



Singapore Manufacturers'
Federation

Connect

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its Pioneering Class of
Master of Security
Management in
Singapore

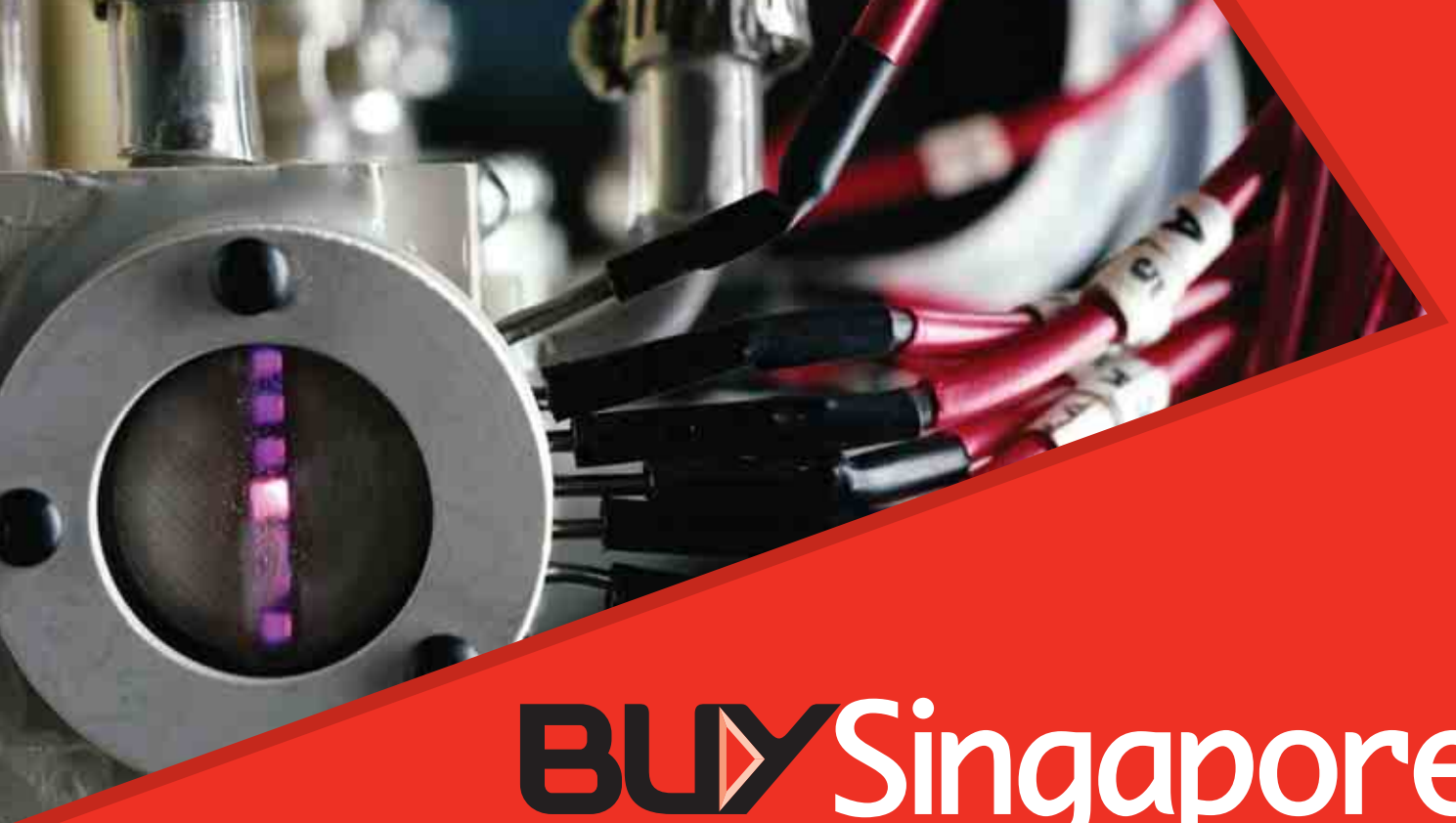


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The 2nd National Security Conference: SMA's exclusive dialogue session with Singapore Ministers

Reported by Andrew Ong

17 April 2007 - The National Security Conference was a rousing success as participants were provided invaluable insights on building greater corporate resilience.

During SMA President's welcoming address, Mr Edwin Khew reiterated the importance of being vigilant against terrorist attacks. He stressed, "We cannot be complacent and take the terrorist threat for granted that it will not hit us. We must be constantly vigilant and exercise greater corporate resilience." This inspired SMA to organise this exclusive event for the second time.

These were the key highlights of the event:

- "Security Measures in Singapore" presented by Mr Wong Hong Kuan, Assistant Commissioner, Director of Operations with the Singapore Police Force
- "Business Security Measures" presented by Mr Eio Hock Liang, Regional Security Director (Asia Pacific) of Wyeth Regional Manufacturing (Singapore) Pte Ltd
- "Business Continuity and Disaster Recovery in a Telecommunication Business" presented by Mr Tan Tiong Hai, Vice President for Business Service (Corporate Sales) with StarHub Ltd
- Dialogue session with three Singapore Ministers



^ SMA President with the panel of Singapore Ministers

The 600 participants from the business community had the privilege of several Singapore Ministers to provide insights to government plans and intentions. Prof. S. Jayakumar, Deputy Prime Minister and Coordinating Minister for National Security and Minister for Law, Associate Prof. Ho Peng Kee, Senior Minister of State for Law and Home Affairs, and Mr. S. Iswaran, Minister of State for Trade and Industry were present.



^ Overwhelming participation at the dialogue session



^ Token presented to Mr Tan Tiong Hai, VP with Starhub Ltd



^ Token presented to Mr Wong Hong Kuan, Assistant Commissioner with Singapore Police Force



^ Token presented to Mr Eio Hock Liang, Regional Security Director with Wyeth Regional Manufacturing (S) Pte Ltd

to be continued...



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For enquiries, please contact:

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belle_ong@iesingapore.gov.sg

...continued from page 02

"An excellent forum of sharing good practices and experiences" said participant Ms Zoe Tan, Vice President of Cisco Security. Special VIP guest, Mr Kerry Cox, President and Vice Chancellor of Edith Corwin University was not shy in heaping praises for the well-organised event for its expert speakers.

Held at the Raffles City Convention Centre, the event was supported by the National Security Coordination Secretariat (NSCS) and endorsed by the Singapore Chinese Chamber of Commerce & Industry (SCCCI), Singaporean-German Chamber of Industry and Commerce (SGC), Singapore Human Resources Institute (SHRI), Singapore Indian Chamber of Commerce & Industry (SICCI) and Singapore Institute of Arbitrators (SiArb).



