

Connect

May-Jun 2008

DOING BUSINESS IN GERMANY


A Seminar Introducing
successful 'Mittelstand'
companies

LEARNING MORE ABOUT LIVING TECHNOLOGY

Interview with
Singapore Computer Systems
President and CEO,
Mr Tan Tong Hai

ASK EDC@SMa

Eligibility for Risk Management
Assistance Fund



SINGAPORE'S MANUFACTURING PERFORMANCE OUTLOOK



Dear readers

Despite regular news reports on Singapore's manufacturing sector still experiencing a contraction, there are reasons to stay positive.

For this, we have included a special report for this issue's FOCUS story to present our latest findings of our manufacturing sector's performance for you to understand the trends that are emerging and to have a positive outlook towards the future of manufacturing in Singapore.

For certain, this present contraction is something that was long expected which has been affected by the external demand.

Some economists are even expecting that the numbers will continue to dip lower over the next few months, because of the sluggish electronics sector. However, there will be pockets of growth in areas such as marine engineering and with many also expecting pharmaceuticals to rally up and perform strongly this year.

Overall, economists have forecasted that the manufacturing sector will grow at a steady pace compared to last year- at just above 5 per cent, this will be on par with last year's growth.

With manufacturing navigating through this tumultuous trend, I would like to urge members to tap on the benefits and privileges that are available at Sma such as business matching events and international trade fairs to explore more business opportunities.

Upcoming in June, the Annual General Meeting will be held with the re-election of the Council Board for another 2-year term and Sma will be moving to a new premise in SPRING Singapore Building at Bukit Merah Central.

With these new developments towards the next phase of growth taking shape in the manufacturing community, do keep a look out for the next issue of CONNECT with more exciting updates on this re-election and other news.

Best regards,

Dennis Ng
Chief Editor



COVER: Singapore's Manufacturing Performance Outlook

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Distributed to more than 5,000 organisations.

Sma is Moving!

Please be informed with effect from 30 June 2008, we will be relocated to:

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Our telephone lines remain the same while here are the changes to our fax:

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EDC@Sma	6826 3021
International Trade Division	6826 3068
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Kindly update your records accordingly and send all future correspondence to our new address.

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Inside

Features

News in Brief	06
Interview with Singapore Computer Systems	08

Focus

Singapore's Manufacturing Performance Outlook	16
--	----

Opinions

Intellectual Property in Manufacturing	21
---	----

Regulars

Foreword by Chief Editor	02
Events	10
Membership Benefits	14
Ask EDC@SMa	18
Trade Calendar	20
Snapshots	22
Lifestyle	25
CCL Calendar	26
Updates	28



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Stronger brands perform better in stock market

According to a survey by branding consultancy, Strategicom, companies with strong brands reap the rewards of superior market equity performance.

The effects of strong brands on market performance are especially evident for companies in the property/REITS, Retail/F&B and environmental industries.

This inaugural study researched the brand strength of 552 active SGX listed companies in 12 industries - that includes finance, manufacturing (non-tech), off-shore & marine, services, healthcare, hospitality, transport & logistics as well as those in multi-industries- as perceived by financial professionals and savvy investors.

EDB's role and power redefined to explore new businesses and industries



The Economic Development Board (EDB) has been given wider powers to explore new businesses and industries to help meet the challenges of the new economic environment after aligning the EDB Act with the provisions more commonly found in other statutory boards' Acts.

Under this Act, EDB can now appoint a temporary chief executive officer without needing to seek the approval of the minister.

This power could be exercised during the absence or incapacity, due to illness or otherwise, of the CEO. However, the minister retains the right to remove the CEO by giving instructions to the board.

These include protecting EDB board members, officers or employees against liability for "errors or omissions in information supplied to the public" if these were made "in good faith and in the ordinary course of the discharge of duty".

The borrowing powers of the EDB have also been increased. It may now borrow from the government or from any other sources as directed by the minister.

Inflation rate to go down in 2nd half of 2008



According to Trade and Industry Minister Lim Hng Kiang, the inflation rate is expected to go down in the second half of 2008, with the Monetary Authority of Singapore allowing the Singapore dollar to rise in a bid to fight inflation.

Singapore's inflation rate has been hovering at its highest level in 26 years. This has been fuelled by a rise in prices of food and raw materials.

For now, the government is maintaining its forecast for inflation to remain with the range of between 4.5 per cent and 5.5 per cent this year.

Biomedical sector grows fourfold



Singapore's output in biomedical sciences has increased fourfold and the city-state is positioned to further tap Asia's expanding medical market.

Biomedical sciences - pharmaceuticals, biotechnology, medical technology and healthcare services - last year made up 10.1 per cent of all manufacturing output in Singapore.

Output reached S\$24 billion (US\$17.7 billion) last year, up from S\$6.3 billion in 2000, when the government began to develop the sector in a bid at economic diversification, the Economic Development Board (EDB) said.



Six key sectors identified as high risk from climate change

According to a KPMG report, six sectors are at risk from climate change. They are tourism, financial services, oil and gas, aviation, transport and medical services which make up some 40 per cent of GDP.

KPMG said it does not take a lot of effort or money to be prepared for such climate changes. Companies need to integrate risk mitigation management measures into overall risk management systems.

It added that the government's role by intervening with strong regulations to encourage companies to take steps for climate challenge would be vital as the possible impact on GDP due to climate change is anywhere from 1 to 5 percent. ■

Learning more about **Living Technology**



SCS Corporate Headquarters at Bedok South Road

BRIEF PROFILE

SINGAPORE COMPUTER SYSTEMS IS A MULTI-AWARD WINNING INFORMATION AND COMMUNICATIONS TECHNOLOGY SERVICE PROVIDER IN ASIA. AS THE PROVIDER OF TRUSTED SERVICES TO ITS CUSTOMERS, SCS EMPOWERS ORGANIZATIONS WITH COMPETENT IT PROFESSIONALS, USING PROVEN PROCESSES AND LIVING TECHNOLOGIES IN A TIMELY AND COST EFFECTIVE MANNER.

INCORPORATED IN 1980 AND PUBLICLY LISTED SINCE 1991, SCS HAS OPERATIONS IN SINGAPORE, BRUNEI, CHINA, INDONESIA, MALAYSIA, THE PHILIPPINES AND THAILAND.

In this issue, we're pleased to have with us another one of our distinguished corporate members, Mainboard-listed Singapore Computer Systems (SCS). Its President and CEO, Mr. Tan Tong Hai serves as SMA's Council Member and is widely known as a "Turnaround CEO" for successfully steering the former NASDAQ-listed Pacific Internet, and now SCS back to profitability.

CONNECT: What drives SCS to where it is today as a leading information and communications technology service provider in Asia with more than 2,200 ICT professionals?

Tong Hai: I believe it all boils down to our ability to deliver consistently on our Trusted brand. The use of ICT is now quite broad-based - enterprises need it to sharpen their competitiveness and to reduce operational cost; governments all over the world have started integrating ICT into public services to improve quality of service for citizens; and consumers are increasingly adopting infocomm technology to get into e-communities.

The challenge is to engage a credible ICT partner who has the experience, the processes, and the commitment to fulfill the ICT promises.

In this aspect, I think we have done well as exemplified by the successes and goodwill with our customers over the years. The commitment to Trusted Services governs the way we conduct ourselves, our business and our responsibility towards our customers. By putting ourselves firmly in our customers'

shoes, we are able to relate to their business objectives and issues that keep them awake at night.

CONNECT: Share with us how SCS' differentiates itself from its competitors to compete in a global market?

