

Connect

Sept-Oct 2008

FASTEST GROWING 50

Read findings of an annual
survey on Singapore's top 50
fastest growing SMEs

SMa-WSH INNOVATION

AWARDS 2008

Manufacturing Honours WSH
Heroes at Annual Industry
Safety Awards

ASK EDC@SMa

Learning more about the
Technology Enterprise
Commercialisation Scheme
(TECS)

STEPPING UP THE TECHNOLOGY CHASE IN MANUFACTURING



COVER by Mediactive

Dear readers

I believe all of us are familiar with the saying that, "When the US sneezes the rest of the world catches a cold."

Indeed, in recent months we have been witnessing more of the cascading affect of the US sub-prime woes' impact on Singapore.

In July and August, we have experienced weak manufacturing growth and the industrial production index dipped by 21.5 per cent in July. That was the sharpest decline since the manufacturing recession in 2001.

With our government now scaling down their year-end GDP forecast to 3 per cent, Singapore is also expecting a broad-based economic slowdown for the next couple of quarters before recovering from this recession.

Through our recent regular "pulse check" of our manufacturers conducted via telephone, we discovered that there are mixed sentiments about the actual slowdown of business performances across the manufacturing sector.

Although in general our manufacturers are reporting a deterioration of export sales, but there are some manufacturers who are still reporting consistent domestic sales. Overall, there are no significant cancellations of orders since the recession.

We found out that our manufacturers are generally more concern over the increasing cost of operations. Despite the tightening of the monetary policy, price hikes in utility, materials, transportation and property have dampened confidence of manufacturers towards the inflationary situation in Singapore.

Come next quarter, members can expect more research analysis of market trends and data that will provide critical information for strategic intelligence planning in remaining competitive by responding to changes in market forces.

For us, I believe it is at a time such as now that SMA will be able to prove her value to her members, and I am confident that we will not disappoint.

Best regards,

Dennis Ng
Director
Membership & Industry Development/
Research & Corporate Communications



Editorial Advisors

Theresa Michelmann-Lim
Bennett Neo Gim Siong
Gwee Seng Kwong

Staff Writer

Andrew Ong

Staff Contributors

Elaine Tan
Lyn Soon
Pauly Tan

Chief Editor

Dennis Ng

Editor

Andrew Ong

Member Contributor

DP Information Group

Publisher

Singapore Manufacturers' Federation
2 Bukit Merah Central #03-00
SPRING Singapore Building
Singapore 159835
Tel: +65 6826 3000
Fax: +65 6826 3008
Email: hq@smafederation.org.sg
Website: www.smafederation.org.sg

SMA Connect is a bi-monthly newsletter by the Singapore Manufacturers' Federation.

Singapore Manufacturers' Federation (SMA) takes every reasonable care to ensure that the information in this publication is accurate. SMA does not accept any responsibility for any errors or omissions. The opinions expressed in this publication rests solely with their contributors/writers and do not constitute an endorsement by SMA.

No portion of this publication may be reproduced without the permission of the publisher.

Distributed to more than 5,000 organisations.

Advertising Sales

Florence Long
Mediactive Pte Ltd
Hp: (65) 9382 0381
E: florence@mediactive.com.sg

Publishing Consultant

Lyon Low

Design

Eunice Gracilia
Jonathan Cai Zili

mediactive

Mediactive Pte Ltd
65 Ubi Crescent
#06-07 Hola Centre
Singapore 408559.
T: 6846 4168
F: 6846 4768
www.mediactive.com.sg

Do Not Be Caught Off Guard – Work Injury Compensation Act (WICA)

With effect from 1 April 2008, all employees in general who are engaged under a contract of service or of apprenticeship, regardless of their level of earnings and suffers an injury by accident arising out of and in the course of employment, the EMPLOYER is liable to compensate regardless of who is at fault. This is an expansion to include desk bound workers not covered in the past with monthly pay \$1,600 and above.

Injuries sustained in the office seem lesser risk but may not be true. Tripping over a poorly maintained carpet, back problems caused by prolonged working over computer, workplace stress quarrels resulting in physical fights, etc. can result in claims.

In one case study an employer had to pay more than nine thousands dollars to its administrative clerk who sprained her ankle on her way to the office. The employer disputed that she was not on official duty but was rejected by MOM.

I applaud the initiative taken by MOM for the welfare of workers in general. Employers therefore have to treat this increased risk seriously as the compensations for one case may amount to thousands of dollars because worker opting for esthetics medical treatment can inflate hospitalization claims.