^ Prof. S. Jayakumar sharing a word with Council members. From left: Mr Ong Pak Shoon, Mr Lim Meng Wee, Mr Birch Sio and Mr C. K. Liang.



^ Prof. S. Jayakumar giving his keynote address



^ President and Vice Chancellor of Edith Corwin University, Mr Kerry Cox asking the Ministers a question during the dialogue session



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SMa-SOM Graduates its Pioneering Class of Master of Security Management in Singapore

Provided by SMa School of Management



^ Professor Nara Srinivasan, Professor Clifton Smith, Wayne Snell with graduate students at Perth Convention Exhibition Centre

The Edith Cowan University (ECU), Australia, and the SMa School of Management, Singapore, send their congratulations to the pioneering class who were presented with their Masters' degrees at the campus graduation ceremony. It was held at the Perth Convention Exhibition Centre in Western Australia. The graduates brought their family members to Australia to witness the graduation ceremony.

The ceremony saw a mixture of emotions, tears of joy and sighs of relief from the 18 graduates as the pioneering class completed the 20 month programme in Singapore.

"The University's strong support for the students was the main reason behind the successful programme. In Australia, Edith Cowan University is well-known for its practicality, industrial relevancy and flexibility of its security management programme. Meanwhile, SMa also made concerted efforts with relevant government agencies to educate the manufacturing community and strengthen their security controls. By working closely with the government, SMa will be a major vehicle to inform the manufacturing

community of cutting edge technology and best practices in the field of security management," commented Prof Nara Srinivasan, Professor of Security and Risk, Edith Cowan University.

The Master of Security Management is designed for professional security personnel that include risk managers, corporate managers, security managers, and professional security consultants who conduct security surveys and risk assessment, and investigative work for their company. The course aims to provide students with the relevant knowledge and skills in risk and facilities management, law and ethics, and technology. The Master of Security Management currently has more than 130 students undergoing the course and the 8th Intake will commence in July 2007.

"Although already equipped with a MBA, I chose to pursue the Master in Security Management program with Edith Cowan University. As a security professional with the Republic of Singapore Air Force (RSAF) previously, the Master of Security Management program has provided me with

invaluable insights into the latest security technology, risk management and physical security practices internationally. In addition, the program has provided me with an awareness of security best practices that were particularly useful when managing emergency preparedness as well as the Airbase Security Infrastructure upgrade comprising state-of-art security systems. Since leaving RSAF, the knowledge and network that I have garnered from participating in the program, continues to be relevant and useful as I transit to my new job" Max Goh is one of the pioneer graduating student. His new Masters degree opened up more opportunities, where he was offered as Senior Assistant Commander with AETOS Auxiliary Police Force.

We wish you, and all graduates, the very best in your future endeavors and look forward to remaining a part of your pursuit of lifelong learning!

To find out more about this course, please contact Mr Eugene Tan at 6720 3333 or visit www.sma.edu.sg for more information.

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* UNCTAD 2004-2007 Global Investment Assessment (GIPA)

** Travel + Leisure magazine, July 2006.

*** Average space sales reported in The Trade Fair Industry in Asia
- An Ufi report by Business Strategies Group 2nd edition, 2006.

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www.thai-exhibition.com/entech

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Industrial Instrument, Analytical &
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www.thai-exhibition.com/imac

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Date : Oct 16-18, 2007

www.tube-southeastasia.com

METALEX 2007

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Date : Nov 15-18, 2007

www.metalex.co.th

"Warehousing & Storage of hazardous materials and dangerous goods" Guidebook

Provided by SCIC

The Singapore Chemical Industry Council (SCIC) is pleased to announce that the 'Guidebook on Warehousing and Storage of Hazardous Materials and Dangerous Goods' has been published.

The aim of this guidebook is to provide workers with the knowledge and approaches to a safe and healthy working environment. It is able to help companies to mitigate spill control effectively, make plans for emergency communication and action, and other guidelines such as the proper use of personal protective.

It further illustrates that warehousing and handling of hazardous materials and dangerous goods are not only subjected to rules and regulations, it also prescribes to best practices and handling and storage issues.



Although the guidebook focuses on warehouse and handling operations, it also mentioned basic information with regard to international regulations, which might be relevant for operations concerning international transport matters.

This guidebook will be useful for warehouse workers, warehouse operators, emergency responders, logistics service providers, freight forwarders, health, safety and environment (HSE) professionals, and supply chain personnel.

A complimentary copy of this guidebook will be sent to the authorised representative of each SCIC member company and SCIC members can purchase additional copies at S\$15.75 (inclusive 5% GST) per guidebook.

The order form can be downloaded from the SCIC website at www.scic.org.sg

Legislation against SPAM

Provided by RCC Division

E-mails have become one of the default modes of communication but its advantages bring along the problem of unsolicited emails. Problem arises when large amount of emails are sent indiscriminately causing network congestion and users are overwhelmed with e-mails hindering its effectiveness.

The Research & Corporate Communications (RCC) Division of SMA encourages members to adhere to the latest Spam Control Act 2007 issued which aims to reduce e-mail spam in Singapore. Various anti-spam measures are developed to protect the interest of e-mail users.

A message is considered a "spam" when it is an unsolicited commercial electronic message sent more than 100 times within 24-hour period, 1000 times over a 30-day period or more than 10,000 times during a one year period.

Proposed spam control measures

- Correct and do not use misleading titles in the subject field of the message.
- Compliance with spam control regime includes the use of labels <ADV> to mark it out as an advertisement in the subject line of the emails.
- An opt-out approach must be adopted with the option to unsubscribe. Unsubscribing from spam must be done easily and conveniently. Upon receiving unsubscribing request, the sender must remove the recipient's electronic mail address.
- Provide an accurate and functional e-mail address or contact number by which the sender could be easily contacted in the email.

An anti-spam website by the Singapore Anti-Spam Resource Centre (www.antispam.org.sg) was launched to provide a central repository for the public and industry.

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Unleashing the power to manufacturing success

Reported by Chin May Fang

On 13 March 2007, Sma and IBM Singapore co-organised a seminar to help manufacturers remain competitive in the global playing field.

Entitled "Unleash the Power to Manufacturing Success", speakers from QAD Singapore Pte Ltd and Cisco Systems (USA) Pte Ltd shared with participants on how they can align their operations to be more profitable.

The speakers shared with participants their corporate experiences and insights on how they can future-proof their business by moving towards a leaner manufacturer and supply chain.

For more information on upcoming events in Sma, please contact May Fang at chinmayfang@smafederation.org.sg



^ Mr Wilem Bots, Regional Account Manager, QAD Singapore Pte Ltd, in a discussion with Sma members after the seminar.

^ Mr Shaun Kwan, Country Manager, Industrial Territory, Manufacturing, HighTech Electronics, Global, Small & Medium Businesses, IBM Singapore Pte Ltd, delivering the welcome address.