Tong Hai: We have in our brand name "Singapore" and this gives our customers the confidence and trust that we can deliver projects in an effective manner, similar to the image of the Singapore government projected on the global front. In this aspect, we also adopted an "Infocomm Singapore" trust mark in our marketing materials to reinforce the "Made in Singapore" brand.

Our business model is very partner-centric and we differentiate ourselves through the global partnerships and expertise that we can bring to our customers. We give customers the best of both worlds - by providing them with the peace-of-mind that there is an established local player like SCS to support them; and at the same time they are able to tap on global innovations and know-how.

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

Tong Hai: We were part of the recent winning oneMeridian consortium that won the billion-dollar SOEasy government project. We partnered with EDS, our consortium lead to bring in global expertise and references, while we provide local resources and knowledge of the government sector to support the winning bid.

CONNECT: What are your primary concerns that affect your business sustainability?

Tong Hai: Our primary concern is the general increase in cost across the board, and yet customers expect IT prices to remain low but with better service level. With higher labour cost, it makes it untenable for IT service providers to continue to offer quality IT services at low price over the long term.



Behind SCS's living technology is its backbone of dedicated staff

Customers will have to re-think their IT strategy to adopt an outsourcing model instead of in-sourcing. They will also have to adopt a longer-term approach to view their IT service providers as partners instead of merely vendors.

We are seeing more of the larger enterprises adopting this approach. Over time, we hope to see more SMEs doing likewise.

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

Tong Hai: As technology advances, it is no longer sufficient to be a traditional IT service provider to provide systems, network and applications services. One has to understand the network effect of connectivity and mobility introduced by the telecom sector. The innovations brought about by the gaming generation have generated real-life digital animated interfaces that open up new possibilities for human-machine interactions.

Consumers are now buying software downloadable from the Web. Enterprise customers are now more accustomed to running applications from the Web (examples are Google Apps and Salesforce.com) instead of from in-house servers.

As a leading IT player, SCS will have to take advantage of new opportunities created by these changes. We cannot remain as Singapore Computer Systems. We have to evolve ourselves into Singapore Convergence Services to provide new converged services brought about by the convergence of IT, network and telecom.

We were happy that we were awarded the Mobile Number Portability hosting project together with our US partner Syniverse last year. This is certainly a step in the right direction. We will continue to pursue opportunities in the convergence space to bring us closer to what SCS can be in the future.

CONNECT: Complete this sentence, "I enjoy being a SCS member because....."

Tong Hai: "...it provides a platform to network with members in the manufacturing sector, so that we can better understand its opportunities and challenges. In doing so, we can look at new ways to help manufacturers adopt IT so that they can enhance their competitive advantage." ■



SMA Council Member, Mr Tan Tong Hai aka the "Turnaround CEO"

Success Factors of 'Mittelstand' Companies Seminar

By Andrew Ong



On 29 February 2008, SMA and the Singaporean-German Chamber (SGC) co-organised a first-of-its-kind seminar which showcased four Small and Medium-sized Enterprises (SMEs) from Germany and Singapore to exchange success stories.

'Mittelstand' is the German word used for the medium-sized companies and successful SMEs are the key to thriving economies. They are innovative and flexible and sometimes, are market leaders in specific products, and these were what our presenters were- leaders in their respective field and industry.

The 4 companies that presented were:

- Avodaq Pte Ltd
- Wieland Metals (Singapore) Pte Ltd
- Inspiraz Technology Pte Ltd
- Wanin Industries Pte Ltd

Besides having an enriching session of learning the success factors from the presenters, this event also marked a significant milestone between SMA and SGC. This joint seminar was the result of an MOU agreement signed last year to further ties between Singapore and Germany businesses in Singapore, with both parties gaining mutual benefits for members in exploring business opportunities.

During this event, SMA was represented by Council Member, Mr James See and SGC was represented by Acting President, Mr Hans-Dieter Bott with Ms Elim Chew, President and Founder of the fashion label 77th Street as Guest-of-Honour. - CONNECT

GERMANY – A Place to Do Business

More about Germany:

- Located at the heart of Europe- From Berlin, all European capitals can be reached within few hours: it takes 1.5 flight hours to London and Paris, 2 flight hours to Rome and 3.5 flight hours to Hungary only
- The largest internal market in the world and an economic engine with GDP growth figures of 2.9% in 2006 and estimated 2.6% in 2007
- Highly advanced infrastructure with 12,000 km of Autobahn, 100 airports with Frankfurt as Europe's busiest cargo airport and 10 seaports
- Offers an excellent workforce in Europe with professional standards such as for clerical, technical, and managerial staff.

Germany recorded €400 billion (\$838 billion) worth of foreign investments in 2006 and proved itself as a top region for foreign investors. Generally, the business climate in Germany is very open to new investors.

In bid to attract new business and companies from all over the world, several development incentives were launched. One example is the Eastern Länder where investors can obtain an investment allowance.



Top: Panel of speakers during the dialogue session. From left: Moderator Mr Klaus Nienhaus, Mr Robert Schaffner from Avodaq Pte Ltd, Mr Edwin Chow from SPRING Singapore, Mr Ivan Tan from Inspiraz Technology Pte Ltd, Mr Joachim Ihrcke from Droege & Comp Asia, Mr Raymond Ker from Wanin Industries Pte Ltd and Mr. Carsten Häcker from Wieland Metals Pte Ltd



Bottom: VIPs at the event: From right: Mr James See, Council Member of SMA, GOH Ms Elim Chew, President and Founder of 77th Street, and Mr Hans-Dieter Bott, Acting President of SGC

One such successful investment from a Singapore company is Singapore's largest furniture manufacturer- HTL International Holdings Pte Ltd who set up one of its two European sales offices in Germany and owns the upmarket furniture retailer Domicil House in Cologne, Germany.

For more information on investing in Germany, please contact the Singaporean-German Chamber of Industry and Commerce (SGC) at 6562 8500 or email info@sgc.org.sg ■

Retail Banking and Bank Management Training for Bank for Investment and Development of Vietnam By Elaine Tan



Above:
CCL training- Senior management team of BIDV after receiving their certificates of completion from Ms Doris Chow, Director for CCL

For three days- 18 to 20 March 2008, the Centre for Corporate Learning (CCL) collaborated with its partner EastAsia Consulting Group on a customised corporate training for an overseas client- Bank for Investment and Development of Vietnam (BIDV).

BIDV's team of 30 senior management staff from their various bank branches within Vietnam underwent an intensive and comprehensive training on Retail Banking and Bank Management and its best practices.

With Singapore reputed as a financial hub, it was a natural choice for BIDV to send its team here for its corporate training. BIDV's selection of their training provider for this project also reflected their confidence in CCL's established reputation as a corporate training centre since 1966.

Mr Truong Van Son, the Team Leader of BIDV, had on behalf of his colleagues expressed his gratitude to CCL for such a pleasant and fruitful training experience for the group. - CONNECT ■

Counter Terrorism Seminar to Retailers

By Chan Ai Mun

On 20 March 2008, the Environment, Health, Safety & Security Function Committee (EHSS FC) of Sma supported a counter terrorism awareness seminar by jointly organising it with the Ministry of Home Affairs, National Environment Agency (NEA), Singapore Retailers Association (SRA) and the Singapore Chemical Industry Council (SCIC). This event was mainly targeted at retailers.

