

# Connect



Singapore Manufacturers'  
Federation

## ◀ SMA strongly supports Workplace Safety & Health

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◀ Establishment of the City  
University of New York (CUNY)  
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✓ SMA membership  
renewal promotion

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# CEOs Can Make a Difference in Workplace Safety and Health!

By Ong Shi Yee



▲ (L-R) Mr Erik Peyrer, Vice President, Business Development (Asia Pacific & Middle East) of Cooper Cameron Corporation, Mr Ng Wei Min, Director/Managing Consultant of EDC@SMA (moderator of the Q&A session) and Mr Chan Yew Kwong, Deputy Director (Construction & Safety Engineering), OSH Specialist Department of the Occupational Safety & Health Division, MOM

Continuing its effort to highlight and emphasize the importance of workplace safety and health, the Ministry of Manpower (MOM) kicked off the annual National Workplace Safety and Health (NWSH) Week 2006, which ran from 28 April to 4 May 2006. This year's theme for the NWSH Week was "A Safe and Healthy Workplace is Good Business - Make It Yours!"

The CEO Breakfast Talk: "Workplace Safety & Health - Good Sense, Good Business", organised by the Environment, Health, Safety & Security Function Committee (EHSS FC) of the Singapore Manufacturers' Federation (SMA) and staged at SMA's EDC Auditorium kicked-started the series of seminars for the NWSH week.

The speakers for this Breakfast Talk included Mr Chan Yew Kwong, Deputy Director (Construction & Safety Engineering), OSH Specialist Department of the Occupational Safety & Health Division, MOM and Mr Erik Peyrer, Vice President, Business Development (Asia Pacific & Middle East) of Cooper Cameron Corporation.

A delectable array of breakfast finger food was spread out for some 40 participants to savour as they mingled with one another before the start of the Talk at 9 am. Mr Edwin Khew, Acting President of SMA and Chairman of EHSS FC delivered the Welcome Address by accentuating SMA's readiness to collaborate with the relevant authorities to promote and instill a safe and healthy workplace culture.

Following which, Mr Chan Yew Kwong introduced the new OSH framework and accompanying principles of:

- 1) Reducing the risks-at-source by emphasizing the importance of good OSH management systems, incorporating a comprehensive risk assessment;
- 2) Promoting industry ownership of standards and outcomes and
- 3) Imposing higher penalties for poor safety management

Of special concern and interest to the audience are the enhanced general penalties, under the WSH Act, of:

- \* \$200,000 fine and/or 24 months' imprisonment for individuals;
- \* \$500,000 fine for corporations and
- \* A doubling of the maximum fine (applicable for first-time offender) will be imposed on repeat offenders responsible for fatality in the current and previous offences

Mr Chan reiterated the government's target to halve the current occupational fatality rate to 2.5 incidences per 100,000 workers by 2015 and encouraged CEO and senior staffers to work on achieving this.

The second speaker, Mr Erik Peyrer gave a lively presentation on Cooper Cameron's safety culture and the importance of top management's commitment in WSH. His talk, peppered with interesting slides and anecdotes, whilst entertaining highlighted the importance CEO can and should play in ensuring a safe and healthy workplace culture. The Talk concluded with queries by the audience to which the speakers provided clarifications and answers to enhance a deeper appreciation of WSH.

Besides the CEO Breakfast Talk organised by the EHSS FC of SMA, the training division of SMA, the Centre for Corporate Learning (CCL) co-organised a workshop titled "Implementation of Risk Management in the Metalworking Industry" with MOM on 3 May 2006.



▲ Dr Roger Low, Secretary-General of SMA (left) with Mr Ted Fastang, Director, Environment, Health & Safety of Cameron International Corporation



▲ Participants enjoying the sumptuous breakfast while mingling with one another

## Risk Management in the Metalworking Industry

By Sharon Ong

Risk Management is one upcoming important area in Workplace Safety and Health (WSH). Many are eager to understand how the new WSH (Risk Management) Regulations and Guidelines will affect their responsibilities in their workplaces.

To address and highlight the significance of Risk Management, the Singapore Manufacturers' Federation (SMA), together with the Ministry of Manpower (MOM) co-organised a workshop titled "Implementation of Risk Management in the Metalworking Industry" on 3 May 2006. This workshop was the second event organised by SMA during the National Workplace Safety and Health (NWSH) Week 2006. More than 50 safety officers, managers and supervisors attended the half-day workshop.

The application of Risk Management took centre stage during the event. Although not a new concept, participants had a better understanding on how to manage safety outcomes in their workplaces. The fundamental

area of Risk Management is risk assessment, whereby it is a tool to identify OSH hazards, evaluate risk and prioritize measures / actions.

Ms Priscilla Tan, Specialists from the Risk Management Branch, presented the Workplace Safety & Health (Risk Management) Regulations & Guidelines. Mr Ang Wai Hin from the Planning and Development Branch then touched on the OSH Programme-Based Engagement (ProBE) Priority Programme for Metalworking, which aims to improve the overall workplace safety and health and reduce the national occupational fatality rate.

Mr Ooi Ee Lock from Panasonic Refrigeration Devices Singapore shared with the group the application of Risk Management in the company. Participants were then divided into 5 groups, namely, CNC Milling, Metal Cutting (Hand Saw), Electroplating, Metal stamping and Set-Up of Power Press Operations to facilitate lively and engaging discussion amongst themselves. After the 45-minute discussion, each group shared their ideas and experiences to the entire class.

# CEO Breakfast Briefing on Ministry of Manpower's Risk Management Assistance Fund

By Chin May Fang



Member participating in Q&A session

With the new Workplace Safety and Health (WSH) Act that was passed on 1st March 2006, the Ministry of Manpower (MOM) has introduced a new assistance scheme, known as the Risk Management Assistance Fund (RMAF), to assist companies by providing co-funding (up to 70%) in risk management consultancy work through approved risk consultants.

EDC@ SMA, being a strategic working partner of the MOM, co-organized a briefing on 5 May 2006, together with MOM and SMA to help companies better understand how they can reduce risk hazards and conform to the new WSH Act.

Dr Gan Siok-Lin (Deputy Director) and Mr Teo Boon Kwang (Senior Manager) of MOM (Occupational Safety & Health Division) presented on the essence and mechanics of the new funding scheme.

The event attracted an overwhelming participation rate of more than 140 participants who responded with interesting queries during the Q & A session where Dr Gan and Mr Teo shared important tips on workplace safety and health issues.

To find out more about similar events to be held in the coming months and how you can tap into the RMAF, kindly contact May Fang at [chinmayfang@smafederation.org.sg](mailto:chinmayfang@smafederation.org.sg).

## Building OSH capability for the industry

By EvaCleo Ng

Following SMA's Acting President, Mr Edwin Khew's efforts in engaging senior Ministry of Manpower (MOM) staffers, MOM will henceforth work closely with SMA's Centre for Corporate Learning (CCL) to build Occupational Safety and Health (OSH) capability for the industry by transferring all course materials on OSH to and assisting CCL in expediting its Approved Training Providers (ATP) application.

Through the provision of all MOM mandatory and non-mandatory courses for workers, supervisors and managers, and the dissemination of its OSH Alerts, CCL is committed to enhancing the OSH capabilities and expertise of SMA's members.

Lock in now to the OSH Alerts on SMA's website to stay informed of the best practices in OSH! Partner us as we provide the requisite training to enable your organisation to attain the ISO 14000 and ISO 18000 certification.

For more information on OSH and other corporate training courses, contact us at 6826 3040/49 or email to: [ccl@smafederation.org.sg](mailto:ccl@smafederation.org.sg).

## A Major Workplace Safety and Health (WSH) Conference for Top Management

The Singapore Manufacturers' Federation (SMA) is organising a conference on "A Local & Global Perspective On Workplace Safety & Health - Prosecution or Sustainability" on 12 July 2006 at Meritus Mandarin Hotel. This high level conference will showcase the latest insights and best practices in safety and risk management from both local and international experts.

A team of experts in the various fields of Occupational Safety & Health (OSH) will enable you to gain valuable insights into management's legal liability and responsibilities under the new WSH Act 2006 and on how to avoid potential prosecution arising from the oversight of mandatory WSH regulations. Hear from award winning companies engaged in the property, oil & gas and the manufacturing sectors on how they implement best safety management system and practices to win safety awards locally and internationally! Besides, you will also be able to dialogue with the experts during the Q&A sessions, moderated by the Director of OSH Inspectorate, Ministry of Manpower.

This conference will benefit Owners, CEOs, Directors, HR & EHS Managers, Safety Officers, Architects, Engineers, Consultants, Lawyers, Contractors and Risk Management Professionals. So make a date with us, register and book a place now by calling Ms Mikaela Kwee at 6826 3055 or email to [mikaelakwee@smafederation.org.sg](mailto:mikaelakwee@smafederation.org.sg)



# Engineers Australia's Accreditation Visits SMA School of Management



SMA School of Management (SMA-SOM) has been awarded the provisional accreditation for the Bachelor of Engineering in Electronic Systems and Bachelor of Engineering in Communication Systems! The degree course is offered in Singapore by SMA-SOM, in collaboration with Edith Cowan University.

The SMA-SOM and Edith Cowan University were pleased to invite Associate Professor Wageeh Boles, Queensland University of Technology and Dr Jeff Stewart FIEAust, CPEng, Director, Stewart Corporate Projects here in Singapore on 2-3 May 2006 to conduct the provisional accreditation for the Bachelor of Engineering in Electronic Systems and Bachelor of Engineering in Communication Systems. Dr Jeff Stewart was also representing the Engineers Australia.

## The Accreditation Role of Engineers Australia

The accreditation of undergraduate engineering education programs is an important element as it assures the quality and maintains the

standards of the programs against national and international benchmarks. The associated professional body representing a particular discipline frequently provides the accreditation function for academic programs offered in that discipline.

Graduates of an engineering education program accredited by Engineers Australia are assured of the graduate membership of the Institution at the relevant career grade. The graduates will also enjoy reciprocal recognition privileges offered by the equivalent professional bodies in countries like USA, United Kingdom, Hong Kong (SAR), New Zealand, Canada, South Africa and others that are co-signatories to international agreements on the joint recognition.

For more information, please contact Jamie Poh or Jaslyn Choo at 6720 3333 or email to [jamiapoh@sma.edu.sg](mailto:jamiapoh@sma.edu.sg) or [jaslynchoo@sma.edu.sg](mailto:jaslynchoo@sma.edu.sg).

