proven model which is derived based on a rating model designed for companies incorporated in Singapore and takes into account the performance of 6 broad risk categories:

- Profitability
- Capital Structure
- Liquidity
- Activity
- Growth
- Size

DP Credit Rating measures the Probability of Default (PD) of a company. The probability of default (PD) measures the probability that a company will default within some time horizon usually 1 year (Example: a company with a PD of 1% means that it has a 1 out of a 100 chance that it will default within the given time horizon).

Companies are graded on a credit rating scale of DP1 to DP8 where DP1 denotes the lowest PD of less than 0.1% and DP8 signals a high default risk of 14.0% to 30.0%. Based on the DP Credit Rating, companies can be classified into 3 risk categories: Investment Grade (DP1 – DP4), High Yield (DP5 – DP6), and High Risk (DP7 – DP8). -CONNECT. ■

Grade	DP Credit Rating	Default Frequency
Investment Grade	DP1	<0.1%
	DP2	0.1% - <0.2%
	DP3	0.2% - <0.4%
	DP4	0.4% - <1.0%
High Yield	DP5	1.0% - <3.0%
	DP6	3.0% - <8.0%
High Risk	DP7	8% - <14.0%
	DP8	14.0% - 30.0%





**Event:** The SMART Way to Grow Your Business  
**Date:** 14 January 2008  
**Venue:** EDC Auditorium@SMa  
**By:** EDC@SMa



1. Ms Radha Yogendra, Senior Manager & Principal Assessor, Business & Service Excellence Division, SPRING Singapore presenting on the SMART Funding Scheme.
2. Participant raising questions to panelists during Q&A
3. Ms Doris Chow, Director, Enterprise Development Centre @ SMa giving the welcome address.
4. SMa members at the SMART Briefing
5. The Q&A Panelists from left: Mr Raymond Wong, Senior Executive, EDC@SMa, Ms Cindy Chua, Associate Consultant with EDC@SMa, Ms Radha Yogendra, Senior Manager & Principal Assessor, Business & Service Excellence Division, SPRING Singapore.
6. Ms Radha interacting with participants after the presentation.

**Event:** Enhanced ADVANTAGE! Scheme- Retaining & Attracting Value-Added Mature Workers  
**Date:** 18 January 2008  
**Venue:** EDC Auditorium@SMa  
**By:** EDC@SMa



1. Participant seeking clarifications on ADVANTAGE Scheme during Q&A.
2. Participants with Mr Roland Yeow and Mr Raymond Wong
3. The panelists during Q&A- from left: Mr Lim Tai You, Senior Manager, Community and Professional Services Division, Singapore Workforce Development Agency, Mr Roland Yeow, Associate Consultant with EDC@SMa, Raymond Wong, Senior Executive, EDC@SMa



**Event:** MRP- Fast and accurate way to plan your production to ensure prompt delivery  
**Date:** 25 January 2008  
**Venue:** EDC Auditorium@SMa  
**By:** Hitachi Asia Ltd.



1. A participant throwing a few queries during the Q & A session
2. Mr William Lee sharing success story and their value-added services
3. Mr Paul Obediencia answering a participant queries

**Event:** Lunar New Year Lo Hei Networking  
**Date:** 19 February 2008  
**Venue:** Indochine Forbidden City@Clarke Quay  
**By:** GE Commercial Financing (Singapore) Pte Ltd



1. The Face-changing act mesmerized and left the audience in awe
2. Participants ushering the year of the Rat with the Lo Hei tossing
3. From left: Ms Vivian Goh of SPH, Mr Chris Chan of Ultra Industrial Automation, Mr James See of Singco, Mr Ivan Tan of Inspiraz Technology, Ms Lyn Soon of SMA- Membership Services and Mr Anson Tan of SPH

**Event:** Feng Shui Talk  
**Date:** 1 February 2008  
**Venue:** EDC Auditorium@SMa  
**By:** AIA Company Ltd.



1. Mr Samuel Goh, VP, Head of Business Development, Southeast Asia, from AIG Private Bank giving participants an overview of the bank's services
2. The audience being captivated by Master Tan's interesting talk
3. A participant seeking Master Tan's advice on Fengshui issues



# JUMBO DELIGHTS

Since the opening of its first outlet at the East Coast Seafood Centre in 1987, Jumbo Seafood has, to the delight of local discerning seafood lovers, added another six—at the Serangoon Gardens Country Club, Riverside Point, The Riverwalk, Singapore Indoor Stadium, National Service Resort & Country Club, and Dempsey Hill. The last being the seventh addition to the restaurant group. Opening in end April 2008, the newest addition at Dempsey Hill is designed in a modern colonial style and promises more lifestyle dining choices.