Held at the SPRING Singapore auditorium, senior executives and security member companies of SRA participated- NTUC Fairprice, Body Shop, Carrefour, Watson, Isetan, Luxasia Singapore, Robinson & Co, Metro, CK



Tang, Estee Lauder Cosmetics, The Hour Glass, 7 Eleven, Shell Eastern Petroleum, Cheers Holdings, Chevron International, ExxonMobil Asia Pacific and Singapore Petroleum Company.

Participants benefited in learning on the threats of terrorism and were also introduced to cost-effective security measures to improve the security over the purchase of day-to-day products that could be used in producing explosives.

- CONNECT ■

Above
From left: Ms Lau Chuen Wei, Executive Director of Singapore Retailers' Association (SRA), Mr Terence Koh, Executive Director of Singapore Chemical Industry Council, Mr Seah Wai Toh, Internal Security Department, Mr Lim Meng Wee, Council Member of Sma, Mr John Hirst, Senior Consultant, SRA, Mr Raja Kumar, Director, Casino Regulatory Division, Mr Birch Sio, Council Member of Sma, Mr Dennis Ng, RCC & MID Director of Sma, Superintendent David Scott Arul, Deputy Director Operations, SPF and Superintendent Evon Ng, Assistant Director Operations, Community Involvement Division, SPF

Food & Hotel Asia 2008

By Dennis Toh



Mr Sunny Koh, Council Member and Chairman of SMA's F&B Industry Group showing Senior Minister of State for Trade and Industry, Mr S. Iswaran some of Chinatown Food Corporation's food products

On 22 April 2008, a 4-day event- Food & Hotel Asia (FHA) 2008 took place at the Singapore Expo Hall in its 16th edition and was appropriately graced by Mr S. Iswaran, Senior Minister of State for Trade and Industry as Guest-of-Honour during the opening ceremony.

Touted as the largest international food and hospitality event ever, FHA 2008 exhibited the latest products and services, and featured industry trends and developments that provided best industry practices and insights.

"FHA 2008 provided an excellent platform for buyers and sellers to meet and discover new businesses opportunities," Mr Sunny Koh, Chairman of SMA's F&B Industry Group, "we believe that the Singapore Pavilion was able to establish new business opportunities from their participation."

SMA and IE Singapore led the Singapore Pavilion which comprised of 53 companies covering more than 700 square metres. This was supported by Agri-Food & Veterinary Authority of Singapore, Health Promotion Board and the Singapore Food Manufacturers' Association. - CONNECT ■

The Best of Workplace Health & Safety for Manufacturing Seminar

By Andrew Ong



From left: Mr Muhammed Vassiq from AMD, Mr Ong Ann Pang from Cameron, Mr Kalaivanan from Infineum, Mr Birch Sio, Deputy Chairman of EHSS FC and Council Member of SMA, Dr Moh Chong Tau, Deputy President of SMA, Mr Hashim Mansoor from MOM, Mr Hans Pijnenburg from ExxonMobil Chemical, Mr Tan Soo Hoon and Mr Jaspal Singh from WSH Council

On 4 March 2008, the Environment, Health, Safety & Security Function Committee (EHSS FC) led by Chairman, Mr Hans-Dieter Bott organised the Best of Workplace Safety & Health- Manufacturing: Featuring the winners of WSH Awards 2007 with the support of the WSH Council.

In his welcome speech, SMA's Deputy President, Dr Moh Chong Tau who was invited as Guest-of-Honour thanked the winners for volunteering their time to present their projects and reiterated the federation's commitment in partnering with the government in reducing the number of workplace fatalities from 5 to 2.5 per 100,000 workers by 2015.

Here is the list of winners who presented:

- WSH Performance Awards 2007 Excellence Award Winner
Mr Hans Pijnenburg from ExxonMobil Chemical Singapore
- WSH Best Practices Awards 2007 Outstanding Achievement Winner Mr Muhammed Vassiq from Advanced Micro Devices (S) Pte Ltd
- WSH Officer Awards 2007 Winner
Mr Ong Ann Pang from Cameron Pte Ltd
- WSH Innovation Awards 2007 Manufacturing Industry Winner Mr Kalaivanan and Mr Rajadran Raj from Infineum (S) Pte Ltd



Chairman of EHSS FC and Vice-President of SMA, Mr Hans-Dieter Bott giving his keynote address

The event drew an overwhelming crowd of close to 100 participants who were mainly supervisors, managers and technicians across the manufacturing industry who benefited from learning new innovative ideas and practices presented by last year's WSH Award winners.

Interested parties who wish to participate in either the WSH Awards or WSH Awards for Supervisors, please visit our website to download the application forms. Closing date for both awards is 23 June 2008. - CONNECT ■

Member's Benefits & Privileges



Manufacturing Success

- Free listing in SMa publications
- Free listing in the SMa website
- Free publications eg. Tradelink, Annual Report and bi-monthly newsletter
- Access to research reports such as manufacturing outlook and trends via SMa website
- Free posting of job vacancies in SMa website
- Free admission to IE Singapore's resource centre
- Special SMa-AIA insurance schemes
- Special member's rate for business diagnostic session
 - CEO ProAct : The Newest Business CTScan for Enterprise
- Special member's rate on the purchase of electricity from Seraya Energy
- Special Dinner Table Package with Grand Corpthorne Waterfront Hotel
- Exclusive discounts on SA Tours Travel Packages
- Special Treatment Package by Bodysense Pte Ltd **NEW!**

Then, Now & Tomorrow

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

For enquiries, please contact the Membership & Industry Development Division

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



Take your business places with new Advisory Centre

Check in at International Enterprise Singapore's New Advisory Centre to take your business on a flight to global success

Looking to expand your business overseas but don't know where to go or how to take the first step? The people at IE Singapore may just have the solution.

In a move towards stepping up its service offerings to cater to a wider clientele, International Enterprise (IE) Singapore announced the launch of its brand new Advisory Centre on 14 May 2008.

The Advisory Centre is part of IE Singapore's continued efforts to encourage and support companies who are ready and willing to take the global challenge.

The IE Singapore Advisory Centre replaces the Resource Centre, a former service that provided business information resources ranging from print to online databases for companies that needed market and industry research reports or information to support their expansion plans.

Taking pride of place in a newly-revamped 10th floor at IE Singapore's office in Bugis Junction Office Tower, the Advisory Centre sports a sleek layout with individual consultation spaces. Its main aim – to advise, educate, inform and provide a comprehensive range of services to businesses eager to expand into overseas markets.

The Advisory Centre is a result of IE Singapore's response to customers' feedback who have been seeking greater face-to-face interaction and increased guided assistance to meet their internationalisation needs.

The new Centre has lined up a number of unique features to help businesses. For a start, clients will be greeted by the Concierge Service, which handles individual first-level enquiries. For more complex enquiries, businesses can seek advice from IE consultants on market intelligence, business matching, and all of IE Singapore's programmes and services.

IE Singapore has also partnered private sector experts to complement its consultants in providing advice on a wide range of internationalisation issues. A few of these partners include HSBC, UPS, RSM Chio Lim and the EnterpriseOne Business Informations Services (EBIS)

The partners will be present at the Centre, rotating according to weekly themes such as export advisory, market entry and set-up, international financing and international capabilities. By providing the first touch point, companies can further follow up or enter into commercial engagements with IE Singapore's partners on their own beyond the Centre's context. Partners' schedule is available online at www.iesingapore.com/advisorycentre.

The launch of the Centre is also timely as Small and Medium-sized Enterprises (SMEs) are increasingly looking to grow by expanding into overseas markets.

The number of internationalising SMEs is expected to continue to grow in the coming years, with venturing abroad being the next stage of their business strategy.