^ Mr Wilem Bots, Regional Account Manager, QAD Singapore Pte Ltd, presenting on QAD's suite of products.

The TIGER Beer Brewery Tour

Reported by Lyn Soon



^ Members listening to the Tour Ambassador

On 15 March 2007, a tour to Tiger Beer brewery was organised by Sma for members. Participants discovered the processes of producing one of the finest beers in the world.

Tiger Beer, owned by Asia Pacific Breweries Limited (APB) has come a long way from its humble beginnings in 1931 to its present global status with international accolades. It currently supported by 29 breweries in 10 countries and selling over 40 brands of beer and beer variants

During the tour, participants learn about their rich heritage, history and achievements that were proudly showcased in the visitors' gallery. An APB representative explained how the finest natural ingredients from around the world are used to give the beer its unique blend and taste; a special ingredient, Hops gives beer its distinctive bitterness and aroma.

A guided tour into the large sweltering brew houses was one of the highlights. The guide gave a walk through the brewery, explained step by step the brewing process. At the end of the tour, they had the opportunity to look at APB's innovative packaging facilities

To find out how you can co-organise seminar with Sma, please contact Lyn Soon at tel : 6826 3037 or email : lynsoon@smafederation.org.sg.



^ Visit of APB large brew houses

SMa Calendar of Trade Missions &

TRADE EXHIBITIONS

Name of Event	City/Country	Industry Sector	Date	Contact Person
SubCon 2007	Birmingham, UK	PE	1 May - 3 May	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
SEMICON Singapore 2007	Singapore	Semiconductor	8 May - 10 May	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
The 12th China Beauty Expo	Shanghai, China	Lifestyle	10 May - 12 May	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
MetalTech Malaysia 2007	Malaysia	Machinery	16 May - 20 May	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Automechanika Middle East 2007	Dubai, UAE	Auto parts	27 - 29 May 2007	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
PALME 2007	Dubai	Project Installation / Broadcast	20 May - 22 May	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
Oil & Gas Asia 2007	KL, Malaysia	Petroleum	11 Jun - 14 Jun	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
InterPhex Asia 2007	Singapore	Pharmaceutical	11 Jun - 14 Jun	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
Medical Design & Manufacturing East 2007	New York, USA	Medical Technology	12 Jun - 14 Jun	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
ProPak Asia 2007	Bangkok, Thailand	Packaging	13 Jun - 16 Jun	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
CommunicAsia 2007	Singapore	ICT	19 Jun - 22 Jun	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
NEPCON Malaysia 2007	KL, Malaysia	Electronics	19 Jun - 22 Jun	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
Broadcast Asia 2007	Singapore	Animation / Broadcast	19 Jun - 22 Jun	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
INDO Security Firex IVAC 2007	Jakarta, Indonesia	Security	20 Jun - 22 Jun	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
Asia Traffic 2007	Singapore	Traffic, Safety & Security	9 Jul - 11 Jul	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
PALME Asia 2007	Singapore	Project Installation / Broadcast	12 Jul - 14 Jul	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
MYMEX / AUTOMEX 2007	JB, Malaysia	Automation	13 Jul - 15 Jul	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
CosmoBeaute Asia 2007	KL, Malaysia	Lifestyle	16 Jul - 19 Jul	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
Industry Automation 2007 / ASEAN Elenex 2007	KL, Malaysia	Industrial Automation	18 Jul - 21 Jul	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
1st Elsevier International Dermatology Congress & Exhibition	Singapore	Healthcare	21 Jul - 22 Jul	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
Manufacturing Technology InFocus	Sydney, Australia	Automation	24 Jul - 26 Jul	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Hong Kong Int'l Medical & Healthcare Fair 2007	Hong Kong	Medical / Lifestyle	16 Aug - 20 Aug	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
Hong Kong Food Expo 2007	Hong Kong	Food & Beverage	16 Aug - 20 Aug	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
ProPak Malaysia	KL, Malaysia	Packaging	22 Aug - 25 Aug	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
Chemical & Instrumentation Asia 2007	KL, Malaysia	Chemical & Instrumentation Control	23 Aug - 25 Aug	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
MedTec China 2007	Shanghai, China	Medical Technology	28 Aug - 30 Aug	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
ATE China 2007	Shenzhen, China	Assembly Technology	29 Aug - 31 Aug	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Inter-Pak Indonesia 2007	Jakarta, Indonesia	Packaging	5 Sep - 8 Sep	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
CosmoBeaute Indonesia 2007	Jakarta, Indonesia	Lifestyle	7 Sep - 10 Sep	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
MYMEX /AUTOMEX 2007	Penang, Malaysia	Automation	07 Sep - 09 Sep	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079

Exhibitions (April – December 2007)

TRADE EXHIBITIONS

Name of Event	City/Country	Industry Sector	Date	Contact Person
Indo ICT Expo & Forum	Jakarta, Indonesia	ICT	11 Sep - 13 Sep	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
HOSPIMedica Thailand	Bangkok, Thailand	Medical Technology	12 Sep - 14 Sep	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
Kind + Jugend 2007	Cologne, Germany	Cross Industry	13 Sep - 16 Sep	Mr Jonathan Tan at jonathantan@smafederation.org.sg or DID: 6826 3039
Natural Products Expo 2007	Baltimore, USA	Pharmaceutical	27 Sep - 29 Sep	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
CommunicVietnam	Ho Chih Minh, Vietnam	ICT	3 Oct - 5 Oct	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
PALME INDIA 2007	Mumbai, India	Project Installation / Broadcast	5 Oct - 7 Oct	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
Canton Fair 2007	Guangzhou, China	Multi-sectoral	15-20 Oct	Mr Jeffrey Liew at jeffreyliew@smafederation.org.sg or DID : 6826 3033
Wire & Tube Southeast Asia 2007	Bangkok, Thailand	Wire/tube	16 Oct - 18 Oct	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Machine Tool Show 2007	KL, Malaysia	Machinery / Automation	24 - 28 Oct	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Building & Construction Indonesia	Jakarta, Indonesia	Building & Construction	31 Oct - 3 Nov	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
Mining Indonesia	Jakarta, Indonesia	Energy & Mining	31 Oct - 3 Nov	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
Electric Indonesia Series	Jakarta, Indonesia	Power Generation	31 Oct - 3 Nov	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
Oil & Gas Technology Indonesia 2007	Jakarta, Indonesia	Oil & Gas	31 Oct - 3 Nov	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
Defense & Security Thailand 2007	Bangkok, Thailand	Security	7 Nov - 11 Nov	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
Natural Products Asia 2007	Singapore	Environment	14 Nov - 16 Nov	Mr Jonathan Tan at jonathantan@smafederation.org.sg or DID: 6826 3039
ACM 2007	KL, Malaysia	ICT	20 Nov - 22 Nov	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
CIA2007	Singapore	Automation	27 Nov - 30 Nov	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Infocom 2007	India	ICT	28 Nov - 2 Dec	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
STL Asia 2007	Shanghai, China	Logistics	10 Dec - 12 Dec	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
ProPak Indonesia	Jakarta, Indonesia	Packaging	5 Dec - 8 Dec	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036