## SIGNATURE DISHES

A seafood restaurant is always judged by how good its chilli crabs are. At Jumbo Seafood, Sri Lankan crabs are stir-fried in rich savoury chilli gravy with just the right amount of spice and flavour without being too sweet. And of course, delicious fried Man-Tou or buns must accompany this mouth-watering dish for that complete chilli crab experience.

For those who prefer black pepper crab, the Jumbo Black Pepper Crab stir-fried in Jumbo Seafood's own special blend of black pepper sauce to ensure that the taste of the meat within is drawn out from the flavours of the spices it is cooked with, is one of the tastiest.

## FRESH FROM THE SEA

A signature fish dish of Jumbo Seafood is the Deep Fried Red Tilapia with Nonya Sauce. Inspired by the Indonesian "Flying Fish" dish, the fried tilapia is served with a pair of upturned "wings". The accompanying sweet and spicy Nonya sauce goes wonderfully well with the fish.

Jumbo's Donut with Seafood Paste—You Tiao with cuttlefish paste—is

certainly worth trying. The strips of fritters are coated with chunky sesame seeds and deep-fried to perfection. The stuffed paste has the rich taste of cuttlefish and this starter is served with peanut prawn paste dip.

Other mouth-watering dishes to recommend include the Crispy Baby Squids, Fried Prawns with Cereal, Scallop Wrapped in Yam Ring and Golden Nest Salad Prawn. The award-winning Salted Egg Golden Prawns is a must-try, having won the "Best Seafood Dish" at the Tasty Singapore Chef RAS Culinary Competition 2007. Find joy in the salted egg coated succulent prawns, intricately balanced by a hint of spice and sweetness—a savoury experience that is simply irresistible!

You can get more information or make reservations by logging on to [www.jumboseafood.com.sg](http://www.jumboseafood.com.sg). ■



**above:** Black Pepper King Crab

**right:** Tilapia

**bottom:** Scallop Wrapped in Yam Ring

**bottom right:** Salted Egg Golden Prawns





## Giving Singapore Enterprises a Helping Hand Expanding Overseas

Growing regional always poses new challenges to an enterprise whether you're an MNC or an SME. Enterprises need to understand the diverse economic and business issues in foreign markets and assess how those conditions will affect their own product development, resource management as well as customer and partner management. The good news is that Singapore-based enterprises can tap on the various programmes and support that International Enterprise (IE) Singapore has to enhance their international success.

To help Singapore-based enterprises grow their exports and internationalise, IE Singapore takes a "3C" assistance framework approach to help companies. Representing "Competency", "Connection" and "Capital", these are 3 core pillars where IE Singapore lends its assistance and support.

**COMPETENCY** - Focused on helping Singapore-based enterprises develop critical international capabilities to become competitive and robust in the global arena, areas that IE Singapore supports ranges from building an international brand to improving the skill sets of employees so as to develop and capitalise on the intellectual property that enterprises own.

In addition, enterprises can tap on the extended partnership that IE Singapore has with more than 190 international experts on [www.iadvisory.com.sg](http://www.iadvisory.com.sg), to obtain customised advisory support from various fields including taxation, market setup, customs and more.

**CONNECTIONS** - With a global network in over 30 locations worldwide, IE Singapore helps Singapore companies seek business opportunities in new markets. Locally, enterprises can also tap on relevant programmes that will help them understand their markets of interest, cultivate new customers overseas and optimise their tax-savings when exporting to a selected group of countries.

IE Singapore has also launched [www.buysingapore.com](http://www.buysingapore.com) as a means to enhance foreign lead generation for Singapore enterprises. With more than 8,000 foreign members, it is one of the easiest and most effective e-platforms to locate a suitable business partner.

**CAPITAL** - Regional expansion must be concurrently sustained by efficient access and proper management of capital resources. To help enterprises gain access to capital and develop their financial management capabilities, IE Singapore has developed relevant grants and financing tools to help enterprises better understand and strategically manage international financing issues.

Depending on the enterprise's specific and immediate needs, there is a wide ranging of programmes and schemes that they can tap on.

IE Singapore advises all enterprises who are keen to expand to contact them at their hotline at 1800-IESPORE or [www.iesingapore.com/contactus](http://www.iesingapore.com/contactus) so as to better advise how they can assist in your internationalisation plans.