According to the 2007 SME Development Survey conducted by DP Information Group, the number of SMEs doing business overseas has been steadily growing. Findings from the survey showed that in 2007, an impressive 70% of SMEs surveyed had already begun exporting, compared to 59% in 2006.

"As more SMEs see overseas expansion as an inevitable part of their growth strategy, there will be an increasing demand for customised, face-to-face and affordable services on overseas growth advisory, market intelligence, business matching and identifying of overseas opportunities," said Mr Chong Lit Cheong, CEO of IE Singapore.

As the lead agency promoting overseas growth of Singapore-based enterprises and international trade, IE Singapore has been quick to step up its game and help SMEs realise their ambitions.

IE Singapore services benefitted 26,800 SMEs, or one in five local SMEs, in 2006 and 2007 through more than S\$280 million in tax and financial grants to support their export and international expansion needs. The assistance helped SMEs expand into over 90 overseas markets, with an expected overseas turnover of about S\$13 billion when fully realised in the next three to five years.



Quick Glance

Advisory Centre's Enhanced Services

The Centre is open to all Singapore-based companies and individuals. ie Connect members have immediate access to the services while new clients can register at the Concierge counter and access services immediately. Admission and advisory services at the centre are complimentary.

Advisory Services

IE Singapore consultants and private sector partners, will provide face-to-face advisory services. These include: advice on export; market entry and set-up; international expansion financing; international capabilities; market intelligence; business matching; and IE Singapore's programmes and services.

Business Information Services

The Centre provides access to online and print information resources for businesses to make informed decisions. Services include: online databases such as Lexis Nexis, Zawya, EIU and Trademap; print resources such as the latest business, country and industry reports, trade directories and publications; ieShop for purchasing reports.

Workshops and Seminars

IE Singapore conducts regular workshops and seminars for companies to raise awareness and knowledge of markets and industries, network with potential business partners and learn about issues pertaining to market entry. Regular seminars include iadvisory Seminar Series, IE Awareness Seminars and Market Research Workshops.

For more information, visit
www.iesingapore.com/advisorycentre

Singapore's Manufacturing Performance Outlook

This report by DP Information Group provides the evidence of Singapore's manufacturing trend in climbing towards the higher value chain of manufacturing in remaining competitive in a global market.

To many, the performance of the manufacturing sector in this year's ranking of the Singapore 1000 (S1000) corporations and Singapore Small Medium Enterprise 500 (SME500) 2008 is an indication of the dwindling down of the total contributions the manufacturing sector makes to Singapore's economy.

While top line data from both the chart and table below may point towards supporting the arguments put up by the analysts, closer examination suggests otherwise.

In the 2008 S1000 / SME 500 ranking, the total turnover of S1000 manufacturing companies fell 8.3% while those of SME500 fell 17.1% during the current ranking period.

In addition, the number of manufacturing companies in S1000 and SME500 has fallen from a high of 253 S1000 companies in 2003 to 222 in 2007 and from 94 Singapore SME 500 companies in 2003 to 69 in 2007.

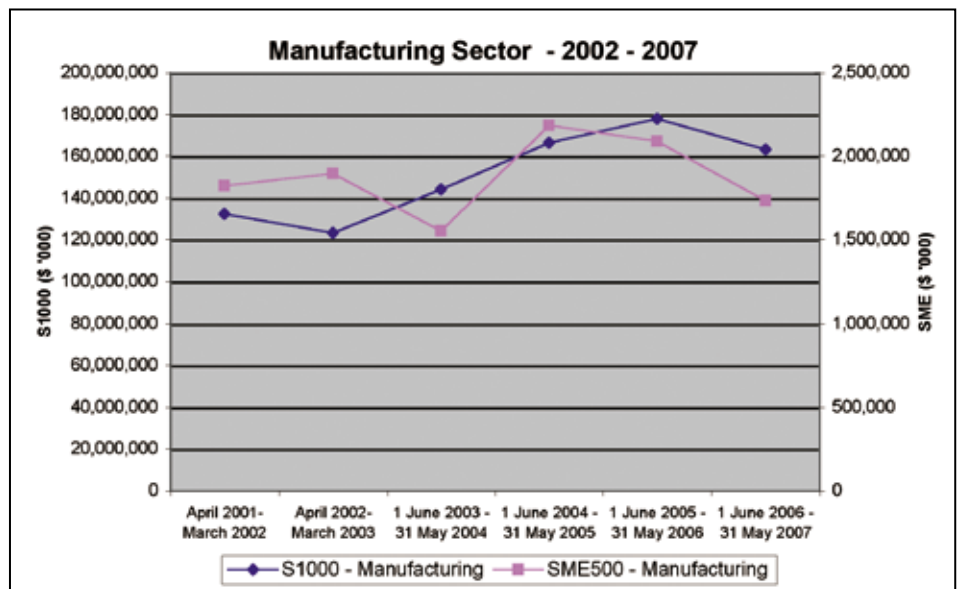


Chart 1: S1000 and SME500 Manufacturing Sector performance (2002 – 2007)

The emergence of new growth sub-segment

Amongst the S1000 companies, notwithstanding the 4.3% drop in number of manufacturing companies, the number of companies from the Precision Instruments and Metal/ Fabricated Metal enjoyed double digit growth. More astonishingly, 100% of companies from both these sub-segment are profitable.

Incidentally, both sub segments are engaged in high value add industry, with names like: MMI Holdings Limited, Emerson Process Management Asia Pacific Private Limited, Accuron Technologies Limited and Compart Asia Pte Ltd, from the Manufacturing – Precision instruments

	April 01-March 02	April 02-March 03	June 03 - May 04	June 04 - May 05	June 05 - May 06	June 06 - May 07
S1000 - Manufacturing	236	253	230	233	232	222
S1000 - Manufacturing		7.2%	-9.1%	1.3%	-0.4%	-4.3%
SME500 - Manufacturing	85	94	73	90	76	69
SME500 - Manufacturing		10.6%	-22.3%	23.3%	-15.6%	-9.2%

Table 1: S1000 & SME 500 - Number of Manufacturing Companies

BUSINESS CLASSIFICATION	Total number of Companies -Percentage Change	Percentage Of Profitable Companies
	(+ / -)	%
S1000 - Manufacturing		
Precision Instruments	80.0	100%
Metal / Fabricated Metal	30.8	100%

Table 2: S1000 – Top Performing Sub-segments within the Manufacturing Sector.

BUSINESS CLASSIFICATION	Total number of Companies - Percentage Change	Percentage Of Profitable Companies
	(+ / -)	%
SME500 - Manufacturing		
Electrical / Electronic Products	57.1	82%
Machinery / Equipment	45.6	94%

Table 3: SME500 – Top Performing Sub-segments within the Manufacturing Sector

industry. While Lee Metal Group Ltd, Delong Holdings Limited, Seksun Corporation Limited and Tanaka Electronics Singapore (Pte) Ltd are some of the companies that represent the Manufacturing – Metal / Fabricated Metal industry.

Accuron Technologies Limited – A ranked company in this year's Singapore 1000 is engaged in precision manufacturing, material processing and systems design and integration. It serves the aerospace, electronics and medical equipment industries. It is involved in the manufacturing and sales of aircraft parts, medical equipment, and metal injection moldings. Turnover grew 36.5% to \$428.6 million with profit increasing by 3.4% to \$33.0 million.

Seksun Corporation Limited is also a ranked Singapore 1000 company and is engaged in the manufacturing of high-precision metal components and contract manufacturing, for industrial and consumer electronics, computer peripherals and telecommunication equipment industries. The company saw a 92.9% jump in net profit during the ranking period, building on a \$31.4 million increase in Turnover in FY2006 to \$236.7 million.