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

TRADE MISSIONS

Name of Event	City/Country	Industry Sector	Date	Contact Person
Mission to Kazakhstan	Astana & Almaty	Multi-sectoral	May	Ms Vanda Kwek at vandakwek@smafederation.org.sg or DID: 6826 3031
Mission to Vietnam & Thailand	Hanoi/Bangkok	Multi-sectoral	June	Ms Vanda Kwek at vandakwek@smafederation.org.sg or DID: 6826 3031
Mission to Russia and Hungary/Poland	Russia/Hungary /Poland	Multi-sectoral	July	Ms Vanda Kwek at vandakwek@smafederation.org.sg or DID: 6826 3031
Mission to China & Vietnam	Guangxi & Hanoi	Multi-sectoral	Oct	Ms Vanda Kwek at vandakwek@smafederation.org.sg or DID: 6826 3031

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Member's Benefits & Privileges

Manufacturing Success

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

Then, Now & Tomorrow

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

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

CCL Programme Calendar - June to Aug 2007

Dates	Fee (S\$) Members	Fee (S\$) Non Members	General Management
28-29 June	\$497.00	\$552.00	Finance for Non-Finance Managers
23-24 July	\$520.00	\$580.00	Supervisory Management Skills- Leading, Coaching & Managing

Dates	Fee (S\$) Members	Fee (S\$) Non Members	Human Resource Management
11-July / 16-Aug	\$333	\$375	Strategic Management Planning and Evaluation - The Balanced Scorecard
30 - 31 Aug	\$497	\$524	Basic Instructional Design and Development Skills for HR Professionals
18-19 June	\$497	\$524	Project Management Skills - Tools and Techniques
21-22 June	\$497	\$524	Performance Management Coaching and Counselling Skills

Dates	Fee (S\$) Members	Fee (S\$) Non Members	Customer Service
14-15 June	\$460.00	\$520.00	Outstanding Customer Service Skills for Frontline, Admin & Support Staff
4-Jun / 6-Aug	\$340.00	\$380.00	Managing Difficult Customers Effectively

Dates	Fee (S\$) Members	Fee (S\$) Non Members	Communication
6-Jul	\$340.00	\$380.00	Influencing Strategies that Work
11-12 June	\$520.00	\$580.00	Enhancing Communication and Interpersonal Skills
16-17 Aug	\$480.00	\$540.00	Effective Business Writing Skills

Dates	Fee (S\$) Members	Fee (S\$) Non Members	Sales & Marketing
11-12 June	\$470.00	\$522.00	Improve Your Bottom Line with Direct Marketing
9-10 July	\$520.00	\$580.00	Effective Negotiation Strategies

Dates	Fee (S\$) Members	Fee (S\$) Non Members	Creativity & Innovation
23-24 Aug	\$935.00	\$1,040.00	Matrix Thinking: Think New and Think NEXT

Dates	Fee (S\$) Members	Fee (S\$) Non Members	Logistics & Supply Chain Management
21-22 June / 23-24 Aug	\$560	\$620	How to Negotiate With Vendors and Suppliers
18-Jun / 20-Aug	\$340	\$380	Effective Uses and Applications of INCOTERMS in International Trade
26-27 July	\$480.00	\$540.00	Warehouse and Storage Management
30-31 July	\$480.00	\$540.00	Effective Uses of Letter of Credit in International Trade
16-17 July	\$560.00	\$620.00	Fundamentals of Purchasing Skills for New Buyers and Purchasers
25-26 June / 27-28 Aug	\$480.00	\$540.00	Import / Export Documentation & Shipping Procedures
7-8 June	\$480.00	\$540.00	Supplier Selection, Evaluation and Development
14-15 June	\$520.00	\$580.00	Best Practices and Procedures in Marine Insurance
2-3 July	\$520.00	\$580.00	Advanced Import / Export and Letter of Credit
3-Aug	\$340.00	\$380.00	Understanding The Bill of Lading

Dates	Fee (S\$) Members	Fee (S\$) Non Members	Manufacturing, Technical & Quality Management
4-5 July	\$557.00	\$619.00	Why-Why & P-M Analysis
7-8 June	\$490.00	\$538.00	Lean Manufacturing for Optimum Production
19-20 July	\$552.00	\$619.00	Strategic Production Planning, Scheduling & Controlling

Dates	Fee (S\$) Members	Fee (S\$) Non Members	Security Management
23-27 July	\$1,755.00	\$1,950.00	Investigation Techniques & Management (ITM)
4-6 June / 1-3 Aug	\$789.00	\$856.00	Fire Safety and Security Management (FSSM)
6-Jun / 22-Aug	\$2,250.00	\$2,362.00	Armed Robbery Response Training (ARRT)
4-Jun / 1-Aug	\$270.00	\$300.00	Retail Loss Prevention Course (RLPC)
28-Jun / 8-Aug	\$270.00	\$300.00	Bomb Incident Management (BIM)
19-20 July	\$450.00	\$500.00	Control Room Management (CRM)

Dates	Fee (S\$) Members	Fee (S\$) Non Members	Security Management
6-Jun	\$214.00	\$238.00	Business Continuity Management (BCM)
25-26 June	\$590.00	\$650.00	Implementing Security for Educational Institutes
27-Jun	\$376.00	\$417.00	Understanding Security Issues in the Hotel Industry

Dates	Fee (S\$) Members	Fee (S\$) Non Members	Law
20-Jun	\$260.00	\$300.00	Shipping & Maritime Law

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

Dates	Fee (S\$) Members	Fee (S\$) Non Members	Occupational Safety & Health
26 - 27 Jul	\$320.00	\$420.00	Risk Management Course - NEW * MOM Approved Course (80% - 90% SDF Funding)
27 - 30 Aug	\$323.81	\$352.38	Workplace Safety & Health Management Course (WSHMC) * MOM Approved Course (80% - 90% SDF Funding)
Weekly classes available - (Call for Schedule)	\$35.00	\$36.25	Safety Orientation Course for Workers (Metalworking) * MOM Approved Course (SRP Approved and 80% - 90% SDF Funding)
Monthly classes available - (Call for Schedule)	\$235.24	\$247.62	Basic Industrial Safety & Health Course for Supervisors (BISH) * MOM Approved Course (SRP Approved and 80% - 90% SDF Funding)
Weekly classes available - (Call for Schedule)	\$320.00	\$320.00	Forklift Driver's Training Course - 3 days * MOM Approved Course (SRP Approved and 80% - 90% SDF Funding) **Participants MUST hold a class 3 driving license & HAVE EXPERIENCE in driving the forklift
Weekly classes available - (Call for Schedule)	\$535.00	\$535.00	Forklift Driver's Training Course - 5 days * MOM Approved Course (SRP Approved and 80% - 90% SDF Funding) ** For participants WITHOUT class 3 driving license & WITHOUT EXPERIENCE in driving the forklift