Article contributed by IE Singapore.



## HSBC opens first-of-its-kind Commercial International Banking Centre

HSBC officially opened its Commercial International Banking Centre on 12 March 2008. Conveniently located at the heart of Singapore's financial and commercial hub, the Centre on Level 2 of HSBC's flagship Collyer Quay Branch at Raffles Place is dedicated to serving the growing number of small and medium-sized enterprises (SMEs) in Singapore who aspire to venture overseas or are already doing so. Taking a holistic approach, the new Centre also caters to foreign companies who want to trade or set up operations in Singapore. These inbound customers can tap on the Centre as their gateway to understanding Singapore.

The Centre is designed to be the 'Gateway to the World' for SMEs in Singapore. The first-of-its-kind facility here for the SME market, the new Centre is dedicated to provide SMEs with a single point of contact for their international business banking needs. This means that customers need only liaise with the relationship managers at the Centre to establish banking relationships with HSBC's overseas offices.

Leveraging HSBC's unrivalled network of Commercial Banking offices in 64 countries and territories worldwide,



the Centre is the first in the market to provide an international platform to facilitate all cross-border account opening from Singapore, enabling customers

to enjoy greater accessibility and convenience like never before. HSBC will also streamline and accelerate the cross-border account opening process for customers, thus saving them time and effort in doing so.

Other services available at the Centre include:

- Setting up of corporate bank accounts
- Payment and cash management
- Trade services
- Credit facilities
- Application for business internet banking

## (CCL) Centre for Corporate Learning Upcoming Programmes 2008

General Management	Member	Non-Member	Date
Change Master	\$480	\$520	21-22 Apr, 12-13 May
Conflict Resolution	\$320	\$360	16 June, 22 Oct
Essential Skills to Run Effective Meetings	\$350	\$390	27 Mar, 15 May
Fundamentals of Effective Project Management	\$480	\$540	22-23 Apr
How to Handle Conflict & Confrontation	\$480	\$540	10-11 Apr, 7-8 July, 6-7 Oct
How to Positively Manage Change	\$480	\$540	19-20 June
Managing Cultural Diversity	\$490	\$550	14-15 Apr, 12-13 June, 11-12 Sept
Office Management and Telephone Skills	\$350	\$390	23 Apr, 4 June, 18 June
Secrets of the Successful Secretary and Office Professional	\$350	\$390	8 Apr
Supervisory Management Skills-Leading, Coaching, Managing (Mandarin Workshop)	\$380	\$420	9 Apr
Supervisory Management Skills-Leading, Coaching, Managing	\$520	\$580	23-24 Apr, 20-21 Aug
Time & Stress Management	\$420	\$460	22-May
Time Management for Personal & Organizational Effectiveness	\$520	\$560	10-11 Apr
"Turning Into Butterflies" - A Change Management Workshop	\$480	\$520	21-22 May
Train the Trainer	\$520	\$570	10-11 Apr
Working With Partners	\$340	\$380	15 May
Leadership and Team Building	Member	Non-Member	Date
Developing Essential Leadership Skills	\$340	\$380	10 Apr
Developing High Performance Teams	\$490	\$550	21-22 Apr
Highly Effective Criticism and Discipline Skills for Managers and Team Leaders	\$490	\$550	21-22 Apr
How to Excel as a First Time Supervisor	\$480	\$540	23-24 June
Personal Leadership Development	\$480	\$520	8-9 June, 24-25 Nov
Winning Teams	\$480	\$520	9-10 June
Workforce Skills Qualification (WSQ)	Member	Non-Member	Date
Apply Team Work in the Workplace	\$420	\$420	Training dates: 3,4,16 Apr Assessment dates: 23 Apr
Human Resource Management	Member	Non-Member	Date
Basic Instructional Design and Development Skills for HR Professionals	\$480	\$520	12-13 June, 16-17 Oct
Conducting Training Needs Analysis, Evaluation & Post-Training Plans	\$430	\$470	4 Apr, 25 June
Performance Management Appraisal Skills	\$480	\$520	20-21 Nov
Performance Management Coaching and Counselling Skills	\$480	\$520	10-11 Apr, 11-12 Sept
Strategic Management Planning and Evaluation - The Balanced Scorecard	\$333	\$377	15 May, 18 Dec
Customer Service	Member	Non-Member	Date
Customer Service and Telephone Skills (Mandarin Workshop)	\$350	\$390	8 May, 27 May
Outstanding Customer Service Skills for Frontline, Admin & Support Staff	\$460	\$520	16-17 Apr
Advanced Customer Service Skills for Frontline, Admin & Support Staff	\$380	\$430	14 Apr
Customer Service Assessment	\$320	\$360	13 May
Managing Difficult Customers Effectively	\$340	\$380	22 May
Communication	Member	Non-Member	Date
Cross-Cultural Communication	\$490	\$550	7-8 Apr, 5-6 June
How to Become an Assertive Communicator	\$480	\$540	9-10 June
Influencing Strategies that Work	\$360	\$400	9 June, 16 Sept, 5 Dec
Speak Standard English	\$480	\$540	12-13 May, 4-5 Aug, 3-4 Nov
Speaking & Presenting with Confidence & Impact	\$320	\$360	3-Jun
Writing To Sell !	\$480	\$540	2-3 June
Professional Business Writing Skills	\$480	\$540	21-22 May
Enhancing Communication and Interpersonal Skills	\$520	\$580	4-5 June, 17-18 Sept, 17-18 Nov
Finance	Member	Non-Member	Date
Business Analytics and Reporting Using Excel	\$520	\$560	8-9 June
Cost and Benefit Analysis Workshop	\$490	\$550	12-13 June
Effective Costing to Improve Business Performance	\$440	\$480	22 May
Economic Value Added (EVA) Workshop for Managers	\$500	\$560	5-6 June
Financial Data Analysis With Access & Access VBA	\$540	\$580	26-27 June
Occupational Safety & Health	Member	Non-Member	Date
Forklift Refresher Course	\$150	\$180	5 May, 2 June
Forklift (1 day Theory & 2 days Practical)	\$320	\$320	Monthly Classes -Available - Call or email for schedule 6826 3044 / weijiin@smafederation.org.sg
Forklift (1 day Theory & 4 days Practical)	\$535	\$535	
BizSAFE - Workshop for Company CEO / Top Management	\$250	\$280	9 May
Risk Management Course	\$320	\$420	22-23 May
(WSHMC) Workplace Safety & Health Management Course	\$323.81	\$352.38	26-29 May
(BISH) Basic Industrial Safety & Health Course	\$235.24	\$247.62	8,15,22,29 May & 5,12,19,26 June