Continuing the trend of the S1000 companies, SME500 ranked manufacturers are also moving away from their traditionally more supportive sub-segments to the Singapore based MNCs into high value chain manufacturing in areas of Electrical/ Electronic Products and Machinery/ Equipment sub-segments.

Some examples of Singapore SME500 ranked companies include:

Double award winner Romar Positioning Equipment Pte

Ltd, received the SME500 Net Profit Excellence Award and the Promising SME Award – Above \$50 million, at this year's award presentation. Romar Positioning Equipment is principally engaged in the designing, manufacturing of automatic welding fixtures and machinery. Romar Positioning Equipment currently exports to more than 30 countries worldwide. Notably, overseas revenue accounted for 85% of the company's turnover during the ranking period.

Another company, Superworld Electronics (S) Pte Ltd is engaged as a manufacturer of electronic and electrical magnetic components. In addition to the Singapore office, Superworld Electronics (S) Pte Ltd also has manufacturing plants in China and Taiwan.

Lessons and Experiences

Through the last five years, the manufacturing industry has experienced several events that brought valuable lessons for the industry. One point to note is for the industry to strategically position all manufacturing facilities in various locations. The SARs epidemic of 2003 has underscored the danger of concentrating all production facilities in one location. In addition, the more recent Taiwan earthquake has put the spotlight on the same predicament when the shutdown of the world's largest semiconductor production centre affected scores of electrical/ electronic manufacturers downstream.

The importance of supporting infrastructure and quality issues was also a highlight for the industry. China, the world's manufacturing powerhouse has accentuated the importance of product quality issues. Scores of US and European based MNCs had to recall their products from the market place when quality checks failed. This led the manufacturing companies in China to incur not only millions in logistical expenses and revenue losses but also the irreparable damage to their brand and reputation.

Outlook for Singapore's manufacturing

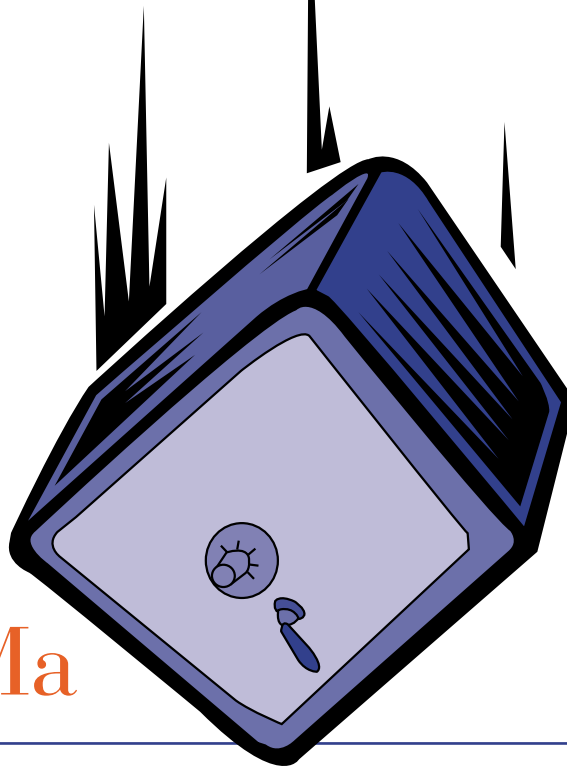
While areas like the logistic hub, air-transport hub, financial hub, construction and the hospitality and travel sector is expected to hog the limelight in the next few years, the manufacturing sector is expected to continuously shoulder a large part of Singapore's economical growth in the years ahead.

DP Information Group (www.dpgroup.sg) is proud to be an appointed business information provider for the Singapore



Manufacturers' Federation to assist companies in better credit management. ■

Ask EDC@SMa



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

Question: I heard that Risk Management Assistance Fund provides co-funding of the cost for improving capability of risk management to eliminate or reduce the risks of safety and health hazards at workplace. What are the eligibility criteria?

Answer: Companies covered under the Workplace Safety and Health Act, listed in the First Schedule, with 200 or less employees (including administrative and managerial staff) are eligible for the Risk Management Assistance Fund.

The company must not be a previous recipient of any government funding for risk assessment.

The company also must have at least one of the managerial or supervisory staff who has successfully completed a recognised Risk Management course (RMC) conducted by an Accredited Training Provider (ATP), and at least one of the Chief Executive Officer or top management attended a workshop on Risk and Safety Management (bizSAFE) conducted by an ATP.

Question: What can the company claim under this fund and what is the maximum amount claimable?

Answer: The company can only claim for the cost of engaging a consultant to build the capabilities in risk assessment. The consultancy must include the training/teaching of at least 20 per cent of staff strength (up to 30 persons) in risk assessment techniques, guiding them through at least one process.

The consultant may charge the company for services rendered and costs incurred in the course of the consultancy. E.g. Laboratory charges, training costs, administration costs, etc.

The maximum consultancy cost a company can apply for is up to 70 per cent with a cap of \$7,500. ■



**EDC@SMa**Enterprise Development Centre @
Singapore Manufacturers' Federationwww.edc.org.sg**ENTERPRISE DEVELOPMENT CENTRE
@SINGAPORE MANUFACTURERS' FEDERATION**

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

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

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

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

Our business consultancy programs are:

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

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

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

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

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

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

The Enterprise

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

Phone (65) 6826-3020 Fax (65) 6826-3021 Email edc@edc.org.sg**SMa
CENTRE FOR
CORPORATE
LEARNING****SMa Centre for Corporate Learning**

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

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

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

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

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

Singapore Manufacturers'
Federation

*SMa CCL conducts Seminars, Workshops,
Conferences and provides Corporate
Training for white collar executives to
blue collar employees*

For enquiries:

cdl@smafederation.org.sg / (65) 6826 3000www.smafederation.org.sg

Trade Exhibition 2008

NAME OF EVENT	INDUSTRY SECTOR	CITY/ COUNTRY	DATE	CONTACT PERSON
HOSPIMedica Sydney 2008	Medical Technology	Sydney, Australia	13 - 15 May	Ms Cecilia Tham E-mail: ceciliatham@smafederation.org.sg DID : 6826 3030
Semicon Singapore 08	Semiconductor	Singapore	6 - 8 May	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
MetalTech 2008	Precision	KL	7 - 11 May	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID: 6826 3079
NEPCON Malaysia 2008	Electronics	Penang, Malaysia	3 - 6 June	Ms Vivien Yen E-mail : vivienyen@smafederation.org.sg DID : 6826 3032
Medical Design & Manufacturing (MD&M) East 2008	Medical Technology	New York, USA	3 - 5 June	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID: 6826 3079
ICA/LAB 2008	Instrumentation	KL	10 - 13 June	Ms Pauly Tan E-mail : paulytan@smafederation.org.sg DID : 6826 3079
BroadcastAsia 2008	Broadcast/Animation	Singapore Expo	17 - 20 June	Ms Cecilia Tham E-mail: ceciliatham@smafederation.org.sg DID : 6826 3030
CommunicAsia 2008	ICT	Singapore Expo	19 - 22 June	Ms Vivien Yen E-mail : vivienyen@smafederation.org.sg DID : 6826 3032
Asian Securitex 2008	Security	Hong Kong	4 - 6 June	Mr Dennis Toh E-mail : dennistoh@smafederation.org.sg DID : 6826 3036
ProPak Asia 2008	Packaging	Bangkok, Thailand	13 - 16 June	Mr Dennis Toh E-mail : dennistoh@smafederation.org.sg DID : 6826 3036
GIMT+AMB China 2008	Machinery	Guangzhou, China	15 - 18 June	Mr Roy Chan E-mail : roychan@smafederation.org.sg DID : 6826 3019
Automotive Manufacturing 2008	Automotive	Bangkok, Thailand	19 - 22 June	Ms Vivien Yen E-mail : vivienyen@smafederation.org.sg DID : 6826 3032
Indo ICT Expo 2008	ICT	Jakarta, Indonesia	26 - 28 September	Ms Vivien Yen E-mail : vivienyen@smafederation.org.sg DID : 6826 3032

Trade Mission 2008

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

Intellectual Property In Manufacturing: Effective Intellectual Property Management (IPM) For SMEs



Many companies in Singapore today are leading the way when it comes to creativity and innovation. Delivering new and exciting products to the market, however, may be fraught with danger, should companies fail to protect their Intellectual Property (IP).