Dates	Fee (S\$) Members	Fee (S\$) Non Members	Masterclass & Conference
3-Jul	\$380.00	\$420.00	Developing a China Business Plan * Supported by: SPRING Singapore, IE Singapore, Network China, Singaporean-German Chamber of Industry and Commerce, John Wiley & Sons, I-deo Asia Ltd ** Early Bird and Group discount fees available. Terms & Conditions apply.
24-Jul	\$75.00	\$95.00	Food Export into Emerging Markets - The Market Potential and Regulatory Issues * Co-organised with SPRING Singapore ** Supported by: IE Singapore and Singapore Food Manufacturers Association (SFMA)

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

For further information, please contact,

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

Ms Leong Mun Yin DID: 6826 3056 Email: munyin@smafederation.org.sg

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

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



^ The opening ceremony of HVACR



^ Visitors at the Singapore Pavilion

HVACR Vietnam 2007 & PROJECTS Vietnam 2007

Reported by by Jonathan Tan

With the support from IE Singapore, SMA led the representatives from eleven companies to Ho Chi Minh City in Vietnam to participate in the HVACR tradeshow. It was held at the Ho Chi Minh International Exhibition and Convention Center (HIECC) from 15 to 17 March, 2007. This is their 4th staging featuring heating, ventilation, air-conditioning, refrigeration and air filtration & purification, and it was held in conjunction with two other exhibitions - PROJECTS Vietnam 2007 and PSV 2007.

The event was a huge success with strong participation from Austria, China, Germany, Hong Kong, India, Israel, Italy, Japan, Malaysia, Mexico, South Korea, Taiwan, Thailand and The Netherlands.

Exhibitors at the Singapore Pavilion were generally pleased with the outcome of their participation and expressed confidence in the Vietnamese market. For more information on HVACR 2007, please contact Jonathan Tan at Email: jonathantan@smafederation.org.sg

Singapore Pavilion @ CMEF 2007

Reported by Alice Tan and Jonathan Tan



^ Singapore exhibitors at CMEF 2007 - From left to right: Mr Tiger Fan (Esco Micro), Mr Jonathan Tan (SMA), Ms Grace Wong (IE Singapore), Dr Tan Sze Wee (Rockeby biomed) and Dr Lim Wu Shan (Eminence Medical Equipment).

Ranked 11th in the world, China's medical device market is one of the largest and fastest growing in the world. Imports account for approximately 70 per cent of China's US\$6 billion medical device market. Imports are mainly from the United States, they contribute approximately 35 per cent to China's import, Japan is the next largest importer, they contribute 25 per cent of China's import while other European countries contribute 28 per cent.

The China International Medical Equipment Fair is the most talked about medical devices trade show in Asia. The bi-annual event showcased the widest range of most up-to-date medical devices. The CMEF 2007, Spring Edition was held at the Dalian World Expo Center, Dalian, China from 10 to 13 April 2007.

Organised by Reed Sinopharm Exhibitions Co., Ltd and co-organised by Dalian Municipal People's of Government, this event attracted more than 2,000 exhibiting companies from 17 countries and 50,000 visitors over 4-days.

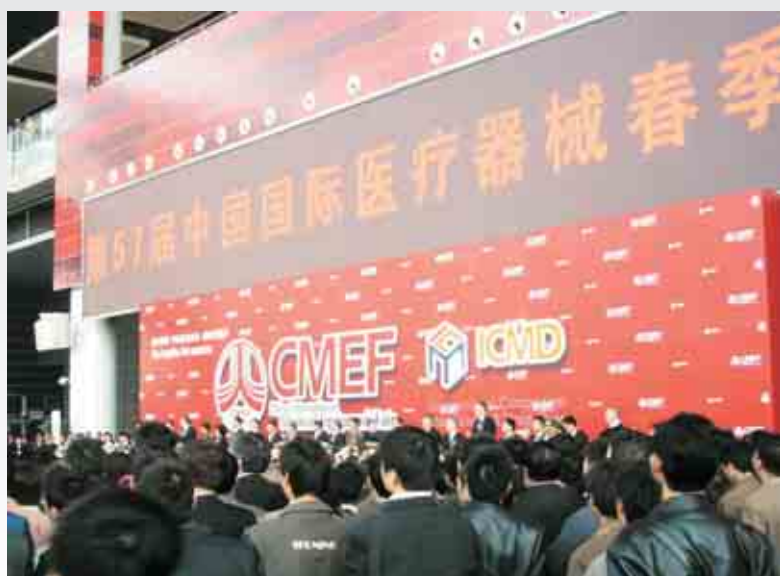
For the first time, Singapore Manufacturers' Federation (SMA), with the support from the International Enterprise Singapore organised a Singapore Pavilion in the tradeshow. Our members showcased the latest products and technology such as diagnostic kits and various types of innovative laboratory equipment.

Overall, this event was an excellent platform for Singapore-based medical companies to network and discuss potential business opportunities with delegates from over 38 foreign countries. For more information on CMEF 2007 or any medical device-related events, please contact Alice Tan at DID: 6826 3016 or email at alicetan@smafederation.org.sg.



<< From left to right: Mr Roger Schmid (VP - Marketing), Dr Tan Sze Wee (Managing Director & CEO) of Rockeby biomed with a visitor at his booth

^ Opening ceremony of CMEF 2007, Spring edition



Cards Asia 2007 & R.F.I.D. World Asia 2007

Reported by Pauly Tan

The 12th Annual Cards Asia 2007 (incorporating Biometrics World Asia, Payments World Asia and Retail Solutions World Asia) was held in conjunction with R.F.I.D World Asia 2007.

Held across three days from 25th to 27th April 2007 at Suntec Singapore, it was a resounding success. The trade show was a showcase of the widest range of smart card technology, applications and solutions. There was an extensive array of card technologies and solutions. It was a show for visitors to catch up with latest innovations and trends of the technology. R.F.I.D. exhibitions and conference provided an insight into new business opportunity through innovative solutions.

The event attracted more than 200 exhibiting companies from over 25 countries-Australia, Austria, Belgium, Canada, China, Croatia, Finland, France, Germany, Hong Kong, India, Italy, Saudi Arabia, Korea, Malaysia, Singapore,

Spain, Switzerland, Taiwan, Thailand, Netherlands, United Arab of Emirates, United Kingdom.