Occupational First Aid Course	\$200	\$200	28-30 Apr, 26-28 May, 23-25 June
(SOC ) Safety Orientation Course for Workers for Metalworking	\$35	\$36.26	Monthly Classes -Available- Call or email for schedule 6826 3056 / munyin@smafederation.org.sg
<b>Logistics &amp; Supply Chain Management</b>	<b>Member</b>	<b>Non-Member</b>	<b>Date</b>
Achieving Effective Management for Global Logistics	\$530	\$570	14-15 May, 14-15 Aug, 13-14 Nov
Best Practices and Procedures In Marine Insurance	\$520	\$560	16-17 Apr, 16-17 July, 7-8 Oct, 15-16 Dec
Cost Reduction Techniques for Effective Purchasing	\$560	\$600	28-29 Apr, 28-29 Aug, 4-5 Nov
Effective 3PL Management for Supply Chain Logistics	\$520	\$560	26-27 June, 4-5 Sept, 3-4 Dec
Effective Negotiation In Supply Management	\$520	\$560	28-29 Apr
Effective Uses and Applications of INCOTERMS in International Trade	\$340	\$380	9 June, 16 Sept, 5 Dec
Effective Uses of Letter Of Credit in International Trade	\$480	\$540	26-27 May
Fundamentals of Purchasing Skills for New Buyers and Purchasers	\$560	\$620	24-25 Apr, 16-17 June
Global Sourcing and International Purchasing	\$560	\$600	14-15 April, 26-27 June
How To Negotiate with Vendors and Suppliers	\$560	\$620	29-30 May
Import / Export Documentation and Shipping Procedures	\$480	\$540	28-29 Apr, 30 June-1 July
Streamlining Order Management Into Best Practice	\$530	\$570	21-22 Apr
Supplier Evaluation, Selection and Development	\$520	\$560	10-11 June, 10-11 Sept, 11-12 Dec
Supply Chain Cost Reduction Practices	\$520	\$560	11-12 June, 22-23 Oct
Supply Chain Management As An Improvement Tool	\$520	\$560	14-15 Apr, 17-18 July, 8-9 Oct
Total Operation Solutions for Driving Supply Chain Efficiency and Agility	\$520	\$560	16-17 Apr, 24-25 July, 10-11 Nov
Understanding The Bill Of Lading	\$360	\$400	11 June, 10 Sept, 10 Nov
Warehouse and Storage Management	\$480	\$540	10-11 July, 29-30 Sept, 1-2 Dec
<b>Manufacturing, Technical &amp; Quality Management</b>	<b>Member</b>	<b>Non-Member</b>	<b>Date</b>
Better Forecasting and Inventory Management - A Simple Statistical Approach	\$500	\$560	5-6 May
Cycle Time Reduction for Higher Productivity	\$520	\$560	14-15 Aug
(FMEA) Failure Mode and Effect Analysis	\$520	\$560	18-19 June, 10-11 July
(GMP) Good Manufacturing Practices	\$590	\$648	22-23 Oct
Hazard Analysis And Critical Control Points (HACCP) & Food Safety	\$520	\$560	12-13 May
Lean Organization For Optimum Efficiency	\$520	\$560	1-2 Sept
Production Annual Plan: How To Develop and Manage It	\$520	\$560	27-28 Nov