IP – The Currency of the 21st Century

Intellectual property, many have said, will be the currency of the future. More and more companies are making use of IP to gain a competitive edge. Thus, SMEs must recognise the importance and urgency of IP protection. Applying for protection for those IP rights that require registration (trade marks, designs, plant varieties and patents) is one important step. It is also important to note that IP protection is territorial, with each country having its own IP regulations. Companies should consult IP lawyers in this regard.

Intellectual Property In Products

A combination of different forms of IP rights can be used to protect a single product. Recognising these forms of IP rights is important. For instance, Creative's "PRODIKEYS", which combines a computer keyboard and music keyboard into a single product, is protected by at least 4 types of IP rights. These are:

- The patent for the combination of two different types of keyboards
- The registered design protection over the unique shape of the keyboard
- The copyright in the packaging and publicity materials
- The registered trademark for the product name – "PRODIKEYS"

Therefore, it is essential to be able to identify the various forms of IP that can be used to protect a product, to apply for

protection (for those IP rights that require registration) and to know how and when to exploit IP rights for commercial advantage.

Intellectual Property in Manufacturing Processes

In the burgeoning manufacturing industry, unique processes, techniques and methodologies are constantly being developed by companies to increase productivity. These may be capable of protection under the law of trade secrets or confidential information, especially if they give an edge against one's competitors.

Companies may choose to licence their know-how and expertise to others. Business decisions on this issue should be carefully strategised. Licensing helps companies to generate income and to expand fast without committing too much financial resources. The licensee usually pays an upfront cost, followed by a royalty based on sales, whilst the licensor provides the transfer of technology and knowledge.

The Brains Behind Intellectual Property

Lastly, whilst focusing on their products and processes, companies should not neglect the employees that generate their valuable intellectual property. These people are the company's source of innovation and creation. Their intellectual capabilities are the company's intellectual capital. Putting in place a system that trains, rewards and gives recognition to such employees for innovation will ultimately provide companies with their competitive edge. ■



Article contributed by Intellectual Property Office of Singapore (IPOS) (www.ipos.gov.sg)

Event: ProPak Vietnam 2008
Date: 5 to 8 March 2008
Venue: Ho Chi Minh City International Exhibition and Conference Centre
By: SMA



1. A 17-company Singapore Pavilion added a massive presence of Singapore-made products and services to ProPak 2008
2. One of the 17 Singapore companies- Kong Shiang Engineering Pte Ltd with visitors at their booth



Event: Manufacturing Seminar Series
Date: 18 March 2008
Venue: EDC Auditorium@SMA
By: EPICOR



1. Mr David Ho, Senior Director of Sales, South East Asia, Epicor Software (Asia) Pte Ltd delivering his presentation
2. Participants listening on to Mr Paul Ames, Manufacturing Consultant
3. Mr Paul Ames and Mr David Ho discussing further with a participant

Event: Market Turbulence: Opportunities or Risks?
Date: 19 March 2008
Venue: EDC Auditorium@SMA
By: RBS Coutts



1. From RBS Coutts Bank Ltd, Mr Terence Tan, Senior Vice President (left) and Mr Fong Wai Yip, Vice President were helpful in answering the queries of participants during the Q&A session
2. Mr Felix Hsu, Vice President, RBS Coutts Bank Ltd (middle) being flanked by participants
3. Ms Lily Toh, Executive Vice President, RBS Coutts Bank Ltd was also present



Event: Visit by Saudi Arabian General Investment Authority (SAGIA)
Date: 15 April 2008
Venue: Sma at The Enterprise
By: EDC@Sma



1. From left: Mr Gwee Seng Kwong from SPRING Singapore, Mr CY Chua, Sma Secretary-General, Ms Doris Chow, Director for EDC@Sma, Mr Ahmed Salman Al-Bader, Director General of Operations (SAGIA), Mr Bader Al-Fozan, Jed SSC Team Leader, Ms Naela Naseef, Customer Relationship Manager (SAGIA) and Mohammed Al-Hajri, Customer Relationship Manager (SAGIA)
2. Secretary-General, Mr CY Chua with Mr Ahmed Salman Al-Bader, Director General of Operations (SAGIA) discussing bilateral trade prospects between Saudi Arabia and Singapore
3. The delegates of SAGIA taking a tour around EDC@Sma

Event: Sharing on Singapore 1000 Findings
Date: 18 April 2008
Venue: EDC Auditorium@Sma
By: DP Information Group



1. Mr Eustace Fernandez, Director, Marketing DP Information Network Pte Ltd sharing on the Singapore 1000 & SME 500 - SME Development Survey
2. Mr Winston Wong, Director, Chloride Batteries SE Asia Pte Ltd with Ms Jen Soh, Senior Business Analyst, DP Information Network Pte Ltd
3. A participant discussing with Mr Fernandez during the break



Event: National Workplace Safety & Health Campaign 2008 Launch
Date: 29 April 2008
Venue: Atrium@Orchard, Plaza Singapura
By: WSH Council and Ministry of Manpower

1. Mr Hans-Dieter Bott representing Sma as one of the WSH Council's partners kicking off the NWSH launch
2. Guest-of-Honour, PM Lee Hsien Loong having a word with Mr Birch Sio, Concord Associates during his exhibition tour
3. WSH friends in arms. From left: Mr Lim Meng Wee, Sma Council Member, Mr Birch Sio, Sma Council Member, Mr Hans-Dieter Bott, Sma Vice President and Dr A Chocklingam, Chairman of Singapore Chemical Industry Council (SCIC)

Blue Lobster Seafood Restaurant

Quality fine dining at impeccable standards usually comes with a hefty pricetag—which is why Blue Lobster Seafood Restaurant, with its winning combination of the freshest ingredients and haute cuisine techniques at reasonable prices is such a gem of a find.



Valrhona Chocolate Fondant.

In less than three years into its current location at Frankel Avenue, and already the Blue Lobster Seafood Restaurant is becoming a culinary establishment in the laidback neighbourhood. Step inside its cosy confines gloriously realised in dark timber, chocolate leather, stainless steel and frosted glass. Yes, it does remind one of that low-lit, brooding Manhattanite look. Classic elegance at its subtle best.

The Blue Lobster features a French influenced menu of seafood and meat dishes with Chinese nuances. To pique our appetites, we start with freshly shucked oysters which are lusciously plump and succulent to say the least. Thursdays are famous for the Oyster All Day Special, when freshly shucked oysters go for \$1 each with any main course.