For the first time, Singapore Manufacturers' Federation (SMA) organised the Singapore Pavilion at the R.F.I.D. with 8 companies participating. They are:

- 1) Spartan Systems Pte Ltd
- 2) Janna Systems Pte Ltd
- 3) Anewtech Systems
- 4) Contrinex (SEA) Pte Ltd
- 5) Vector Infotech Pte Ltd
- 6) Laminex-ID Systems Singapore Pte Ltd
- 7) Vankee Enterprise (S) Pte Ltd
- 8) Paclin Office Products Pte Ltd

For booking of booths for Cards Asia / R.F.I.D World Asia 2008, please contact Pauly Tan at 6826 3079 or via email at paulytan@smafederation.org.sg



^ Mr Jeffrey Liew of SMA and Mr Thomas Neo of Spartan Systems Pte Ltd welcome the GOH, Mr Chan Yeng Kit of IDA at the Singapore Pavilion booth.



^ Participants at the Cards Asia 2007



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Facsimile: (65) 6546 1368/1369

Email: fastsing@singnet.com.sg

Business mission trip to the Philippine

Reported by Lawrence Chan

On a joint business mission trip, Sma's Building Products & Construction Materials (BPCM) and Fire Protection, Safety and Security (FPSS) Industry Groups went to the Philippine on 13 - 16 March 2007.

Led by Mr Gan Geok Chua, Executive Director of Singapore Saftey Glass Pte Ltd, the delegates had the opportunity to meet with several major government agencies and trade associations in the Philippines. They managed to have a better understanding of the business environment in the Philippines from the meetings and networking sessions. This trip definitely served as a platform to explore business opportunities in the Philippine.

The highlights of the trip:

- Met with the Philippine-Singapore Business Council
- Business-matching session for developers, architects and construction materials suppliers
- Visitation to Carmelray Industrial Park II
- Met with Federation of Filipino-Chinese Chamber of Commerce & Industry
- Attended industry briefing by Philippine Economic Zone Authority (PEZA)
- Visited WORLDBEX 2007 - one of the most established national trade fairs

For more information on this business mission, please email lawrencechan@smafederation.org.sg



^ The Sma delegation at the networking lunch hosted by Ascendas Philippines



^ The Opening Ceremony of WORLDBEX 2007

>> Sma Mission Leader, Mr Gan Geok Chua discussing on possible collaborations with Mr Guillermo Luchangco, Executive Director of Philippine-Singapore Council



China market access seminar

Reported by Pauly Tan



^ Mr Jeffrey Liew, Director of Industry Development Division- Sma presented a gift of token to our guest speaker Ms Abby Li from UL-CCC Company Ltd in Beijing.



^ Mr C K Liang, Chairman of ATIG was invited to deliver the welcome speech



^ A group of attentive participants

A seminar on access to the Chinese market was organised on Thursday, 29 March 2007. It was a resounding success for Singapore Manufacturers' Federation (Sma) Automation Technology Industry Group (ATIG) together with Underwriter Laboratories International Limited (UL).

This event seeks to equip Sma members the essential strategies to launch their products successfully in this market.

The 1-day informative seminar covered:-

- China Compulsory Product Certification System (CPCS), China Compulsory Certification (CCC) and the overview of the mandatory regulations

- Network Access License Approval and the overview of the mandatory regulation for telecommunication equipment
- Radio Type Approval and the overview of the mandatory regulations for the equipment with radio modules
- China Restriction of Hazardous Substances (RoHS) and Recycling of Waste Electrical and Electronic Equipment (WEEE) requirements

In view of the seminar's popularity and relevance, Sma will continue to arrange similar seminars. If you have missed this seminar and are interested to take part in similar seminars, please email paulytan@smafederation.org.sg to RSVP.

Food labeling and Trans Fat talk

Reported by Dennis Toh

In view of the recent public interest and concerns over trans fat, SMA Food & Beverage (F&B) Industry Group organised a food labelling dialogue session with on 27 March 2007.

Held at the Health Promotion Board auditorium, more than 150 participants attended this informative event. Participants were informed about trans fats and its labeling. They also received the new guidelines for the Healthier Choice Labelling Programme. In the dialogue session, officials from the Health Promotion Board and Agri-Food & Veterinary Authority answered many questions raised by the participants.

This event was organised by SMA with the

Agri-Food & Veterinary Authority and Health Promotion Board.

For more information on F&B related events, please contact Dennis Toh at 6826 3036 or e-mail at dennistoh@smafederation.org.sg



^ Good turnout at the dialogue session



^ Officials from AVA and HPB during the Q&A session

How bartering can save you 40%

Reported by Lyn Soon

On 21 March 2007, Ian Jones, Managing Director of BarterXchange and guest speaker, Mr Ron Whitney, Chairman and CEO of Barter Network Inc (USA) spoke on the benefits of using barter to complement a company's business strategies. With more businesses desiring to improve their purchasing power, BarterXchange guided many businesses on how to use barter trade credits to trade. Not to replace the existing cash, credit card or credit term sales, businesses are encouraged to barter unsold goods and services that that will contribute to company's profits. They helped companies to save up to 40%.

In this seminar, Mr Ron Whitney shared on how bartering can increase a company's purchasing power by enabling businesses to conserve cash and improve cash flow. He further stated that more than 60% of companies listed in Fortune 500 were involved in barter. According to International Reciprocal Trade Association (IRTA), global barter is valued at US\$853 billion a year and is expected to grow by 15% per annum.

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



^ Members learning about the barter-trade during the seminar

Get funded by registering for GST

Reported by Chin May Fang

SMA and SPRING Singapore organised a briefing for non-GST registered companies on 30 March 2007. Ms Michelle Yeo, Senior Tax Officer, Inland Revenue Authority of Singapore (IRAS) shared with the participants why they should register for GST.

Mr Voo Hui Min, Manager, Incentives Management from SPRING Singapore presented on issues regarding funds available for non-GST registered companies. He revealed that SPRING Singapore provides funds for purchasing accounting software and 50% of the following qualifying costs (subject to a maximum of S\$5000 per company):

- Professional fees and training costs
- Hardware costs
- Subscription fees for internet connection for up to 1 year

To find out how you can benefit from this funding scheme, please contact Wee Kwang at kangweekwang@edc.org.sg



<< Mr Voo Mui Ming, Manager, Incentives Management, SPRING Singapore (Left) in a discussion with participant after the event.



^ Seminar participant seeking GST clarifications with Mr S.Pon Rajoo, Senior Tax Auditor, IRAS (Right)

High Jump - The secret to an adaptable warehouse management software

Reported by Chin May Fang

The constant changing business environment requires businesses to execute ground-breaking solutions to manage increasing customer expectations, compliance requirements and competition effectively.