## SMA Signed MOU on Friendly Cooperation with the China-ASEAN Expo Secretariat

By Ashlynn Loo



▲ Partners in the China-Asean Expo

To facilitate the staging of the 3rd China-ASEAN Expo (CAEXPO) in Singapore and further strengthen information exchange and collaboration between Singapore and China, SMA signed a Memorandum of Understanding (MOU) on Friendly Cooperation with the Secretariat of CAEXPO on 7 April 2006. The MOU also pave the way for SMA to help spearhead CAEXPO as one of the key supporting organizations in Singapore.

The CAEXPO is an annual international event for economic and trade cooperation traditionally held in Nanning, capital of Guangxi, China. This mega event is co-sponsored by the governments of China and the 10 ASEAN countries, including Singapore. The CAEXPO aims to enhance cooperation among business communities in these eleven countries by creating more opportunities for trade and investments and hence expedite the formation and operation of ASEAN-China Free Trade Area (ACFTA).

This year, the CAEXPO will expectedly be staged in Nanning from 19 to 22 October 2006. An exhibition space of 80,000 m<sup>2</sup> will be home to more than 3,000 international trade booths. The themes of this year's



▲ Signing of the MOU on Friendly Cooperation

*Sitting Down (L-R): Mr Lo Koh Guan (Chairman of Singapore-China Business Association); Mr Renny Yeo (Vice-President of Singapore Manufacturers' Federation); Mr Kwek Leng Joo (Vice-Chairman of Singapore Business Federation); Mr Zhang Xiaogin (Deputy Secretary General of China-ASEAN Expo Secretariat); Mr Freddy Lam (Vice-President of Singapore Chinese Chamber of Commerce & Industry); Mr VS Kumar (Vice-President of Association of Small & Medium Size Enterprises)*

Expo are: Commodity Trade, Investment & Technological Cooperation and Tourism. In conjunction, the 3rd China-ASEAN Business & Investment Summit will also be held.

Visitors will be treated to a wide array of products including international economic cooperation projects from various countries.

SMA led a trade delegation to the 2nd CAEXPO last year, wherein the participants benefited tremendously from visiting 15 different theme-based exhibition halls.

To find out more about the 3rd CAEXPO, visit SMA's website at [www.smafederation.org.sg](http://www.smafederation.org.sg). For further queries, kindly contact Ashlynn Loo at 6826 3031 or email to [ashlynnloo@smafederation.org.sg](mailto:ashlynnloo@smafederation.org.sg).



## 2nd SCIC – JTC Dialogue Session



▲ Co-Chairs for the dialogue session: Mr David Tan, JTC (third from left) and Mr Tetsu Wakabayashi, SCIC (third from right)

The 2nd SCIC-JTC Dialogue Session was held on 13 February 2006 with more than 40 participants attending from both SCIC and JTC. The event was co-chaired by Mr David Tan, JTC Director of Specialised Parks Development and Mr Tetsu Wakabayashi, SCIC Director of Regulatory Affairs.

The session started off with SCIC providing an update to members of JTC and the participants on the developments of the council over the past year, as well as an overview of the activities that had been organised.

By SCIC

These included the formation of 3 new sub-committees (Petroleum & Petrochemicals, Specialty Chemicals & Gases and Trade & Commerce) to better represent the interest of members in the respective sub-sectors.

Another highlight was the formation of the National Globally Harmonised System (GHS) Implementation Taskforce, co-chaired by BG (NS) Loh Wai Keong, Deputy Secretary of Trade, MTI, and Mr Richard Gillis of ExxonMobil representing SCIC. The taskforce would be in charge of overseeing the implementation of GHS in Singapore, with SCIC taking the lead in providing GHS training for cross-industries.

JTC took the opportunity to update SCIC members on developments and updates on issues such as Jurong Island's security changes and enhancements; the reviewing of current standards used in the remediation of contaminated sites. JTC updated members on some of the studies that they had conducted, such as the harvesting of rainwater for non-potable use; the eco-industrial park study, as well as a joint study on site selection. JTC also informed members of the Process and Maintenance Facility in Jurong Island which would provide workshops, offices and open storage yards for the contractors supporting the chemical industry on Jurong Island. To enhance the design of the facility, JTC solicited feedback on the design brief from the SCIC members.

## SMa – Singapore Customs Dialogue Session 2006

By Lawrence Chan

Going the extra mile to update our members on the new customs-related initiatives and procedures, the Singapore Manufacturers' Federation (SMa) invited professionals from the Singapore Customs' Documentation Specialist Branch and Trade Control Branch to present at the SMa-Singapore Customs Dialogue Session 2006 on 7 April 2006 at Revenue House.

At the dialogue session, Singapore Customs furnished the participants with information on new initiatives, updates on customs procedures, Rules of Origin matters and the Strategic Goods Control System.

The event attracted a strong crowd of 112. In light of the overwhelming response, SMa and Singapore Customs are already contemplating another similar session in the second half of 2006. If you have missed the first dialogue session, make sure you hop onboard with us for the next.

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

## SMa sets up new Oil & Gas and Related Industries Industry Group

To better serve the interests and needs of existing and potential members engaged in the oil and gas and related industries, a new industry group by the same name, the Oil and Gas and Related Industries IG, was formed in February 2006 on the approval of the SMa Council.

The formation of this new IG brings the total number of IGs within SMa to twelve. The scope of business of the members in this IG covers:

- Oil brokering
- Logistics
- Manufacturing and/or trading in petroleum products, industrial oils, greases and gases
- Manufacturing, repair, re-conditioning and/or maintenance of drilling rig machinery and equipment

As there is currently no association in Singapore specifically representing this group of industry players, the SMa thus invite interested companies/individuals to join us and enjoy the range of services and products available to members of the other IGs and more! For more information on the Oil and Gas and Related Industries IG, please contact Dennis Toh at 68283036 or at [dennistoh@smafederation.org.sg](mailto:dennistoh@smafederation.org.sg).

## SMa-IRAS Dialogue 2006

By Chin May Fang

To update companies on their tax obligations and completion of Company's Income Tax Return (Form C), the Singapore Manufacturers' Federation (SMa) organised a dialogue with the Inland Revenue Authority of Singapore (IRAS) on 24 May 2006.

The dialogue attracted a remarkable turnout of more than 140 participants, many of which were accountants and finance professionals. Topics like completion of Company's Income Tax Return (Form C), Group Relief, Withholding Tax Requirements as well as the Auto-Inclusion Scheme were presented.

For more information, please contact May Fang at 6826 3050 or email to [chinmayfang@smafederation.org.sg](mailto:chinmayfang@smafederation.org.sg).

# The Influenza Pandemic

By Ong Shi Yee

H5N1 - the Highly Pathogenic Avian Influenza virus of Type A of subtype H5N1, commonly known as "Avian Influenza" or simply, bird flu, strikes fear in many people as it is contagious and continues to infect birds and poultry in more and more countries. Influenza A virus subtype H5N1 is highly virulent and easily transmissible between birds. The fatality rate in the infected flock of birds is often 100%.

Currently, there is no evidence that H5N1 (H5N1) can be transmitted human-to-human, or is airborne transmission. Those who were infected with H5N1 generally had extensive physical contact with the infected birds, and 50% of the infected people consequently and unfortunately died from the disease. No preventive treatment for H5N1 has been found, though Tamiflu can sometimes restrain the virus from spreading within the infected person's body.

Governments worldwide are on high alert because of the increasing concern that the H5N1 has the potential of mutating into a disease that can be spread via humans. This will lead to an influenza pandemic, which will have devastating consequences to the world at-large.

As the bird flu is endemic in many Asian countries including Cambodia, Indonesia, Thailand, Vietnam and China, this matter has become an issue of grave concern and worry.

To provide an expert's view on the communicable avian influenza to SMA members, the Environment, Health, Safety & Security Function Committee (EHSS FC) and the Agri-Food and Veterinary Authority (AVA) co-organised a "Bio-security / Avian Influenza Talk-cum-Visit to the Animal & Plant Health Laboratories" on 10 May 2006 at the Agri-Bio Park at Lim Chu Kang.

Following the welcome address by Dr Ng Fook Kheong, Head of Animal & Plant Health Laboratories Division at the AVA, Dr Leong Hon Keong, Assistant Director (Inspection Services & Epidemiology) and Head, Inspection Services & Epidemiology Division, next gave a comprehensive overview of avian influenza covering the different strains, their transmission routes and most importantly the measures that the Singapore government has and is continuing to take to fend off avian flu on our soil. A most comforting message from the AVA is that Singapore is currently flu-free despite the pervasive incidence of the flu in neighbouring countries.

In addition to the interestingly informative presentation, the 35 participants were also taken on an educational site visit of the newly-constructed and well-equipped Animal & Plant Health Laboratories. Participants were impressed with the state-of-the-art equipment capable of providing leading-edge laboratory diagnosis to enhance the national surveillance and prevention of avian flu.



▲ Dr Ng Fook Kheong, Head of Animal & Plant Health Laboratories Division, AVA (third from left) answering the questions posed by members during the tour of the animal and plant health laboratories.



▲ Laboratory tests on fishes....



▲ SMA members at the plant health laboratory

## SCIC – NEA Dialogue Session

By SCIC



▲ Co-Chairs for the dialogue session: Mr Loh Ah Tuan, NEA (left) and Mr Ooi Chwee Kim, SCIC (right)

The Singapore Chemical Industry Council (SCIC) organised a dialogue session with the National Environment Agency (NEA) on 21 March 2006. This session was jointly chaired by Mr Loh Ah Tuan, Deputy CEO / Director-General Environmental Protection from NEA and Mr Ooi Chwee Kim, Chairman of SCIC.

SCIC updated NEA representatives and all participants on the various activities organised since the last SCIC-NEA dialogue session held in July 2005. NEA informed all present of the following:

- Usage of Ultra-Low Sulphur Diesel (ULSD) has been gazetted on 1 December 2005. Only one grade of diesel will be used in Singapore.
- Singapore will accede to the Kyoto Protocol this year.
- The proposed control on carbon monoxide is still been studied.

A lively verbal engagement ensued with queries from the participants on issues on the requirements for transportation of hazardous substances. The dialogue session was attended by more than 40 participants from the industry.

# Incoming Delegations

By Ashlynn Loo

## Visit by Chinese Officials from Guangxi Zhuang Autonomous Region, China 1 March 2006

23 senior government officials from Guangxi – in Singapore for an executive MBA programme with the Nanyang Business School at Nanyang



Technological University – paid a visit to SMA to understand more about the operations of SMA and the support given to our members.

## Visit by the ASEAN Secretariat 2 March 2006

Mr Aladdin D. Rillo, Senior Economist for the Bureau for Economic Integration for ASEAN and Mr Hitoshi Ozaki, Consultant for the Electronics Sector for ASEAN, paid a visit to SMA to obtain SMA's inputs on the formation of the ASEAN Community. The ASEAN Community was set up with the aim to transform ASEAN into one common manufacturing hub by 2020.