Quality Control Circles (QCC) & The 7QC Tools	\$520	\$560	18-19 June
Strategic Production Planning, Scheduling and Controlling	\$552	\$619	2-3 June, 25-26 Sept
The Language of Management: Lean Six Sigma	\$380	\$420	5 May
5S: A Race With No Finishing Line	\$400	\$440	14 Nov
Lean Manufacturing Principles and Implementation	\$540	\$590	23-24 Oct
<b>Personal Effectiveness</b>	<b>Member</b>	<b>Non-Member</b>	<b>Date</b>
The DISC Personality Profile: Improving Personal Performance, Interpersonal Relationships & Teamwork	\$380	\$420	25 Apr, 5 June
Winning With People At Work	\$480	\$540	22-23 May
The Art of Writing Good Minutes	\$460	\$520	8-9 May, 11-12 Aug, 10-11 Nov
Structured Inventive problem Solving and Innovation	\$520	\$580	10-11 June
Proofreading and Editing Skills	\$480	\$540	2-3 June, 1-2 Sept, 1-2 Dec
In Perfect (Business) English, Please!	\$460	\$520	22-23 May
How To Work Well With Others At Work	\$480	\$540	12-13 May
Essentials of Email Writing and Etiquette	\$460	\$520	5-6 May, 6-7 Nov, 7-8 Aug
Career Building	\$340	\$380	2 Jun
Business Grammar and Proofreading	\$460	\$520	3-4 July, 2-3 Oct
<b>Sales and Marketing</b>	<b>Member</b>	<b>Non-Member</b>	<b>Date</b>
Managing Your Sales Team for Best Results	\$355	\$395	7 Jun
Service Recovery for Better Sales returns	\$355	\$395	12 Jun
Towering Above The Rest- Sell Your Way Up	\$355	\$395	6 May, 15 Sept
<b>Certification Programmes</b>	<b>Member</b>	<b>Non-Member</b>	<b>Date</b>
Skills Certificate In Purchasing Skills (Every Monday & Wednesday)	\$688.57	\$688.57	2 Apr-20 June
Skills Certificate In Warehousing and Distribution (Every Monday & Wednesday)	\$688.57	\$688.57	2 Apr-19 June
Certified Software Tester ( Sma - Tescom Joint IT Programme )	\$2350	\$2350	12-15 May, 16-19 June
Traceability Fundamentals ( Sma - Tescom Joint IT Programme )	\$355.14	\$355.14	16 May, 28 May, 11 June, 27 June
Coverage Analysis Fundamentals ( Sma - Tescom Joint IT Programme )	\$355.14	\$355.14	8 May, 23 May, 6 June, 18 June
<b>General Email:</b>	ccl@smafederation.org.sg		
<b>Fax :</b>	(65) 6822 8328		
<b>Seminars :</b>	<b>Ms Leong Mun Yin</b> DID: 6826 3056 munyin@smafederation.org.sg		
<b>Blue Collar Programmes :</b>	<b>Ms Teo Wei Jiin</b> DID: 6826 3044 weijiin@smafederation.org.sg		
<b>WDA Workforce Skills Qualifications (WSQ) Courses :</b>	<b>Ms Sharon Liang</b> DID: 6826 3049 sharonliang@smafederation.org.sg		
<b>In-House Training :</b>	<b>Ms Leong Mun Yin</b> DID: 6826 3056 munyin@smafederation.org.sg		
	<b>Ms Elaine Tan</b> DID: 6826 3041 elainetan@smafederation.org.sg		