On 26 April 2007, 3M Technologies and SMA co-organized a seminar - HighJump: The Secret to an Adaptable Warehouse Management Software (WMS). Mr Stan Chew, Director, EMEA Sales, 3M Supply Chain Solutions shared his experiences on enhance supply chain solutions and various methods to improve their warehouse management through leaps and bounds with the software.

Mr Daniel Tan, MIS Manager, Westech Electronics Ltd, was also present to share Westech's user experience on HighJump with the participants.

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



^ (left), Mr Stan Chew, Director, EMEA Sales, 3M Supply Chain Solutions answering participants' queries towards HighJump's application.



National Workplace Safety & Health seminar

Reported by Andrew Ong



^ The EHSS FC with panel of speakers. From left: Mr Jason Yap, Mr Ng Wei Min, Mr Ismadi Mohamed, Mr Winston Yew, Mr Birch Sio, Mr Lim Meng Wee and Mr Ong Pak Shoon



<< The Q&A session in action



>> Participants writing their WSH2015 pledge stickers

In support of the Workplace Safety and Health 2015 (WSH 2015) campaign, organised by the Workplace Safety and Health Advisory Committee and in collaboration with the Ministry of Manpower (MOM), SMA recently held a seminar on 3 May 2007. It covered topics on safety in workplace to promote higher safety standards for higher performance at the workplace.

High profile speakers from the MOM were invited to provide us with government initiatives to enhance safety standards. Mr Ismadi Mohamed and Mr Winston Yew, both Assistant Senior Directors from the Occupational Safety & Health Division from the MOM shared with us. Mr Jason Yap, General Manager of Concord Associates shared on auditing for safety standards.

Highlights of the seminar:

- Presentation of ProBE 2007 programme by Mr Ismadi Mohamed which
- Presentation of BizSAFE by Mr Winston Yew
- Presentation by Mr Jason Yap on Safety Auditing for Higher Performance
- Q&A session for participants

A total of 50 participants largely benefited from the updates of MOM's latest initiatives such as ProBE and BizSAFE. Both programmes engage stakeholders in a synergistic approach to uphold workplace safety as a collective effort and commitment. Participant Mr Ben Khew, a Quality Assurance Technician commented, "Today I learnt a lot about workplace safety issues and tips that I can apply in my work."

This seminar was organised by SMA's Environment, Health, Safety & Security Function Committee (EHSS FC) to inform and educate manufacturers on local and international EHSS standards, agreements, etc that have impact upon their businesses. It was kindly sponsored by 3M.

For more information on this seminar or sponsorship in future SMA events, please email to Andrew Ong at andrewong@smafederation.org.sg

Electricity Energy Saving seminar

Reported by Lyn Soon



^ Dr Richie Lee (right) sharing tips

With electricity bearing the bulk of the operating cost, business owners are frequently concerned about electricity cost. Unknown to them, there are effective means to save electricity.

A seminar on Electricity, Energy Savings was conducted on 3 April 2007 for business owners who were concerned about their electricity consumption. Dr. Richie Lee from KSLA Energy & Power Solutions Pte Ltd (a Schneider Electric Subsidiary) presented on cost effective solutions to save energy. Energy savings solutions for various categories of equipment such as adequate maintenance could help them reduce electricity and save up to 30 per cent.

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



^ Participants viewing the live demonstration

Business Resiliency - New Risk, New Rules, New Approach

Reported by Jonathan Tan

Businesses frequently face unpredictable changes in the environment politically, economically, technologically and from natural disasters. Businesses were badly affected by recession in the late 1990s, the Tsunami in 2004, frequent earthquakes in Indonesia, changes in the political climate in Thailand. Not forgetting the recent emphasis on terrorist threats, many global companies are now highly resilient in safeguarding their investments and people from terrorist threats.

Facing with uncertainty, organisations today must develop a resiliency to the unpredictable world. An organisation's resiliency depends on their effectiveness of their continuity strategies in protecting and recovering from disasters.

For this purpose, SMA with Cavu Corp Pte Ltd jointly organised a seminar on 20 April 2007 to provide participants an insight on raising resiliency and business efficiency. This included new approaches to safeguard their businesses and to minimize business disruption from any potential disaster.



Speaker Mr. Roger Ee, a Business Continuity / Disaster Recovery consultant, shared with the participants on the methods and benefits of business continuity management.

The seminar provided participants with an opportunity to gain a deeper understanding of business continuity management and how it can enhance their company's competitiveness locally and globally.

For more information, please contact Jonathan Tan at 6826 3039 or email jonathantan@smafederation.org.sg.

<< Mr. Roger Ee addressing the audience

Singapore Voluntary Packaging Agreement briefing cum dialogue session

Reported by Dennis Toh

About a third of household waste is contributed by packaging of goods comprising of food, drinks and toiletries. There are increasing efforts by manufacturers to minimise waste by redesigning or replacing packaging materials. Now, laws are also implemented to guide producers be more responsible for the environment.

The National Environment Agency (NEA) has developed a voluntary programme called the Singapore Voluntary Packaging Agreement (SVPA). This programme partners, supports and guide packaging companies to adopt cost-effective solutions in reducing packaging waste. This programme facilitates collaboration among industry members, the community and the government.

To help SMA members better understand the SVPA program, SMA's Plastic and Packaging Industry group, Packing Council of Singapore and NEA co-organised a briefing cum dialogue session at EDC auditorium on 9 April, 2007. The members were given an overview of the program and how they can benefit from it. They were also informed about the various options that could be adopted for their own organisation. We hope that they are inspired to play their part in reducing packaging waste to protect our environment after this session.

For more information on packaging related events, please contact Dennis Toh at 6826 3036 or e-mail at dennistoh@smafederation.org.sg



^ Panelists for the Q&A Session - From Left, Ms Sharon Ong, Senior Scientific Officer - NEA, Mr Albert Lim, Chairman of PCS and Co-Chair of NEA Task Force on SVPA and Mr Ong Seng Eng, Director - NEA



<< Ms Sharon Ong, Senior Scientific Officer - NEA delivering her presentation

Using Six Sigma to Drive Real Business Growth

Reported by Mikaela Kwee



^ The speaker, Mr Edward Abramowich (right) seen here with Mr Alick Chia, Managing Director of SKF South East Asia & Pacific Pte Ltd.

Around the world MNCs and SMEs are achieving great success in cutting costs and improving quality by using a rigorous approach to problem-solving and improving efficiency called Six Sigma.

These cost reductions, however, often do not improve revenue, which prompted many leading Six Sigma companies such as Honeywell to rethink their approach to Six Sigma. These companies are now looking to the next generation of Six Sigma to help them grow their businesses and create value for their customers. This new approach, dubbed "Six Sigma for Growth" builds on Six Sigma's traditional strengths, but

concentrates on innovation and creating value for customers.