## China-Asean Expo Secretariat Calls on SMA 9 March 2006

Mr Wen Zhongliang, Deputy Secretary-General of the China-Asean Expo Secretariat led a delegation to Singapore and paid a courtesy



call on Mr Edwin Khew, Acting President of SMA. The purpose of this visit is to extend their appreciation to SMA for supporting the 2nd China-Asean

Expo and to seek SMA's support for subsequent Expos. The 2nd China-Asean Expo was staged in Nanning, capital city of Guangxi in October 2005.

The meeting with the China-Asean Expo Secretariat also resulted in a free flow of ideas to enhance the success of the upcoming 3rd China-Asean Expo.



Mr Edwin Khew, Acting President of SMA (left) and Mr Wen Zhongliang, Deputy Secretary-General of the China-Asean Expo Secretariat

## Delegation from Changshu Economic Development Zone 10 March 2006

A delegation from Changshu Economic Development Zone (EDZ) visited SMA to present and promote its EDZ and Export Processing Zone (EPZ) to Singapore manufacturing companies that are interested to invest in China.

Changshu is located in southeast Jiangsu Province and is surrounded by Shanghai, Suzhou, Wuxi and Nantong. Changshu EDZ, established in 1992 covers a total area of 71 km<sup>2</sup> and currently has more than 300 foreign enterprises from 20 countries operating in the zone. In 2005, Changshu EPZ was established in the development zone with its close proximity to Changshu Port to provide convenient logistical support and strong industrial foundation for foreign investors.

## Academic Delegation from Uzbekistan 17 March 2006

A group of senior executives currently undergoing a Master's in Business Administration programme from the universities in Uzbekistan visited SMA to understand more about the manufacturing sector in Singapore.

## Official Delegation from Jiangxi Province, China Visits Seteco 24 March 2006

Three officials from Jiangxi Province were here in Singapore for an official visit. Led by Mr Wu Xinxiong, Deputy Governor of Jiangxi Province, the delegates visited Seteco Services Pte Ltd, a member of SMA, and were introduced to the services provided by Seteco.

## Official Delegation from Yulin City of Guangxi, China 6 April 2006

A trade delegation comprising of Chinese officials and businessmen was here in Singapore to promote trade and investment in Yulin City, Guangxi. SMA hosted the group and exchanged potential business opportunities with the Chinese delegates.

## Investment Promotion Delegation from Changxing Island of Dalian, Liaoning Province, China 13 April 2006

Officials from Changxing Island were in Singapore to attract local investors to the Chinese island. Changxing Island of Dalian, with an area of 252.5km<sup>2</sup>, is the largest island north of the Yangtze River. It will be undergoing a series of development to build a new manufacturing base to create economic opportunities for the populace in Northeast China

Changxing Island will also be the venue for the next Sino-Singapore collaborative project. In his recent visit to Changxing Island, MM Lee

Kuan Yew shared that Singapore will play a significant role in the development of the island and this will engage Singapore for the next 10 to 15 years. It was also noted that this second major joint project between the two countries will be even larger than Singapore-Suzhou Industrial Park.

## Official Delegation from Dafeng City of Jiangsu Province, China 24 April 2006

SMA hosted an official Chinese delegation led by Mr Ying Yong, Deputy Secretary of Dafeng City in April. The Chinese delegation presented on the key industries in Dafeng City including port development, car manufacturing, auto parts, textile and garments and welcomed Singapore companies to visit their city.

## Delegation from Thailand Convention & Exhibition Bureau 25 April 2006

A group of officials from the Thailand Convention & Exhibition Bureau was here in SMA to enlist SMA's assistance in the organizing country pavilions in their major trade fairs as the fairs are fast becoming efficient platforms for businessmen all over the world to source/purchase/sell their products.

## Official Delegation from Bangladesh Export Processing Zone 5 May 2006



A government delegation from Bangladesh Export Processing Zone Authority (BEPZA), led by Mr Shamsuddin Chowdhury, General Manager of Comilla Export Processing Zone (EPZ), introduced the various facilities available to Singapore investors in the EPZs in Bangladesh during their visit to SMA.

## Visit by the Foreign Economic Relations Board of Turkey 17 May 2006

A seminar on "Doing Business in Turkey" was held in Singapore on 16 May to assist Singapore companies to better understand and to penetrate the Turkish market. With the objective to promote Turkey as a land of investment opportunities, Ms Nur Arbak from the Foreign Economic Relations Board of Turkey paid a courtesy call on SMA where Mr Christopher Chew, Vice-President of SMA received her warmly.

For more information on the above visits, or if you are interested in meeting overseas delegations relevant to your business, please email Ashlynn Loo at [ashlynnloo@smafederation.org.sg](mailto:ashlynnloo@smafederation.org.sg).



# Trade Mission to Thailand, Bangkok – Your Guide to Thailand

By Ashlynn Loo



▲ Plant visit to Daisin Automotive & Co



▲ Networking dinner hosted by Thailand Board of Investment and the Bangkok Bank



▲ Touring the new Bangkok Survarnabhumi International Airport

The Singapore Manufacturers' Federation (SMA), together with the Bangkok Bank, led a trade mission to Thailand, Bangkok from 27 – 30 March 2006. Supported by IE Singapore, Singapore International Chamber of Commerce and Thailand Board of Investment (BOI), this 30-member delegation, comprising of top executives from 19 companies\*, was headed by Mr Eric Khua, CEO of Freight Links Express Holdings Ltd.

The main objective of this mission was to provide delegates with an overview and update on the latest economic development in Thailand, as well as the prospects in fast-growing industries like logistics, precision engineering, petrochemicals and electronics.

During the mission, delegates attended a one-day business forum where they were briefed on the privileges and incentives offered by Thailand BOI and the regulatory environment of doing business in Thailand. Several networking sessions and business meetings were also organized specially for delegates to network with key Thai industry players.

During the 4-day visit, the delegates also visited several companies including Daisin Automotive & Co, AAPico Hi-Tech Co Ltd, TPT Petrochemical Co Ltd and the new Survarnabhumi International Airport, due to be operational in late 2006.

On the visit to the Amatanakorn Industrial Park in Chonburi Province, the Singapore delegates were impressed by the incentives and privileges accorded to companies that base their plants in the Park.

For more information on this mission or upcoming missions, kindly contact Ms Ashlynn Loo at 6826 3031 or email her at [ashlynnloo@smafederation.org.sg](mailto:ashlynnloo@smafederation.org.sg). SMA will be leading a trade mission to Vietnam, Ho Chi Minh City from 3-7 July 2006.

## \*Participating companies

Alban Tay Mahtani & De Silva	Katoen Natie (Thailand) Ltd
Hypertronics Pte Ltd	Tee Hai Chem Pte Ltd
Premier Rent A Car Pte Ltd	Disk Precision Industries Pte Ltd
Avery Technologies (S) Pte Ltd	Lee Metal Group Ltd
HLS Electronics Pte Ltd	YCH Group Pte Ltd
Prime Steel Industry (S) Pte Ltd	E-Hub Metals Pte Ltd
Bangkok Bank Public Company Ltd	MCI-Draka Cable Co Ltd
IDI Laser Services Pte Ltd	Freight Links Express Holdings Ltd
Robert Khan & Co Pte Ltd	Metal Component Engineering Ltd
Cimelia Resource Recovery Pte Ltd	

# Seminar on “Investing in Indonesia – A Legal Update 2006”

By Ashlynn Loo



▲ Ms Angeline Suparto presenting on the investment climate of Indonesia

The Singapore Manufacturers' Federation (SMA) organized a seminar on "Investing in Indonesia – A Legal Update 2006" on 5 May 2006 to provide companies with legal information that will be useful when they invest in Indonesia.

In 2005, Indonesia's GDP grew by 5.6%, reaching US\$899 billion. The growth was a result of the Indonesian government's economic strategy of "pro-business", "pro-growth" and "pro-poor". With its economy stabilizing and improving, foreign direct investments (FDIs) in

Indonesia increased by 94% to US\$8.9 billion in 2005. The transportation, warehousing, automotive, communications, chemicals and pharmaceutical industries are the key sectors that have attracted the most interest from foreign investors in 2005. Several Singapore companies currently have investments in Indonesia, mainly in automotive, electronics, electrical appliances & machinery, logistics & transportations, ICT and general trading.

Amid the renewed interests in Indonesia, Singapore-based companies, especially the SMEs, are still unclear about the legislative requirements of investing in Indonesia. To boost FDIs in Indonesia, the Indonesian

government will pass a new investment legislation in 2H 2006 that will radically change the way business is conducted in the country by lowering the barriers for foreigners to operate in Indonesia.

The "Investing in Indonesia" seminar was hence timely as it updates participants on this new legislation. The speaker, Ms Angeline Suparto, founder of Angeline Suparto & Company, covered a wide and essential range of legal topics covering:

- The Indonesia Company Law
- Management System of an Indonesian Company
- Post Incorporation Legal Matters and Compliance Issues
- The Indonesia Labour Law
- Buying or Leasing Property in Indonesia
- Resolving Investment Disputes
- Structuring of Business Transactions in Indonesia
- Setting Up a Foreign Investment Company
- Establishing a 100% Foreign Owned or Joint Venture Company
- Acquisition of Shares
- How to Enter the Indonesian Retail Market
- Intellectual Property Right (IPR) Protection

If you have missed the seminar and would like to know more about the new seminar contents, kindly email to Ms Ashlynn Loo at [ashlynnloo@smafederation.org.sg](mailto:ashlynnloo@smafederation.org.sg).

# Lifestyle Industry Group enjoys Coffee at its best at Bistro Fabulous

By Cecilia Tham

The Singapore Manufacturers' Federation (SMA) Lifestyle Industry Group gathered at the charming little cafe, Bistro Fabulous on 11 May 2006 for its recent networking session. Located right in the heart of Singapore's life sciences and bio-medical hub at the Biopolis, the bistro has a cozy setting where patrons can indulge themselves in this tranquil environment.

The networking session's theme was "Coffee Appreciation", where a coffee specialist from Vittoria Coffee was specially invited by Bistro Fabulous to give a detailed briefing on coffee and its background, the various types of coffee beans and the art of brewing a good cup of coffee. All participants sampled at least 2 different blends of fine coffee.

Besides coffee, the bistro also provided unlimited flow of tea, soft drinks and an assortment of finger food. For more information on SMA Lifestyle Industry Group, please contact Cecilia Tham at 6826 3030 or e-mail to [ceciliatham@smafederation.org.sg](mailto:ceciliatham@smafederation.org.sg).



▲ Members learning to the art of brewing a cup of good coffee

## Networking Session @ The Arts House

By Ng Wee Kok



▲ SMA members soaking in the artistic ambience

Fancy gathering insights on Free Trade Agreements and the advantages of advertising one's products and/or services with the Yellow Pages at the quaint but sublime Arts House at the Old Parliament? That was exactly what happened at the recent networking session held on 13 April!