# Member Spotlight: Splendour Corporation Pte Ltd

By Andrew Ong



Some of Splendour's high quality products

Established since 1980, Splendour Corporation is one of the major manufacturer of "SNOW" brand UPVC plastic, pipeline and fittings in Singapore. Their products are exported to many countries including the Middle East, Asia, and the Asia Pacific regions.

When CONNECT visited their premise for the interview, we discovered that Splendour's competitive edge among its competitors was having its own tool centre. This tool centre provided the necessary integrated expertise to maintain and design their metal moulds for producing its signature products.

"With our own tool centre, we save a lot of cost in engaging an external source," said Mr Loh Kian Teong, Regional Sales Manager for Splendour Corporation. "This also increases our efficiency as maintenance can be easily carried out," He added.

Another interesting discovery was learning that Splendour Corporation was the creator of the Ovi-traps that traps the Aedes mosquito. Apparently the National Environment Agency (NEA) approached them in 2004 for their expertise in constructing a trap in the fight against the spread of dengue fever.

To know more about Splendour Corporation, visit [www.splendour.sg](http://www.splendour.sg) - CONNECT

## Singapore 1000

SMA takes the opportunity to congratulate some of our corporate members who were this year's award winner in the Singapore 1000 and Singapore SME 500.

### Background

The "Singapore 1000" (S1000) recognises the nation's largest corporations by annual financial performance of sales/turnover, as well as a separate ranking of Singapore's Top 1000 companies by Net Profit. From this 1000 list, the rankings also determine a ranked performance of these companies via other financial indicators such as total assets, return on shareholders' funds, etc.

The "Singapore SME 500" (SME 500) ranks and recognizes the most successful small and medium enterprise (SME) companies much in the same approach as the "Singapore 1000" rankings.

#### 2008 Winners

SINGAPORE 1000 :: Sales Turnover Excellence Awards by Industry	
Finance	DBS GROUP HOLDINGS LTD
SINGAPORE 1000 :: Net Profit Excellence Award in Industry (7 Industries)	
Mfg	IBM SINGAPORE PTE LTD
Services	SINGAPORE PRESS HOLDINGS LIMITED
SINGAPORE 1000 : ROE Excellence in Industry (7 Industries)	
Comm/ Tpt/ Storage	STARHUB MOBILE PTE LTD
Mfg	STAHL ASIA PTE LTD
SINGAPORE SME 500 :: Sales Turnover Excellence Awards	
Fu Yuan Enterprise Pte Ltd	Wholesale – Chemicals / Chemical Products

## Welcome New Sma Members!

### January 2008

GIVAUDAN SINGAPORE PTE LTD  
HITACHI ASIA LTD  
SINO-AMERICA TOURS CORPORATION PTE LTD  
TRI-M TECHNOLOGIES (S) LIMITED  
TECSIA LUBRICANTS PTE LTD  
FONTERRA BRANDS (ASIA HOLDINGS) PTE LTD  
ANDREW BROWN INTERNATIONAL PTE LTD  
ADIMEC ELECTRONIC IMAGING PTE LTD  
EMERGING PHARMA (S) PTE LTD  
HEALTHSTATS INTERNATIONAL PTE LTD  
KEYSTONE CABLE (S) PTE LTD  
MP INTERNATIONAL PTE LTD  
HYFLUX LTD  
SWIFTEC MANUFACTURING PTE LTD

### February 2008

ACEZ INSTRUMENTS PTE LTD  
GRIFFIN GROUP INTERNATIONAL PTE LTD  
AWA INSTRUMENTS PTE LTD  
HEADSEARCH MANAGEMENT  
EUNOS LINK TECHNOLOGY PTE LTD

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The similarities  
can be surprising.

Talk to any business, ask the right questions and you will realise that two clearly different enterprises may just share similar plans and aspirations. Both may want to expand their businesses outside Singapore. This usually involves venturing into unknown territories, where the right knowledge and guidance can make all the difference between success and failure. At HSBC, it is our in-depth understanding of the similarities and differences between small and large businesses that proves beneficial to our customers. Combine this with the largest network of relationship managers around the world, along with the rich experience gained from working across 83 markets globally, and it's easy to see how HSBC Commercial Banking can help a wide range of businesses grow and expand overseas. To find out more, call us on **1800 216 9008** or visit **[www.hsbc.com.sg/hsbc.commercial](http://www.hsbc.com.sg/hsbc.commercial)** today.

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