Edward Abramowich, renowned Singapore-based Six Sigma / Lean guru is the author of the best-selling book "Six Sigma for Growth: Driving Profitable Top-Line Results". Speaking at the Six Sigma for Growth Masterclass organised by SMA Centre for Corporate Learning on 16 May 2007, he said, "People now realize that Six Sigma is also a powerful revenue driver."

The main premise of Six Sigma for Growth is that a firm can grow if it successfully finds ways to add value to customers' businesses that are measurable and demonstrable. Solution selling which is all about integrating products and services to come up with new, value-added offerings is a great example of it.

Unfortunately, most traditional sales forces cannot handle solution selling effectively. Using The Growth Road Map, Edward shared with the participants how they could implement this new approach to drive profitable growth in their businesses.

He also shared some industry case studies of best practices in Aerospace, Medical Equipment and High Technology who have all successfully generated significant revenue through this new approach.

A further comprehensive 2-day masterclass on Six Sigma for Growth by Edward Abramowich will be held on 3-4 July 2007. This seminar is supported by SMA Centre for Corporate Learning and an exclusive discount is offered to all SMA members.

Interested parties may contact Ms Mikaela Kwee at 6826 3055 or email at mikaelakwee@smafederation.org.sg



^ Participants listening attentively to the presentation by Mr Abramowich.

The Economic Feedback Committee

Reported by Chan Ai Mun

The Economic Feedback Committee (EFC) was formed to collect feedback and raise issues SMA members face when running their businesses and manufacturing facilities. SMA's President, Mr Edwin Khew who is also an NMP intends to raise these concerns and issues in Parliament.

The EFC started with this year's Budget debate when Mr Khew requested members to submit their feedback of the Budget and requested for policy initiatives within the budgetary framework. A preliminary 2-man "committee" helped Mr Khew screen and collate the feedbacks given by a number of members.

Out of this exercise, Mr Khew believed that SMA can play a role to provide members with more opportunities to raise issues in Parliament. The feedback unit or EFC was thus expanded to assist Mr Khew to collect feedback from members and the manufacturing community. The committee was put together comprising of a few volunteering members of the SMA Council.

It is chaired by Professor Lim Chin (Professor Economics & Business Policy in NUS Business School), with support from Mr. Hans-Dieter Bott (MD of Siemens Pte Ltd), Mr Edwin Khoo (MD & Head of Corporate & Enterprise Banking of DBS), and Mr Simon Lee (CEO of Feoso Oil).

Beside collecting feedback from members, EFC may direct SMA Research & Corporate Communications Division to gather

information by conducting regular research and surveys on major issues that concern manufacturers and the manufacturing community. Further, the EFC will also recommend relevant questions for President Edwin Khew that can be raised during Parliament sittings. Business issues that involve labour, operating cost, rentals, raw material supplies, market competition etc. can be brought up to the committee.

If you have any relevant business issues that you wish to raise in the Parliament please contact Ms. Chan Ai Mun at chanaimun@smafederation.org.sg



^ From bottom left : Professor Lim Chin, Mr. Hans-Dieter Bott. From top left: Mr Edwin Khoo and Mr Simon Lee



1. Chien Chee Siong

Chee Siong joined SMA as Executive in the Finance and Administrative Division. Coming from Malaysia, this is the first time he is working in Singapore. He graduated with a Business Degree in Accountancy & Finance. Hardworking and full of enthusiasm, we believe he will contribute to the success of the organisation.



2. Lim Sok Kuan Sharmaine

Sharmaine joined SMA on 2 May 2007 as Executive, providing administrative support to the Deputy Secretary-General, Vincent Guok. She was previously with the civil service sector for more than 6 years. She graduated in 2004 with a Bachelor of Commerce in Marketing & E-Commerce.



3. Chan Ai Mun

Ai Mun joined SMA on 16 April 2007 as Assistant Manager in the Research & Corporate Communications Division. She has a wealth of experience in marketing research and has been in this industry for more than 10 years. She graduated with a Bachelor of Arts from the University of Oklahoma.



4. Chong Soo Chin

Soo Chin joined SMA on 2 May 2007 as Executive in the Finance and Administration Division. She has more than 10 years of accounting experience and we look forward to her contribution to the organisation.



5. Se Hong Geh Ashley

Ashley joined SMA School of Management on 30 April 2007 as Operations Executive. He graduated with a Bachelor of Science in Computer Science with Management from the SIM Open University in 2003 and worked with a major telecommunications organisation before joining us.



6. Hon Tse Yang Jason

Jason joined SMA School of Management on 9 April 2007 as Operations Executive. He was working as Admissions Officer with the Canadian College of Management and Technology prior to joining us. Jason graduated with a Bachelor of Arts (Hons) from Simon Fraser University.



7. Tan Chan Hiong Eugene

Eugene joined SMA School of Management on 9 April 2007 as Senior Programme Consultant with SOM. He has been in the sales & course consultancy industry since graduating from the University of Queensland with a Bachelor of Engineering in 2004.



8. Lim Teck Chuan

Teck Chuan joined SMA on 16 May 2007 as IT Executive. He will be stationed at the new SMA School of Management campus. Teck Chuan has been in IT support since he graduated from Nanyang Polytechnic in 2004.



9. Fuan Cheng Ling Michelle

Michelle joined SMA on 11 May 2007 as Executive with the Membership & Trade Services Division. She has more than 10 years of sales experience and was working with Firstronics Components Pte Ltd before joining us.

Welcome our new members for SMA (Mar/Apr)

March 2006 (Total : 14)

Itea Asia	Taiyo Yuden Singapore Pte Ltd
Beauty Choice Pte Ltd	Dade Behring Asia Pte Ltd
SJ Manufacturing (2003) Pte Ltd	Seiko Instruments Singapore Pte Ltd
APS Pak International Pte Ltd	UBS Ag
Chia Tai Feedmill Pte Ltd	Altus
Hakuruma Technology Pte Ltd	Product & Produce Pte Ltd
Time Watch Investment Limited	Cameron (Singapore) Pte Ltd

April 2006 (Total : 17)

Multi-Contact (South East Asia) Pte Ltd	Singapore Post Limited
F.A.S.T. Electromech Pte Ltd	EDS International (S) Pte Ltd
Marujyau Technology Pte Ltd	Splendour Corporations Pte Ltd
Beauty Impress Pte Ltd	QAD Singapore Pte Ltd
Narada Asia Pacific Pte Ltd	CCM Singapore Pte Ltd
Horizon Singapore Terminals Pte Ltd	Chemexco Trading Pte Ltd
Integrated Lens Technology Pte Ltd	Sumitomo Chemical Asia Pte Ltd
Berg Propulsion International Pte Ltd	Holcim Group Support (S) Pte Ltd
Eriweld International Pte Ltd	



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