Ms Maler Vilee, Assistant Director of Trade Promotion Group at IE Singapore, held audience with a presentation on the benefits for Singapore-based manufacturers under the series of Free Trade Agreements (FTA) that Singapore has implemented. Members found her presentation informative and helpful in addressing common trade and overseas expansion problems.

The session was sponsored by Yellow Pages Singapore, a leading information and integrated media company with over 38 years of experience in publishing and advertising sales. By playing a catalytic role in bridging buyers and sellers by providing directory advertising services via print and electronic model, in local and overseas markets, SMA members have an additional source to help increase their sales, especially for those who were not initiated prior to Yellow Pages' detailed introduction during the networking session.

Topping the valuable information disseminated that night was a delectable spread of finger food arranged for members to savour as they networked amid the chic and charming ambience at the Arts House.

## Networking Session at The Club by Aphrodisiac (Indochine Group of Bars, Clubs & Restaurants)

By Ng Wee Kok



▲ Mr Edwin Khew, SMA Acting President networking with members

Despite technological advances that connect people at the touch of a button, nothing is more effective and personable than face-to-face networking sessions to develop new contacts and deepen existing ones.

The 3 May 2006 Networking Session at The Club by Aphrodisiac (Indochine Group of Bars, Clubs and Restaurants) provided a platform for SMA members to expand their contacts and business leads.

Mr Edwin Khew, Acting President of SMA, shared with members on a scheme to enhance the manpower capability of Small and Medium Sized Enterprises (SMEs) by:

- \* Assisting SMEs to recruit local Professionals, Managers and Executives (PMEs) with at least 5 years experience in MNCs with the required area of expertise, to help upgrade specific capabilities, transfer knowledge and/or establish systems and structures that would facilitate the SMEs' growth.
- \* Assisting such PMEs to make any necessary adjustment from working in an MNC to an SME.

The scheme was launched by the Singapore Workforce Development Agency (WDA) and the Enterprise Development Centre@SMA (EDC@SMA) in December 2005. This pilot scheme hopes to solve the manpower needs of the SMEs with a nominal fee upon a successful placement.

WDA will also provide funding for a training programme to help the PMEs recruited to better adjust to an SME environment. EDC@SMA has been appointed by WDA as the programme manager of this scheme.

SMEs interested in participating in this scheme can contact Jessica Lee of EDC@SMA at 6826 3025.



# GS1 Singapore Hosts the Asia Pacific GDSN User Forum

By Rosyati Mohd Said



Panel of speakers during the Q&A session: (L-R) Mr Mark Fuller, Mr Peter Alvarez, Mr Tan Jin Soon, Mr David A. Hutchings, Mr Luiz Martin and Mr Christopher VanTine

GS1 Singapore is honoured to be chosen to host the GS1 Asia Pacific Global Data Synchronisation Network (GDSN) User Forum. The event which took place on 18 April 2006 was attended by 40 delegates from GS1 Asia Pacific Member Organisations, which included Australia, Japan, Korea, Hong Kong, Philippines, Singapore and Vietnam. The user companies that participated in this event were Johnson, & Johnson, Colgate Palmolive, Nestle, Watson Personal Care Store, Kim Hiap Lee Pte Ltd, Thunder Star International, GXs and 1SYNC.

Employing cutting-edge technology such as webinar, GS1 Singapore enabled virtual presentations by Ms Gina Tomassi of PepsiCo USA, Mr Brad Papietro of Wegmans USA and Mr Dave Botherway of Coles Myer Limited Australia via the internet from their respective countries in USA and Australia.

The regional GDSN User Forums provide a venue for global users, Member Organisations and solution providers to better understand data synchronisation and learn from leading companies with strong implementation expertise.

GS1 GDSNTM (Global Data Synchronisation Network) is an automated, standards-based global environment that enables secure and continuous data synchronisation, allowing all partners to have consistent item data in their systems at the same time.

The Chairman of GS1 Singapore and Acting President of Sma, Mr Edwin Khew gave the Welcome Address while Mr David A. Hutchings, Senior Director, B2B for Kraft Foods, delivered the Keynote Speech on GDSN elements.

The two-day event also saw presentations by leading practitioners of GDSN comprising of Mr Peter Alvarez of GS1 GDSN Inc.; Mr Mark Fuller of GS1 Australia; Mr Christopher VanTine of GXs; Mr Luiz Martin of 1SYNC and Mr Tan Jin Soon of GS1 Singapore. The other speakers who were not able to be in person in Singapore for this event also gave their detailed presentation via web-link on:

- GDSN Price Synchronization, presented by Ms Gina Tomassi of PepsiCo.
- The Value of Clean Data, presented by Mr Brad Papietro of Wegmans.
- The Retailer Experiences, presented by Mr Dave Botherway of Coles Myer Limited.

All who attended the Asia Pacific GDSN User Forum 2006 have gained a deeper understanding of GDSN implementation via the updates, knowledge and experiences by leading companies.

## SMA Plastics & Packaging Industry Group Honoured Outstanding Packaging Designers at the Singapore Packaging Star Award Presentation Ceremony

By Dennis Toh



Mr Edwin Khew, Acting President of SMA presenting award to representative from Goh Joo Hin Pte Ltd

The Singapore Packaging Star Award Ceremony cum Networking Reception was staged on 20 April by the SMA Plastics & Packaging Industry Group and Packaging Council of Singapore (PCS) to recognize outstanding designs in packaging by local designers. The event attracted

more than 100 SMA members and participants from the industry and academia, and also accorded a great opportunity for all present to network, establish new contacts and renew old ties.

Mr Edwin Khew, SMA Acting President graced the occasion by presenting the awards for the Best Entries of the Singapore Packaging Star Award 2005 and World Star Award. The Best Commercial Entry for the Sales & Display category went to Goh Joo Hin Pte Ltd for the design for the New Moon Chinese New Year Premium Gift Set. The Best Entry for the Student Category went to Mr Zhu Xiao Feng of the Nanyang Academy of Fine Arts. A total of 20 awards for the Singapore Packaging Star Award (SSA) were presented.

Mr Albert Lim, Chairman of SMA Plastics and Packaging Industry Group said during his welcome address that: "Ever since the SSA started in 1998, there has been a trend in the improvement of designs over the years. I am certainly encouraged by the standard of designs submitted for SSA 2005. This shows that Singapore has cultivated a pool of talented companies and individuals who can contribute towards the building of the Uniquely Singapore brand. With the shift in emphasis towards product design in the manufacturing chain, companies are aware that investment in designs brings about certain ROI that can affect top line growth. I believe that this national recognition for excellence in packaging design will be instrumental in helping Singapore companies compete and profile their products internationally".

### About the Singapore Packaging Star Award

In order to promote packaging excellence in Singapore, the Packaging Council of Singapore started the Singapore Packaging Star Award in 1998 to motivate and encourage innovation and promote the standards of the local packaging design and manufacturing so as to enhance the competitiveness of Singapore products in the global market. The inclusion of the student category in the Singapore Packaging Star Award also serves to motivate our younger generation to be display their creative flair in packaging design.

For more information on the Singapore Packaging Star Award 2006, kindly contact Mr Dennis Toh at Tel: 68263036 or email to [dennistoh@smafederation.org.sg](mailto:dennistoh@smafederation.org.sg).

## The Singapore Chemical Industry Council Published Guidebook on Transport & Handling of Dangerous Goods

By SCIC



SCIC is pleased to inform that the 'Guidebook on Transport & Handling of Dangerous Goods' has been published.

The aim of this book is to provide guidelines to further enhance the safety of road transport and handling operations for dangerous goods. It also provides advice on spill control, emergency communication and the proper use of personal protective equipment to safeguard individual safety and health, the environment and the community at-large.

The guidebook is useful for drivers, site operators, emergency responders, logistics service providers, freight forwarders, Health, Safety & Environment (HSE) personnel and supply chain personnel. Whilst the main focus is on road transport and handling operations, it also covers essential site (dispensing facilities) safe work practices relating to loading and unloading operations.

Complimentary copies of this guidebook were delivered to authorised representatives of SCIC member companies. In addition, SCIC members can purchase additional copies at S\$10.50 (inclusive GST) per guidebook by downloading the Order Form via SCIC's website at [www.scic.org.sg](http://www.scic.org.sg).



## Food and Hotel Asia 2006



By Pauly Tan



▲ Mr Edwin Khew, Acting President of SMA (left) and Mr Sunny Koh, Chairman of FAB IG (middle) attending the official opening of FHA

In its 15th year of running, the Food and Hotel Asia (FHA) 2006 was co-staged with a gamut of related events such as the International Food & Drinks, Hotel, Restaurant, Bakery & Food Services Equipment Supplies & Services Exhibition, the Culinary Challenge, Asian Pastry Cups, Wine Tutorial, Hotel GM Forum and Food Safety.

The mega-scale FHA 2006 was held from 25 -28 April 2006 in the Singapore Expo and drew some 2,341 exhibitors from over 70 countries to occupy a total of 65,000 sqm of exhibition space in six halls. Additionally, it attracted 31,943 visitors over the four-day period.

The Singapore Manufacturers' Federation (SMA) was honoured to co-organised the Singapore Pavilion which was the largest ever to be assembled, with IE Singapore in FHA 2006. The Singapore Pavilion comprised of 59 exhibiting companies in the food and wine sectors.

FHA will be back again in 2008. So if you have missed the boat this year, remember to book your place with us by contacting Pauly Tan at 6826 3079 or via email to [paulytan@smafederation.org.sg](mailto:paulytan@smafederation.org.sg).



## Practical World Hong Kong 2006

By Dennis Toh & Cecilia Tham



On a blazing trail to showcase Singapore's products to the world, the Singapore Manufacturers' Federation (SMA) organised a Singapore Pavilion (with the support from IE Singapore) at the Practical World Hong Kong 2006, held from 22 - 25 April 2006 at AsiaWorld-Expo, Hong Kong, SAR.

International Hardware Fair / Practical World Hong Kong, held in conjunction with Gifts & Home Products China Sourcing Fair, is Asia's largest sourcing event for the garden & horticulture, garden furniture, general hardware, tools & accessories, furniture hardware & accessories, home improvement and DIY supplies sectors.

The trade fair covered a gross area of approximately 66,400sqm and it was hailed as the largest trade shows held to-date at Hong Kong's new AsiaWorld-Expo. The fair was also specially organised in April to coincide with China's renowned trade fair - the Canton Fair, which was held from 15-30 April at Guangzhou, China. This allowed buyers traveling to

Guangzhou via Hong Kong to stop by at the International Hardware Fair/Practical World Hong Kong as part of their sourcing trip.