Following that, a hearty Wild Haritake Mushroom Soup (\$9) chock-full of finely chopped Haritake mushroom, served with a dash of white truffle oil and freshly baked

Focaccia and caramelised onion on the side, making this soup a meal on its own.

For our main course, my partner had Savoury Clams while I ordered the Black Mussels, both cooked in white wine and garlic (\$17 each). Both dishes are best enjoyed with a loaf of bread soaking up every drop of the heady broth that combines the juices of the plump shellfish with the white wine.

Not to be missed is the Steamed Dungeness Crab (\$68 per kg), a delicacy from the Pacific Northwest, best eaten plain for a natural sweetness of the crustacean. For those who like their crabmeat with a bit more flavour, the thoughtful restaurant offers two dipping sauces—Lemon Butter and Soba Egg.

For a sweet end to an exquisite meal, save room for decadent desserts like the Valrhona Chocolate Fondant (\$12) and Granny Smith Apple Crumble Pie (\$9), which are truly the nectar of the gods. ■



Lobster Pasta



Steamed Dungeness Crabs - a popular delicacy in the Pacific Northwest.

Canadian Seafood Promotion

Present this page to enjoy a 15% discount on fresh Canadian seafood from 1 to 30 June 2008. Call the restaurant for more details.

Blue Lobster Seafood Restaurant
87 Frankel Avenue
Singapore 458215
Tel: 6442 5090
Open Daily noon-2.30pm; 6.30pm-11pm

(CCL) Centre for Corporate Learning Upcoming Programmes 2008

Workforce Skills Qualification (WSQ)	*Singaporean & PR	Non-Singaporean	Date
Apply Team Work in the Workplace	\$42	\$420	Training Dates: 5-6 Exam Dates: 13 Training Dates: 11-12 Exam Dates: 30 Training Dates: 2-3 Exam Dates: 9
Perform Warehouse Operations	\$46	\$460	Training Dates:29-30 Exam Dates: 31
Perform Delivery Operations	\$46	\$460	Training Dates:26-27 Exam Dates: 30
Perform Stock Control and Housekeeping Operations	\$40	\$400	Training Dates:28-29 Exam Dates: 30
Occupational Safety & Health	Member	Non-Member	Date
Forklift Refresher Course	\$150	\$180	5 May, 2 Jun
Forklift (1 day Theory & 2 days Practical)	\$320	\$320	Monthly Classes -Available - Call or email for schedule 6826 3044 / weijin@smafederation.org.sg
Forklift (1 day Theory & 4 days Practical)	\$535	\$535	
BizSAFE - Workshop for Company CEO / Top Management	\$250	\$280	9 May
Risk Management Course	\$320	\$420	22-23 May
(WSHMC) Workplace Safety & Health Management Course	\$323.81	\$352.38	26-29 May
(BISH) Basic Industrial Safety & Health Course	\$235.24	\$247.62	8,15,22,29 May & 5,12,19,26 Jun
Occupational First Aid Course	\$200	\$200	26-28 May, 23-25 Jun
(SOC) Safety Orientation Course for Workers for Metalworking	\$35	\$36.26	Monthly Classes -Available - Call or email for schedule 6826 3056 / munyin@smafederation.org.sg
Logistics & Supply Chain Management	Member	Non-Member	Date
Achieving Effective Management for Global Logistics	\$530	\$570	14-15 May
Best Practices and Procedures In Marine Insurance	\$520	\$560	16-17 Jul
Effective 3PL Management for Supply Chain Logistics	\$520	\$560	26-27 Jun
Effective Uses and Applications of INCOTERMS in International Trade	\$340	\$380	9 Jun
Effective Uses of Letter Of Credit in International Trade	\$480	\$540	26-27 May, 28-29 Jul
Fundamentals of Purchasing Skills for New Buyers and Purchasers	\$560	\$620	16-17 Jun
Global Sourcing and International Purchasing	\$560	\$620	26-27 Jun
How To Negotiate with Vendors and Suppliers	\$560	\$620	29-30 May
Import / Export Documentation and Shipping Procedures	\$480	\$540	7-8 Jul
Supplier Evaluation, Selection and Development	\$520	\$560	10-11 Jun
Supply Chain Cost Reduction Practices	\$520	\$560	11-12 Jun
Supply Chain Management As An Improvement Tool	\$520	\$560	17-18 Jul
Total Operation Solutions for Driving Supply Chain Efficiency and Agility	\$520	\$560	24-25 Jul
Understanding The Bill Of Lading	\$360	\$400	11 Jun
Effective Negotiation In Supply Management	\$520	\$560	14-15 Jul
Warehouse and Storage Management	\$480	\$540	10-11 Jul
Manufacturing, Technical & Quality Management	Member	Non-Member	Date
Better Forecasting and Inventory Management - A Simple Statistical Approach	\$500	\$560	5-6 May
Be More Competitive - Distribute Your Manufacturing	\$320	\$380	9 Jul
Failure Mode and Effect Analysis (FMEA)	\$520	\$560	18-19 Jun, 10-11 Jul
Hazard Analysis And Critical Control Points (HACCP) & Food Safety	\$520	\$560	12-13 May
Quality Control Circles (QCC) & The 7QC Tools	\$520	\$560	18-19 Jun
Lean Manufacturing Principles and Implementation	\$40	\$90	21-22 Jul
Strategic Production Planning, Scheduling and Controlling	\$552	\$619	2-3 Jun
The Language of Management: Lean Six Sigma	\$380	\$420	28 Jul
General Management	Member	Non-Member	Date
Change Master	\$480	\$520	12-13 May
Conflict Resolution	\$320	\$360	16 Jun
Essential Skills to Run Effective Meetings	\$350	\$390	15 May
How to Positively Manage Change	\$480	\$540	19-20 Jun
Managing Cultural Diversity	\$490	\$550	12-13 Jun
Project Management Skills - Tools and Techniques	\$480	\$520	15-16 Jul
Supervisory Management Skills-Leading, Coaching, Managing	\$520	\$580	10-11 Jul
Supervisory Management Skills-Leading, Coaching, Managing (Mandarin Workshop)	\$380	\$420	20 May
Time & Stress Management	\$420	\$460	22 May
"Turning Into Butterflies" - A Change Management Workshop	\$480	\$520	21-22 May
Leadership and Team Building	Member	Non-Member	Date
How to Excel as a First Time Supervisor	\$480	\$540	23-24 Jun
Personal Leadership Development	\$480	\$520	8-9 Jun