A total of 3,700 booths were staged at the eleven halls, with exhibitors from China, Hong Kong, Taiwan, South Korea, Thailand, India, Indonesia, Malaysia, Singapore, Vietnam and the Philippines. The exhibiting products include gifts & premiums, hardware, DIY, outdoor, electronics components, fashion and fashion accessories. A record of 30,743 trade visitors and buyers from around the region visited the exhibition. The prominent buyers included Black & Decker, Carrefour, Kenwood, Giorgio Armani, IKEA, Marks & Spencer, Mothercare, McDonald's, Metro, Monster Cable, NEC, Nike, Philips, Sainsbury's, Samsung, Sears, Tommy Hilfiger and Woolworths.

The Singapore Pavilion, covering more than 80 sqm, displayed products from the following companies:

Alteco Chemical Pte Ltd  
Aoba Security Technology Pte Ltd  
Ivena International Pte Ltd  
Jacksmith Industries Singapore Pte Ltd  
Kim Indoor & Outdoor Furniture Design  
Nimic Far East Pte Ltd

The next Practical World Hong Kong exhibition will be held from 19-22 October 2006. For more information, please contact Dennis Toh at 6826 3036 or email to [dennistoh@smafederation.org.sg](mailto:dennistoh@smafederation.org.sg) / Cecilia Tham at 6826 3030 or email to [ceciliatham@smafederation.org.sg](mailto:ceciliatham@smafederation.org.sg).

## Hannover Messe 2006

By Lawrence Chan



▲ Mr Lui Weng Cheong (right) and SMA Secretariat Lawrence Chan at Hannover Messe 2006

Over 5,000 companies from 66 different countries participated in the Hannover Messe 2006 held in Hannover, Germany from 24 to 28 April. The five activity-filled days attracted a crowd of about 300,000 from all over the world. SMA led a group of companies to participate in the Subcontracting Hall, whereby detailed scenarios of the current component supply and outsourcing markets were unveiled.

### Highlights of Hannover Messe 2006

#### a) BME Buyers' Forum

The BME Buyers' Forum was organized by the German Federal Association for Materials Management, Purchasing and Logistics (BME). The session was an invaluable source of knowledge for the participants, at the same time, a platform for business collaborations

between buyers, suppliers and service providers across the industries.

#### b) Forum INTERKAMA 2006

The Forum INTERKAMA was again the platform for industrial information and communication. The event consisted of discussions on current industrial topics, followed by moderated panel discussions and short presentations. The Forum's unique qualities were characterized by the informational exchange between the international exhibitors and professional visitors.

#### What the Exhibitors said.....

"Hannover Messe 2006 has once again proven to be one of the leading international trade events. It certainly enables our quality products and services to compete at a higher level."

# Machine Tool Show 2006 cum Manufacturing Automation 2006 Recorded A Run-Away Success

By Pauly Tan

The 5-day Machine Tool cum Manufacturing Automation Show attracted a total of 10,214 visitors, registering a two fold increase in participation rate and space occupancy over the previous year. In its second year of running, the Malaysian International Machine Tool, Metalworking & Allied Industries Exhibition, also known as Machine Tool Show 2006 (MTS2006), was held at the Putra World Trade Centre, Kuala Lumpur from 19 - 23 April 2006.

MTS2006 was proud to have the Deputy Minister of International Trade and Industry Malaysia, YB Mr Ng Lip Yong graced the event. The exhibition showcased an extensive range of the latest precision engineering technologies, innovations and solutions from a total of 1,000 participating companies hailed from 20 countries at the 2 National Pavilions.

Sma with the support of IE Singapore, led a group of companies under the Singapore Pavilion. For more information on how you can leverage on this exhibition to showcase your products, kindly contact Pauly Tan at 6826 3079 or email to: [paulytan@smafederation.org.sg](mailto:paulytan@smafederation.org.sg).



▲ A copy of the Sin Pav brochure was presented to Deputy Minister of International trade and Industry Malaysia, YB Mr Ng Lip Yong

## MetalTech 2006

By Pauly Tan

The 12th Asean International Metal Working Machine Tool, CAD/CAM, Metrology, Mould & Die, Surface & Heat Treatment, Sub-Contracting, Foundry, IA, Robotics, Precision Engineering and Welding Technology Exhibition, also known as MetalTech 2006, was held from 3-7 May 2006 at Putra World Trade Centre, Kuala Lumpur.

This exhibition was the first ever joint staging of Metal Asia Malaysia and MetalTech under one roof. It was an overwhelming success judging from the latest technology on display, sales recorded and visitor count. It attracted participants from 33 countries, including China, Germany, Japan, Korea, Singapore, Taiwan, Turkey and the UK, in 8 National Pavilions housed in 4 exhibition halls. The 5-day exhibition pulled in about 20,000 visitors and registered total sales of over RM500 million.

Sma with the support of IE Singapore led a group of 19 companies exhibited in the Singapore Pavilion.

<< Mr Philip Seah, with his principal, demonstrating his product which could hold a ton of weight



▲ Mr Cher Wee Yong, Director of ISA Technology Pte Ltd demonstrating his product to potential customers

- Mr Bryan Sim, Business Development Manager of Taiko Network Communications Pte Ltd.

"We are not here to explore the German market, but to explore the European and international markets. Hannover Messe 2006 has created numerous useful contacts and potential business opportunities for the company." - Mr Lui Weng Cheong, Managing Director of Technic-Power Engineering Pte Ltd.



▲ Mr Lui Weng Cheong putting his great negotiation skills into good use with potential customers

## SEMICON® Singapore 2006

By Pauly Tan

Held at Suntec Singapore from 9 - 11 May 2006, SEMICON® Singapore 2006 was the region's leading exhibition showcasing the equipment, materials and services for the semiconductor manufacturing industry.

This year's exposition featured 670 companies displaying the latest developments and technologies for semiconductor production. Participants from auxiliary/feeder industries, such as the test assembly and packaging industries, also made their presence. The Singapore Manufacturers' Federation, with the support of IE Singapore, co-coordinated a group of exhibitors at SEMICON® Singapore 2006.

In conjunction with the product exhibition, SEMICON® Singapore 2006 also offered a series of technical conferences, business programs, standards workshops and industry networking events for the regional semiconductor community.



▲ Mr Chong of Factronics explaining his product offerings to potential clients





## BUSINESS IS FULL OF DYNAMICS. WHY NOT MASTER THEM ALL?

### Microsoft and SMA: Empowering the Manufacturing Industry Together *Sharpening Strategic Competitive Advantages For Local Manufacturers*

As one of the main pillars of Singapore's largely export-driven economy, the manufacturing industry contributes approximately 28% of Singapore's GDP in 2005<sup>1</sup>. One catalyst of this growth is the Singapore Manufacturers' Federation (SMA; previously known as the Singapore Manufacturers' Association) which is focused on enhancing the competitive edge of its members.

As a key industry partner of SMA, Microsoft shares the common goal of helping manufacturers enhance their business efficiencies for better business competitiveness. The two partners have been working closely over the past years to roll out initiatives and activities for its membership of over 2,800 corporate members, made up of MNCs and SMEs.

Recent events organised included a series of 3 breakfast meetings for business executives and a networking night with Microsoft and its certified partners. At these events, Microsoft shared the businesses successes garnered by various manufacturing verticals with their implementation of financial, supply chain and customer relationship management solutions – Microsoft Dynamics. The series was well received by participants.

Microsoft solution partners offer industry-specific solutions built on Microsoft Dynamics to help manufacturers make rapid, accurate decisions using real-time data from internal operations, suppliers and customers to exceed customer demands and continuously lower costs.

### Infinite Business Dynamics. Master Them All with Microsoft Dynamics.

Microsoft Dynamics provides powerful, people-ready solutions for financial, supply chain, and customer relationship management. It's easy to use, because it looks and feels like the Microsoft® software your people use every day. And Microsoft Dynamics integrates with your other Microsoft solutions.

Together with our industry-specific manufacturing solution partners, Microsoft Dynamics helps manufacturers to:

- Reduce inventory holding by 20%
- Increase productivity by up to 30%
- Cut customer response time by 50%
- Improve cash flow
- Facilitate real-time decision making with powerful analytical tools
- Improve customer service with 360° customer relationship management

Over 281,000 companies around the world have benefited from Microsoft Dynamics solutions. Read more stories at [www.microsoft.com/asia/dynamics](http://www.microsoft.com/asia/dynamics)

*If you are interested to learn more about Microsoft Dynamics or would like to request for a Free Business Assessment\* provided by one of our Microsoft Certified Partners, please contact us via email: [SGDYlead@microsoft.com](mailto:SGDYlead@microsoft.com)*

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[www.microsoft.com/asia/dynamics](http://www.microsoft.com/asia/dynamics)



## Seminar on Outlook of Manufacturing Industry in 2006 & Credit Control Management

By Lyn Soon



▲ Mr Erwan Rodjio, Business Manager of DP Information Network Pte Ltd

The Singapore Manufacturers' Federation (SMA) and DP Information Network Pte Ltd jointly organized a seminar on "Outlook of Manufacturing Industry in 2006 and Credit Control Management" on 11 April 2006 where experts shared with SMA members the outlook of the manufacturing industry, the concerns and challenges faced by the manufacturing industry in 2006 and the importance of using credit rating and credit bureau as tools for assessing companies' credit worthiness.

The seminar covered the following topics:

- The latest insights of the manufacturing sector in 2006
- Discussions and sharing of concerns and challenges that manufacturing companies were facing
- Transparent information systems which help promote confidence among vendors and consumers, resulting in greater volume of transactions
- Differentiate the clients with poor repayment history to minimize the possibility of bad debts
- Tips on best practice of credit that help companies to keep their accounts receivables in check
- Demonstrating credit worthiness to supplies and customers and to gain access to fund the various financial institutions

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

## Managing Tomorrow's Challenges Today with Microsoft Dynamics™

By Lyn Soon



▲ (L-R) Mr Simon Tung, MS Dynamics Manager of Microsoft Singapore Pte Ltd, Ms Jenny Zhu, Director of Wavelength Technology and Mr Denis Koh, Director of EBS Consulting Pte Ltd during the panel discussion

The Singapore Manufacturers' Federation (SMA), together with Microsoft, ran its last executive breakfast seminar series on 20 April 2006. SMA members were presented with an overview of Microsoft's business operation management strategy, which was a new line of integrated ERP and Supply Chain Management Solutions under the umbrella of Microsoft Dynamics™.

EBS Consulting Pte Ltd (EBS), one of the Microsoft Certified Partner, gave members an insight into the need to achieve greater operational efficiency for industrial machinery and components companies, with the rise in



globalization. Mr Denis Koh, Director of EBS, shared with members the technological best practices in accelerating business and operational competencies for the industry. Ms Jenny Zhu, Director of Wavelength Technology Singapore Pte Ltd related a success story of its customer during the panel dialogue.

For more information on future seminars, please contact Lyn Soon at 6826 3037 or email to [SGDYlead@microsoft.com](mailto:SGDYlead@microsoft.com) for more information about the Microsoft breakfast seminar series.

## Power Journey II

By Lyn Soon

The visit to Pulau Seraya Power Station on 15 February 2006 received overwhelming responses from SMA members, and thus it prompted SMA to organise a second one within the next two months.

Labelled as "Power Journey II", the visit to Pulau Seraya Power Station was quickly organised on 5 April 2006. SMA members took the opportunity to learn more about the generation of electricity and PowerSeraya Ltd, as well as sightsee Jurong Island as many of them have not had the opportunity to visit Jurong Island.

Before Power Journey II was organised by SMA, 62% of the members have never heard of PowerSeraya Ltd. After the tour, 93% of the members were impressed with what the company does, with a member commenting that PowerSeraya is indeed well-organised, efficient and innovative as they explore alternative fuel source for electricity generation.

During the tour, Seraya Energy also presented their range of products and services. As a partner of SMA, Seraya Energy offers preferential energy packages for SMA's members who are contestable<sup>1</sup>. For more information, please contact Seraya Energy's Customer Service at 6363 6688.

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



<sup>1</sup> Meaning of contestable

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

## Establishment of the City University of New York (CUNY) Alumni Singapore Chapter

SMA School of Management (SMA-SOM) and City University of New York (CUNY) are supporting the establishment of the Singapore Chapter of the City University of New York Alumni. The Singapore Chapter will serve as a networking platform for Singapore-based CUNY alumni to connect, interact and share best practices with those in other countries, thereby contributing to the development of partnership.

The objectives of the Chapter will include promoting professional and cultural network among members, encouraging the exchange of information on industry development and opportunities and enhancing the relationship between Singapore and CUNY.

To this end, a Steering Group was formed from selected graduates of the Executive Master of Science in Finance and the Executive Master of Science in Marketing programmes that are offered at the SMA-SOM. Chaired by Mr Kelvin Ho, Senior VP, Treasury of ABN Amro, the 1st CUNY Alumni meeting in Singapore was held in SMA-SOM on 3 May 2006.

The meeting was well attended by CUNY graduates from both Finance and Marketing programmes. The discussion focused mostly on the formation and registration of the alumni, covering issues on the alumni's constitution, key duties of each officer and the roles of individual

members. Much progress was made at the this and the committee was excited and committed to the establishment of the Singapore CUNY alumni chapter with 10 key appointment holders elected during the evening.

In appreciation for the assistance and advisory rendered by Mr. James Wong, Chief Executive Officer of SMA-SOM, the graduates invited him to sit on the committee as the honorary president of the Singapore CUNY alumni.

Since the first meeting, the Alumni Establishing Committee members have been meeting regularly to draft and finalise the Association Bylaw (constitution), and proceeding with the legalities required for its registration and organising a follow-up event to call upon all CUNY graduates to attend the upcoming the launch.

### About City University of New York

Established in 1847, City University of New York is the largest urban University in USA with a student body of over 400,000 students. The university has 19 colleges spread across 280 buildings in New York City. The Zicklin School of Business at Baruch College is also the largest business school in America. Besides Singapore, City University of New York also offers Executive Master programmes in Finance and Marketing globally in China, Taiwan, Hong Kong, Israel and France (Paris).

## "The Art of Mentoring"

By Stanley Soh & Mikaela Kwee



▲ Professor Gary Martin engaging the class with role-playing sessions

What makes a good and effective mentor?

Is mentoring the same as coaching or training?

These were some questions raised and discussed in "The Art of Mentoring - A must have for all business leaders and HR professionals" workshop, jointly organised by the SMA School of Management (SMA-SOM) and Murdoch University on 24 - 25 April 2006 at Hotel Le Meridien.

Approximately 250 senior management from the Multi-National Corporations (MNCs) and Small & Medium Enterprises (SMEs), as well as industry practitioners from the Singapore Civil Service benefited from the workshop, which was conducted by Professor Gary Martin, Pro-Vice Chancellor (Strategy), Murdoch University.

Following this workshop, a masterclass on the same topic was organised on 19 May 2006 at Meritus Mandarin Hotel. This masterclass was an intensive full-day workshop designed for senior executives to understand the new Partnership-Based Mentoring Model. The model provides tips and strategies on mentoring to help achieve a variety of strategic personal, business and professional goals.

Professor Gary Martin conducted the masterclass in an interactive way, where he presented the Key Characteristics of a Partnership-Based Mentoring Model, Developmental Stages of Mentoring Partnerships, Mentor Attributes, Key Mentor Functions (Roles), The focus of Mentoring Relationships and The Benefits of Mentoring: For Mentors, Mentees and the Organisation.

For more information on the masterclass, please contact Mikaela Kwee at 6826 3055 or email to [mikaelakwee@smafederation.org.sg](mailto:mikaelakwee@smafederation.org.sg). To find out about the study opportunities by SMA-SOM and Murdoch University, please contact Stanley Soh at 6720 3333 or email to [stanleysoh@sma.edu.sg](mailto:stanleysoh@sma.edu.sg).

## SMA School of Management rolls out the first Professional Diploma in Security Management in Singapore

SMA School of Management (SMA - SOM) started the first Professional Diploma in Security Management class on the 8 May 2006 with a total of 25 students enrolled into the programme. SMA SOM's Professional Diploma in Security Management is offered in collaboration with Edith Cowan University, the only University in the Asia Pacific region that has its own Security Science Research and Test Laboratory.

The Professional Diploma in Security Management was well attended by professional security personnel that include security officers, risk managers, corporate managers, departmental security supervisors and professional security consultants who are required to conduct security surveys and risk assessment and investigative work in corporate environment. The course aims to provide students with the relevant knowledge and skills in security risk management, facilities

management, law and ethics, security principles, and key security technology essential for career advancement in the various fields of security like government security, professional security, strategic facilities security, retail security, financial institutions security, corporate security, and major security organizations.

"This programme will provide a strong platform for security professionals to expand their knowledge base with a high degree of time flexibility," said Professor Clifton Smith, Associate Professor of Security Science, Edith Cowan University. "Such a commitment to staff development is critical, given our rapid focus on world-wide security"

For more information on the Professional Diploma in Security Management programme, please contact Ms Jaslyn Choo at 6720 3333 or email [jaslynchoo@sma.edu.sg](mailto:jaslynchoo@sma.edu.sg).



# MAXA Briefing Session Drew Overwhelming Response

By Myca Tan



Following the launch of MAXA (Manufacturing Excellence Award), EDB and Singapore Manufacturers' Federation (SMA) jointly staged the MAXA Briefing Session at SMA's EDC Auditorium on 17 May 2006 to encourage submission by local manufacturers for the coveted award.

The growing interest in MAXA packed the SMA's auditorium to the hilt with more than 70 participating companies representing the various industries in manufacturing playing audience to the organizers of MAXA.

Dr Roger Low, SMA's Secretary-General, and Ms Aw Kah Peng, EDB's Director of Chemical Cluster, delivered their respective welcome and opening address. A comprehensive presentation covering MAXA's criteria and required contents for the application and selection processes was rendered by representatives from EDB and partners of MAXA, namely McKinsey & Co and the Singapore-MIT Alliance.

The ensuing hour-long Q & A session which invited queries from the floor was certainly testament to the serious consideration and effort that interested companies are already undertaking.

## Streamline Contract Automation & Management

By Lyn Soon



An estimated 80 percent of business-to-business transactions are underpinned by legally binding contracts and agreements - ranging from simple invoices to complex project contract. With strict compliance laws now governing how business financials are reported, understanding the business health and position of your company has never been more important.

More organisations are looking to solutions to manage and standardise contract components, enable an efficient review process, centralize the storage of contracts, track contractual terms and obligations, and meet compliance requirements. This requires a combination of the right people, processes and technology.

On 6 April 2006, the Singapore Manufacturers' Federation (SMA) organised a talk with Dicom Singapore Pte Ltd on "Streamline Contract Automation and Management" for SMA members who were sourcing for better solutions to create and approve processes whilst improving financial and contractual performance with suppliers and customers. As operational and staff cost decrease, revenue and profits will increase.

For more information, please contact Lyn Soon at 6826 3037 or email to [lynsoon@smafederation.org.sg](mailto:lynsoon@smafederation.org.sg).

## SMA Country Reports

Which are the fastest growing industries in Thailand? How do I go about establishing an office in Vietnam? If these are common questions you have encountered in your market research or overseas expansion plans, look no further.

To assist members in their market research and investments overseas, SMA has produced the following country reports:

- 1) China (Guangdong)
- 2) Indonesia
- 3) Panama
- 4) Thailand
- 5) Vietnam

Reports are disseminated free of charge to all SMA members.

Please view the country profiles at: <http://www.smefederation.org.sg>, under the heading "Media/Publication", "Research".

Do watch out for our next publication of China's Zhejiang Province in June 2006.

If you would like any countries/provinces to be featured, please contact Linnette Lim at 6826 3052 or email: [linnettelim@smefederation.org.sg](mailto:linnettelim@smefederation.org.sg).