Winning Teams	\$480	\$520	9-10 Jun
Motivating and Leading Employees - NEW!	\$520	\$580	22-23 Jul
Human Resource Management	Member	Non-Member	Date
Basic Instructional Design and Development Skills for HR Professionals	\$480	\$520	12-13 Jun
Conducting Training Needs Analysis, Evaluation & Post-Training Plans	\$430	\$470	25 Jun, 15 Jul
Hiring S.M.A.R.T! - NEW!	\$340	\$400	28 Jul
Employee Motivation System - NEW!	\$340	\$400	16 Jul
Customer Service	Member	Non-Member	Date
Customer Service and Telephone Skills (Mandarin Workshop)	\$350	\$390	8, 27 May
Customer Service Assessment	\$320	\$360	13 May
Managing Difficult Customers Effectively	\$340	\$380	22 May
Frontline Customer Service Skills	\$460	\$520	21 Jul
Communication	Member	Non-Member	Date
Cross-Cultural Communication	\$490	\$550	5-6 Jun
How to Become an Assertive Communicator	\$480	\$540	9-10 Jun
Influencing Strategies that Work	\$360	\$400	9 Jun
Speak Standard English	\$480	\$540	12-13 May
Speaking & Presenting with Confidence & Impact	\$320	\$360	3 Jun, 18 Jul
Writing To Sell !	\$480	\$540	2-3 Jun
Professional Business Writing Skills	\$480	\$540	21-22 May
Enhancing Communication and Interpersonal Skills	\$520	\$580	4-5 Jun
Persuasive & Professional Writing at Work - NEW!	\$340	\$400	22 Jul
Finance	Member	Non-Member	Date
Business Analytics and Reporting Using Excel	\$520	\$560	23-24 Jun
Cash flow Analysis	\$480	\$540	10-11 Jun
Cost and Benefit Analysis Workshop	\$490	\$550	12-13 Jun
Effective Costing to Improve Business Performance	\$440	\$480	22 May, 22 Jul
Financial Management for Non-Finance Personnel	\$440	\$480	26 Jun
Economic Value Added (EVA) Workshop for Managers	\$500	\$560	5-6 Jun
Financial Data Analysis With Access & Access VBA	\$540	\$580	26-27 Jun
Understanding Financial Statements	\$440	\$480	8 Jul
Personal Effectiveness	Member	Non-Member	Date
The DISC Personality Profile: Improving Personal Performance, Interpersonal Relationships & Teamwork	\$380	\$420	5 Jun
Winning With People At Work	\$480	\$540	22-23 May
The Art of Writing Good Minutes	\$460	\$520	8-9 May
Proofreading and Editing Skills	\$480	\$540	2-3 Jun
In Perfect (Business) English, Please!	\$460	\$520	22-23 May
How To Work Well With Others At Work	\$480	\$540	12-13 May
Essentials of Email Writing and Etiquette	\$460	\$520	5-6 May
Career Building	\$340	\$380	2 Jun
Sales and Marketing	Member	Non-Member	Date
Managing Your Sales Team for Best Results	\$355	\$395	7 Jun
Service Recovery for Better Sales Returns	\$355	\$395	12 Jun
Towering Above The Rest- Sell Your Way Up	\$355	\$395	6 May
New Ideas for More Sales	\$250	\$280	8 Jul
The Art of Up Selling and Cross Selling - NEW!	\$480	\$540	14-15 Jul
Tele-Techniques to Increase Leads and Sales - NEW!	\$480	\$540	24-25 Jul
Office Management Skills - NEW!	Member	Non-Member	Date
Effective Office Administrative Skills	\$460	\$520	9-10 Jun
Get Organised for Peak Performance	\$340	\$400	16 Jul
Office Management and Telephone Skills	\$350	\$390	18 Jun, 24 Jul
General Email:	ccl@smafederation.org.sg		
Fax :	6822 8328		
Seminars :	Ms Leong Mun Yin DID: 6826 3056 munyin@smafederation.org.sg Ms Perryn Khoo DID: 6826 3055 perrynkhoo@smafederation.org.sg		
Blue Collar Programmes :	Ms Teo Wei Jiin DID: 6826 3044 weijiin@smafederation.org.sg		
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WDA Workforce Skills Qualifications (WSQ) Courses :	Ms Sharon Liang DID: 6826 3049 sharonliang@smafederation.org.sg		
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Look out for Sma's Incubation Centre

In support of EDB's Manufacturing Plan 2018, Sma will be developing a first-of-its-kind incubation centre to play a significant role in attracting overseas' SMEs to Singapore.

Headed by Sma Vice-President, Mr Hans-Dieter Bott, this incubation centre is envisioned to deliver services and facilitate networking to move an idea from research and discovery, to the creation of intellectual property, and eventually to the manufacturing of the product.

This centre will create a platform for overseas' SMEs and local enterprises to network among themselves through a "Buddy System" where a newly brought-in company from overseas can be assigned to a suitable member company of Sma. ■

Above: Mr. Hans-Dieter Bott who is also Managing Director of Siemens Pte Ltd is driving this Incubation Centre project

Welcome New Sma Members!

March 2008

ATLANTIC OIL MANUFACTURING PTE LTD
COMP AIR FAR EAST PTE LTD
EXPRESS TECH MANUFACTURING PTE LTD
GARNER INTERNATIONAL (S) PTE LTD
JMS SINGAPORE PTE LTD
LASPIRE INTERNATIONAL PTE LTD
LINKMET CONTROLS PTE LTD
RAION & LION INTERNATIONAL PTE LTD
ROCHE DIAGNOSTICS PACIFIC PTE LTD
TECTURA (SINGAPORE) PTE LTD
ZHAPLIN WORK PTE LTD

April 2008

BH FRESH FOOD PTE LTD
CTS SINGAPORE PTE LTD
DROEGE & COMP. SINGAPORE PTE LTD
DRUG HOUSES OF AUSTRALIA (ASIA) PTE LTD
EASTASIA CONSULTING GROUP PTE LTD
ENTERPRISE ADVANCED SYSTEM INTELLIGENCE PTE LTD
GENETRON TECHNOLOGY PTE LTD
HIGHPOINT INNOVATIONS PTE LTD
IBASE SINGAPORE PTE LTD
INNOVA FOODS (S) PTE LTD
MEDIACTIVE PTE LTD
PEPPERL + FUCHS PTE LTD
SCIGATE AUTOMATION (S) PTE LTD
U SAY MARKETING PTE LTD
WESTECH ELECTRONICS LIMITED
WIELAND METALS SINGAPORE (PTE) LTD

Member Spotlight: PACLIN Office Products Pte Ltd

By Andrew Ong

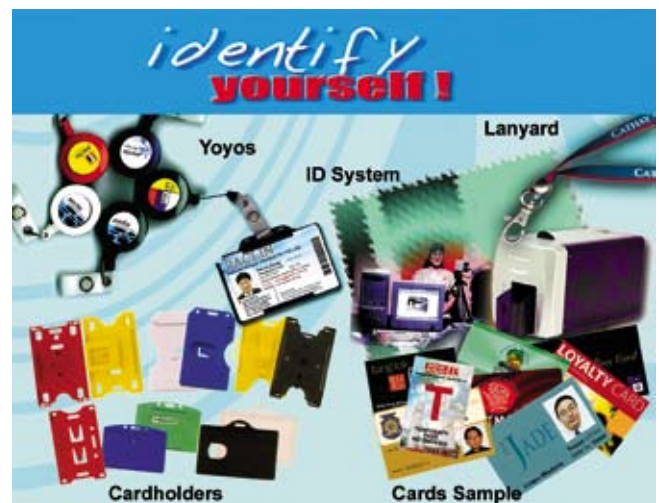
PACLIN is a manufacturer and installer of ID systems (such as Magicard Card Printers), designing and supplying membership cards and staff badges, and providing bureau services to retailers, event organisers, schools, private clubs, hotels, associations and door access companies since 1990.

CONNECT discovered that PACLIN's reputation and position remains strong among its competitors with its exclusiveness as a sole distributor for Magicard printers. In addition, PACLIN exports book binding and laminating equipment to the entire ASEAN region and from UAE, India, Sri Lanka to the pacific islands.

Despite their strong presence, PACLIN scours emerging markets to market their products and taps on Sma's membership benefits such as IMAP for PACLIN's international trade fairs.

Mr Patrick Chang, Managing Director of PACLIN said, "These budgets for international trade fairs and exhibitions are heavily subsidised with IMAP and as a Sma member, we benefit by saving a lot on such cost."

To know more about PACLIN, visit their website- www.paclin.com.sg - CONNECT ■



PACLIN's range of office products