# CCL Training Calendar – July to August 2006

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Environmental, Health & Safety
7-Jul	\$369.00	\$406.00	Writing the Singapore Quality Award (SQA) Report
12-14 Jul	\$880.00	\$980.00	Integrated Environmental Aspects & Hazard Identification & Risk Assessment
12-Jul	\$369.00	\$406.00	Understanding Workplace Safety & Health Act
12-14 Jul	\$880.00	\$980.00	Certificate in Environment & Resource Management
17-19 Jul/ 26-28 Jul	\$892.50	\$982.50	Oil Spill Response Courses (Operational / Supervisory Level)
21-Jul	\$368.00	\$405.00	Understanding & Meeting ROHS Requirements
24-Jul	\$368.00	\$399.00	Frontline Personnel Quality Awareness
15-16 Aug	\$520.00	\$580.00	Developing & Implementing EHS Management
15-18, 21 Aug	\$1,560.00	\$1,680.00	Institute of Environmental Management Assessment (IEMA) Approved Advanced EMS Auditor Course for Quality Personnel
16-17 Aug	\$520.00	\$580.00	Environmental, Health & Safety Laws (incl. WSHA) * 14 SDU from MOM / 14 PDU from PE Board
24-25 Aug	\$550.00	\$660.00	Biological Safety Training

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Occupational Health & Safety
24 Jul/ 25 Aug	\$250.00	\$300.00	Workplace Safety & Health Act and Regulation (1 day)
24 - 27 Jul/ 21 - 24 Aug	\$340.00	\$370.00	Training Course For Workplace Safety and Health Committee Members
28 Jul/ 29 Sept	\$50.00	\$100.00	Implementation of Risk Management in the Metalworking Industry
18 - 21 Jul/ 28 - 31 Aug	\$340.00	\$370.00	Workplace Health and Safety Management Course (WSHMC)
1- 3 Aug	\$300.00	\$330.00	Behavioural Incident Investigation Training Course
14 - 16 Aug	\$450.00	\$480.00	Behavioural Based Safety Course (Observation & Intervention for a Safer Workplace)
21-24 Aug	\$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- for Schedule	\$336.00	\$336.00	Forklift Driver's Training Course - 3 days (Participants must Call hold a class 3 driving license & have experience in driving the forklift) (SDF Funding of up to 90% & SRP Approved) - A MOM Approved Course
Weekly Classes- 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

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Logistics & Supply Chain Management
3-4 Jul	\$500.00	\$550.00	Supplier Selection, Evaluation and Development
13-14 Jul	\$550.00	\$660.00	World-class Practices in Forwarding Operations
27-28 Jul	\$620.00	\$680.00	Origin Consolidation & Value Added Services
17-18 Aug	\$620.00	\$680.00	Principles & Concepts of Seafreight
24-25 Aug	\$520.00	\$580.00	Preparing, Negotiating and Implementing Outsourcing

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Radio Frequency Identification (RFID)
17-Jul	\$550	\$660	RFID in Manufacturing
18-Aug	\$550	\$660	RFID Standards and EPC Global Network

**RFID 5-Day Masterclass / 3-Day Business Track / 3-Day Technical Track \*CITREP Endorsed**  
(conducted by Dr Daniel Dobkin, Stanford University)

For further information, please contact Yvonne Tan • DID: 6826 3056 or Email: [yvonnnetan@smafederation.org.sg](mailto:yvonnnetan@smafederation.org.sg)

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Manufacturing, Technical & Quality Management
4-5 Jul	\$520.00	\$580.00	Plant Reliability and Maintainability
10-11 Jul	\$500.00	\$550.00	8 Discipline (8-D) Problem Solving
1-2 Aug	\$550.00	\$620.00	Developing Annual Production Plan
3-4 Aug	\$580.00	\$650.00	Management Role in Training Needs Analysis (TNA)
22-23 Aug	\$520.00	\$580.00	Maintenance Management
24-25 Aug	\$580.00	\$650.00	Strategic Production Planning, Scheduling & Controlling
28-29 Aug	\$550.00	\$620.00	Cycle Time Reduction for Higher Productivity
30-31 Aug	\$620.00	\$680.00	Lean Six Sigma - Champion
30-31 Aug	\$520.00	\$580.00	HACCP - Hazard Analysis & Critical Control Points

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Leadership & Management
12-13 Jul	\$550.00	\$660.00	Balanced Scorecard for Business Performance
17-18 Jul	\$620.00	\$680.00	Managing MAD: Mergers, Acquisitions & Diversifications. Do it better!
18-19 Jul	\$800.00	\$880.00	Defrosting Frozen Finance

27-Jul	\$428.00	\$480.00	Demystifying Business Valuation for Manufacturing Businesses
14-15 Aug	\$800.00	\$880.00	Boxing Creativity for Managers
22-Aug	\$300.00	\$350.00	Demystifying Competition Law (1/2-Day Workshop)
25-Aug	\$300.00	\$350.00	Demystifying Going Public Bond for Managers (1/2-day Program - Morning)
25-Aug	\$280.00	\$328.00	Demystifying Equity Underwriting for Managers (1/2-day Program - Afternoon)

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Demystifying Series™
30 June	\$300.00	\$350.00	Demystifying Going Public Bond for Managers (1/2-day Program)
30 June	\$280.00	\$328.00	Demystifying Equity Underwriting for Managers (1/2-day Program)

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Personal Effectiveness & Stress Management
1 & 8 Jul	\$425.00	\$455.00	Effective Rapid Reading & Information Management
18 Aug	\$240.00	\$280.00	SMaRT Memory Recall

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Professional Mandarin Programme
6-7 Jul	\$560.00	\$620.00	Best Practices in Purchasing 供应链管理之采购新实践
26-Jul	\$628.00	\$688.00	Legal Walk, Mandarin Talk™ 攀长城, 谈法律™
2-3 Aug	\$560.00	\$620.00	Effective Import / Export Management 有效进出口贸易管理

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Communication & Office Management
4 August	\$357.00	\$399.00	Do you want fries with that? The Language of Upselling
13-14 July	\$504.00	\$567.00	Effective Business Writing Skills
18 August	\$357.00	\$399.00	Cross Cultural Intelligence in the workplace
23-24 August	\$525.00	\$588.00	Enhancing Communication & Interpersonal Skills

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Customer Service
17-18 July	\$504.00	\$567.00	Customer Service: Transforming Service To Achieve Excellence
16 August	\$357.00	\$399.00	Managing Difficult Customers Effectively
17-18 August	\$483.00	\$546.00	Outstanding Customer Service Skills
24-25 August	\$504.00	\$567.00	Customer Service: Using EQ and Coaching for Peak Performance

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Personal Effectiveness
14-15 August	\$588.00	\$651.00	Conflict Management in the Workplace
21-22 August	\$588.00	\$651.00	Emotional Intelligence in the Workplace

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Sales & Marketing
28-29 August	\$546.00	\$609.00	Effective Negotiation Strategies

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Supervisory & Middle Management
19-20 July	\$546.00	\$609.00	Supervisory Management Skills - Leading, Coaching & Managing

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Business & Contract Law
3-4 August	\$588.00	\$651.00	An Introduction to Essential Contract Law for Businessmen - Forming Business Agreements

Date	Fee (\$\$) Members	Fee (\$\$) Non- Members	Trade & Logistics
5 July	\$357.00	\$399.00	Best Practices & Procedures in Air Cargo
10-11 July	\$588.00	\$651.00	How to Negotiate with Vendors & Suppliers
12 July	\$357.00	\$399.00	Understanding the Bill of Lading
20-21 July	\$546.00	\$609.00	Best Practices and Procedures in Marine Insurance
24-25 July	\$504.00	\$567.00	Import/Export Documentation & Shipping Procedures
26-27 July	\$504.00	\$567.00	Sea Cargo Problems & Solutions
27-28 July	\$504.00	\$567.00	Warehouse & Storage Management
30-31 August	\$588.00	\$651.00	Fundamentals of Purchasing for the New Buyer
21-22 August	\$504.00	\$567.00	Effective Use of Letters of Credit in International Trade

For further information, please contact

Ms Yvonne Tan at Tel: 6826 3056; Email: [yvonnnetan@smafederation.org.sg](mailto:yvonnnetan@smafederation.org.sg)  
 Ms Michelle Khoo at Tel: 6826 3040; Email: [michellekhoo@smafederation.org.sg](mailto:michellekhoo@smafederation.org.sg)  
 Ms Colleen Chin at Tel: 6826 3041; Email: [colleenchin@smafederation.org.sg](mailto:colleenchin@smafederation.org.sg)  
 Ms Sharon Ong at Tel: 6826 3049; Email: [sharonong@smafederation.org.sg](mailto:sharonong@smafederation.org.sg)

Reserve for AD

# Branding Breakfast Talk (Part 3) – Romancing Customers

By Chin May Fang



▲ Q&A session with Dr Paul Temporal and Ms Rita King

Branding is the symbolic representation of all the information and attributes relating to a product or service. It also encompasses the set of expectations associated with the product or service in the viewers' mind.

Following the highly successful and informative presentations in Part 1 & 2 of the Breakfast Talk on Branding, the overwhelming response of more than 100 participants garnered in the sequel Part 3 on Romancing Customer is hence no surprise. This concluding part also featured an overview of the previous parts for the benefits of those who have missed them. As expected, Dr Paul Temporal continued to give an interesting insight on



▲ Overwhelming turnout at Sma EDC Auditorium

branding with interesting real life examples that the participants can relate to.

The talk was peppered with a sharing from Ms Rita King of IE Singapore on how IE Singapore can assist local SMEs tap into its various capability development programmes such as branding, design and manpower to enhance their performance and competencies.

For more information on how to work with Sma on seminars, please contact May Fang at [chinmayfang@smafederation.org.sg](mailto:chinmayfang@smafederation.org.sg).

## Re-branding Star Products



Branding generates more business from greater awareness of one's brand and company. In this vein, the EDC@Sma matched its client, Aviq (S) Pte Ltd with its associate consultant, TnZ Group Pte Ltd, to work on a re-branding project.

Established in 1994, Aviq (S) Pte Ltd manufactures cables and wires, plasma & LCD TV brackets and mounting, racks and stands. Mr. K K Tan, Managing Director of Aviq, hopes to tap into the growing market for its core products through the re-branding expertise of EDC@Sma's associate consultants.

The engagement of EDC@Sma's branding expertise paid off for Aviq when it successfully clinched a deal with a Middle East-based corporate client in April 2006, one month after the EDC@Sma's consultant met with Aviq. This breakthrough has helped the company open doors into the Middle Eastern markets.

The re-branding of Aviq's products led to the production of effective marketing collaterals that featured the company's quintessential slogan: "SUPPORT IN LIFE".

For more information on how EDC@Sma can help your company through successful and effective branding, kindly email to [edc@smafederation.org.sg](mailto:edc@smafederation.org.sg)

## Branding Assistance

By EDC@Sma

What have Osim, Creative Technology and Singapore Airline have in common? They all have very successful brands. A strong brand effectively communicates and consistently demonstrates its value to customers. Its proposition is recognized, experienced and appreciated by customers.

A strong brand is crucial in

- ✓ Growing sales
- ✓ Strengthening the customer base
- ✓ Enhancing customer loyalty
- ✓ Improving business performance

### Available Government Assistance Scheme\*

BrandPact is a multi-agency initiative to better meet the varied brand development needs of local enterprises as they grow and expand within Singapore and into the global marketplace. High sales growth is one criteria used by agencies to evaluate if companies qualify for BrandPact.

It is managed by SPRING Singapore and IE Singapore. BrandPact will support both firm-level branding capability development as well as industry-wide branding efforts. This holistic initiative will raise awareness and understanding of branding, develop brand savvy executives and catalyse the adoption of branding as a strategy for business competitiveness.

Please contact Ms Jessica Lee of EDC@Sma, DID: 6826 3025 or email: [jessicalee@smafederation.org.sg](mailto:jessicalee@smafederation.org.sg) for more details on how your company can tap into this Scheme that offers up to 50% funding for branding consultancy project.

\* Subject to Scheme's criteria



## Executive Luncheon on Enterprise VoIP by MediaRing

By Chin May Fang

The IP (Internet Protocol) initially designed for data networking has evolved into VoIP (Voice over Internet Protocol) and became popular recently because of its cost advantages over analogue telephones, especially to corporate users. By utilizing the IP-based network to route international calls across multiple locations, VoIP promises significant cost savings for the users.



▲ Lively discussion between participants and MediaRing after the presentation

participants also gained useful tips on how they could better control their international phone charges.

To find out how you can organize similar events with SMA, kindly contact Ms May Fang at [chinmayfang@smafederation.org.sg](mailto:chinmayfang@smafederation.org.sg).

The Executive Luncheon on Enterprise VoIP presented by MediaRing Ltd on 28 April 2006, held at Grand Copthorne Waterfront Hotel, attracted more than 50 participants. Two particularly interesting topics revealed how organizations could (i) leverage on VoIP and unite many locations into a converged communications network and (ii) enjoy real-time quality talk-time without having to incur any capital outlay. Besides these, the

## New Members' Tea Reception

By Phyllis Phua



▲ New SMA members posing with Mr Edwin Khew, SMA Acting President and Council Members at the New Members' Reception.

A New Members' Tea Reception was arranged on the 30 March 2006 to initiate new members into the SMA fold. This reception was specially organized to increase members' understanding of SMA's roles and objectives as well as to inform them of the upcoming events in the following months.

The event kicked off with a welcome address by SMA's Acting President, Mr Edwin Khew who also took the opportunity to introduce SMA's Council Members and Chairpersons of the respective Industry Groups. A corporate video presentation and highlights of upcoming events were also screened. To better acquaint the new members with the Secretariat, the Secretary-General Dr Roger Low introduced all the Heads of Departments.

All new members who attended the reception received their membership certificates presented by Mr Khew and had a chance to network with one another over a sumptuous high-tea buffet spread and wine.

The tea reception ended with a visit to the EDC@SMA which thoroughly impressed the new members with its array of competency-enhancing services.

## Building Successful Brands

By Jessica Lee

The importance of building a brand is largely ignored by local companies even in today's competitive market. One main reason is the lack of financial resources or the misconception that branding is too expensive. These companies pay all their attention to 'Bread and Butter' issues at the expense of branding. They focus on generating revenue through sales without knowing that it is the brand that drives their businesses, not the other way.

Spring and IE Singapore understand these problems and have offered numerous assistance initiatives to help our local SMEs in their branding needs. Aalst Chocolate Pte Ltd, a two years old chocolate manufacturer, is one that has benefited from such initiatives. With the facilitation from EDC@SMA and the engagement of associate consultant in branding, Ad.WRIGHT Design Consultants, a branding Mind Map was laid out for Aalst Chocolate.

From an initial model of business-to-business, several new brands were strategically planned and developed to help Aalst Chocolate venture into the

consumer market. One of these new brands, 'Chocolate Line', is positioned to capture a share of the fountain chocolate market locally and globally. 'Chocolate Line' brand has also included a chocolate fountain and fondue series as part of its product extension.

Today Aalst Chocolate exports to over 30 countries worldwide and its latest

participation in FHA2006 has generated tremendous interest in 'Chocolate Line' brand and products. In less than 9 months since the creation, the 'Chocolate Line' brand is already creating waves all over Asia.

To find out more about how we help companies build successful brands, email to [edc@smafederation.org.sg](mailto:edc@smafederation.org.sg)



## NEW EMPLOYEES



### 1. Koh Seow Ling, Elsie

Elsie joined SMa School of Management (SOM) as an Operations Executive on 1 June 2006. She graduated with a degree in Civil Engineering from the Nanyang Technological University, Singapore. Elsie has been working with SOM on a part-time basis since December 2004 in the same capacity before we convert her to full-time staff.



### 2. Teo Kah Boon

Kah Boon joined SMa as an Executive in the Singapore Chemical Industry Council on 15 May 2006. He graduated with a degree in Engineering (Mechanical & Production Engineering) from the Nanyang Technological University, Singapore. Prior to joining SMa, he was with CNS Connections and his roles include sales and marketing as well as project and event management.



### 3. Mikaela Eugene Nathalie Kwee

Mikaela joined SMa as an Executive in the Business and Corporate Development Division. She graduated with a Bachelor of Business Administration from the IBII School of Economics, Indonesia. Prior to joining SMa, Mikaela worked in MarkPlus & Co. in Jakarta and Singapore in the areas of sales and marketing, event and conference management, public relations, secretarial and administration.

## RENEW YOUR SMa MEMBERSHIP *NOW!*



LACIE Mobile Hard Disk  
- 2"5 Mobile drive



Brother Inkjet Printer  
- MFC215C



Restaurant Voucher  
- Seafood Int'l Market & Restaurant

Exciting membership renewal rewards await you as we continuously strive to add even greater value to your membership with us. In addition to the current networking sessions, seminars, talks, trade missions, and dialogues to facilitate business opportunities, market and government updates, you are now being rewarded to stay with us to enjoy the above privileges!

Members who renew their membership for the next 12-months will receive a choice of the following:

- a) 80GB Mobile Hard Disk from LACIE;
- b) 6-in-1 Colour Flatbed Inkjet Printer from Brother;
- c) \$100 (2 x \$50) Restaurant Voucher at The Seafood International Market & Restaurant  
- Can be used together with VIP card

So look out for our Membership Renewal circular to you in July! The free gift promotion is only valid for renewals before 31st July 2006. Other terms and conditions apply.

For enquiries, you may wish to contact Ms Chin May Fang at 6826 3050 or Ms Lyn Soon at 6826 3037.

### ADDITIONAL BENEFITS FOR MEMBERS

In addition to the above promotion, members who join or renew in July 2006 are also entitled the additional benefits to the following :

- 20% discount on items purchased from Dach Enterprise Pte Ltd
- 10% discount off total bill from The Seafood Int'l Market & Restaurant
- 10% discount off total bill from Bistro Fabulous Pte Ltd
- 10% discount off total bill from Maarama Valley Wines Inc.
- Small Office Connectivity Ultimate 512kpbs (Multiple-User) at just \$160/mth by Pacific Internet together with Web Enabling Package and \$100 Tangs voucher. Please call 6872 1709 for more details. Terms and conditions apply.



## New Members

**AIRVERCLEAN PTE LTD**

Address : 61 KAKI BUKIT AVE 1  
#03-19 SHUN LI INDUSTRIAL PARK  
SINGAPORE 417943  
CEO/Contact Person : MR FRANCIS LEE  
Tel : 6741 5800  
Fax : 6741 3935  
Email : sales@airverclean.com  
Website : www.airverclean.com

**COIM ASIA PACIFIC PTE LTD**

Address : 10 SERAYA PLACE  
SINGAPORE 627843  
CEO/Contact Person : MR CLAUDIO BIRIGOZZI  
Tel : 6896 7068  
Fax : 6896 7065  
Email : claudio.birigozzi@sg.coimgroup.com  
Website : www.coimgroup.com

**CONTAINER BRIDGE (S) PTE LTD**

Address : NO 55 ROBINSON ROAD  
#10-03 SIA BUILDING  
SINGAPORE 068896  
CEO : MS CINDY AW  
Tel : 6227 2055  
Fax : 6227 2066  
Contact Person : MS YOKO CHOW  
Email : yoko@containerbridge.com.sg  
Website : www.containerbridge.com.sg

**DOVER SINGAPORE PTE LTD**

Address : 9 TOH GUAN EAST  
#04-01 ALLIANCE BUILDING  
SINGAPORE 608604  
CEO : MR WAN HONG JIM  
Tel : 6760 5388  
Fax : 6769 8135  
Contact Person : MS JENNIFER LIM  
Email : sales@imaje.com.sg  
Website : www.imaje.com

**EBARA ENGINEERING SINGAPORE PTE LTD**

Address : NO 1 TUAS LINK 2  
SINGAPORE 638550  
CEO : MR MASANORI SAKAMOTO  
Tel : 6862 3536  
Fax : 6863 4636  
Contact Person : MS PAULINE LIM  
Email : www.ebaranet@singnet.com.sg

**HAMORU ISHI PTE LTD**

Address : 10 UPPER ALJUNIED LINK  
#05-06  
SINGAPORE 367904  
CEO : MR SULOMON W  
Tel : 6281 6118  
Fax : 6281 6818  
Contact Person : MR BILLY TAN  
Email : admin@hamoru.com

**HOCINK SYSTEMS & SERVICES PTE LTD**

Address : BLK 4024 ANG MO KIO INDUSTRIAL PARK 1  
#01-321  
SINGAPORE 569635  
CEO/Contact Person : MR GEORGE WONG  
Tel : 6483 3438  
Fax : 6483 3468  
Email : george@hocink.com.sg  
Website : www.hocink.com.sg

**HOESTAR INSPECTION INTERNATIONAL PTE LTD**

Address : 5A SIANG KUANG AVENUE  
SINGAPORE 349923  
CEO : MR LEONG WENG HOE  
Tel : 6488 1604  
Fax : 6281 9477  
Contact Person : MS ELSIE CHEW  
Email : sales\_enquiry@hoestarinsp.com.sg  
Website : www.hoestarinsp.com.sg

**IG MEDIA (S) PTE LTD**

Address : 371 BEACH ROAD  
#02-30B KEYPOINT  
SINGAPORE 199597  
CEO : MR RONNY YEO  
Tel : 6396 0380  
Fax : 6396 0785  
Contact Person : MR ANDY TAN  
Email : rgee@kci-medical.com  
Website : www.ia-community.com

**INFINEON TECHNOLOGIES ASIA PACIFIC PTE LTD**

Address : 168 KALLANG WAY  
SINGAPORE 349253  
CEO : MR LIM KIAN SENG  
Tel : 6840 0571  
Fax : 6840 0373  
Contact Person : MS MARY GOH  
Email : marygoh@infineon.com  
Website : www.infineon.com

**INTERPLEX SINGAPORE PTE LTD**

Address : 17 TUAS AVE 8  
SINGAPORE 639232  
CEO : MR GAN CHIN YEAN  
Tel : 6861 4076  
Fax : 6861 4075  
Contact Person : MS LEONG SOON PENG  
Website : www.interplex.com.sg

**JUMAIN SATAYSFACTION PTE LTD**

Address : 121 DEFU LANE 10  
#02-01  
SINGAPORE 539231  
CEO : MR JEFFRI JUMAIN  
Tel : 6245 7885  
Fax : 6245 0885  
Contact Person : MR SAMSAH SULIMAN  
Website : www.sataysfaction.com

**KWONG CHEONG THYE PTE LTD**

Address : 12 SENOKO AVE  
SINGAPORE 758302  
CEO/Contact Person : MS PAULINE KOH  
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