Highlighting Some Important Changes That May Increase Claims

1. Reiterating all workers will be included under WICA
2. The enhanced compensation levels are as shown:

Death:

Minimum from \$37,000 to \$47,000
Maximum from \$111,000 to \$140,000

Permanent Incapacity

Minimum from \$49,000 to \$60,000
Maximum from \$147,000 to \$180,000

3. Buying of Workmen Compensation insurance for the new group is not mandatory but employer is liable for the claims. Employers are still required by law to buy insurance for existing workers defined under WICA.

The Changes that will help Employers limit their losses

1. WICA allows employers to recover damages from a tortfeasor subject to rules of contribution.
2. A section that spells out Commissioner's power to determine claims and conduct pre-hearing conference. This is to help remove lengthy and costly procedures and to deter fraudulent claims by tortfeasor.

Enhanced Penalties and New Penalties

The benefits payable have been enhanced as follows which is in line with inflation as follows:

1. Failure of employer to report, a fine up to \$2,000 is increased to first Offence \$5,000 and second offence \$10,000 and /or 6 months jail
2. Failure to attend or produce document a fine up to \$2,000 and /or 3 months jail is increased to \$5,000 and /or jail 6 months
3. Illegal deduction of salary to defray insurance cost a fine up to \$2,000 and /or jail 3 months is increased to \$5,000 and /or jail 6 months

New offences to ensure employer pay the claim accordingly and also to deter fraudulent claims.

New Offences	Penalties
Failure of employer/insurer to pay compensation or interest	\$10,000 and/or jail 12 months
Willfully obstructing or delaying the Commissioner or investigator in exercising his power or duties	\$5,000 an/or jail 6 months
Making of fraudulent claims	\$15,000 and/or jail 12 months
Abetment	Same penalty as offence being abetted

What can employers do?

Firstly you should obtain a copy of WICA write-up at www.mom.gov.sg, understand it and invite your insurance adviser for a discussion. This is more urgent for employers who in the past do not have any workers defined under the Act and have not bought such insurance before.

Basic Risk management

Risk management helps organization to realize the opportunities and avert the threats associated with risk. Risk control and generating funds to pay for losses is difficult as injuries may be due to workers' negligence and extent of losses is hard to ascertain. So that leaves transferring the risk to insurance companies the logical way to limit losses.

Insurance companies have been underwriting Workmen Compensation Insurance at a loss and they treat this as part of their corporation and contribution to the Nations' effort to provide welfare to workers. Therefore the premium will not be too exorbitant for employers with lesser or no workers defined under WICA.

In Conclusion

When workers are more aware of the Act and witness successful claims from minor injuries, there may be unnecessary increased number of claims that will eat up revenues and profits. The worst case will be worker taking the claims further and sues the Directors and Officers for not fulfilling their duties to ensure safety of the workers and claim hundreds of thousands of dollars of compensations.

Employers must therefore not be complacent, let your guard down and ignore the impact of claims and penalties where any failure to comply will result in fines or jailing of the director. Study it carefully, consult the professionals and take the necessary actions to curb these losses.



This article is contributed by:
Kenny Low, CLU, ChFC,
General Manager, SingCapital Pte Ltd,
MAS licenced Financial Adviser.

DISCLAIMER

This guide is necessarily general in content and intended to give an overview of certain aspects of the Work Injury Compensation Act. It should not be relied on as legal advice or definitive statement of the Act. For such advice, an applicant, insured or other reader should consult his own legal counsel or adviser.

SMA Council / Secretariat

Inside

Features

News in Brief	06
Coffee Talk with Sma's Honorary Treasurer, Mr Simon Li	08

Focus

Stepping up the Tech Chase	14
----------------------------	----

Opinions

Fast Growing 50	20
-----------------	----

Regulars

Foreword by Chief Editor	02
Events	10
Ask EDC@SMA	18
CCL Calendar	22
Snapshots	24
Lifestyle	27
Updates	28

SMA COUNCIL MEMBERS

President

Renny Yeo
Singapore Cables Manufacturers Pte Ltd

Deputy President

Dr Moh Chong Tau
Makino Asia Pte Ltd

Honorary Secretary

John Kong Wai Meng
BlueScope Steel Asia Pte Ltd

Honorary Treasurer

Simon Li
Feoso Oil (Singapore) Ltd

Vice-President

Dr Ahmad Magad
II-VI Singapore Pte Ltd

Vice-President

Hans-Dieter Bott
Siemens Pte Ltd

Vice-President

George Huang Chang Yi
Amoy Canning Corporation (S) Ltd

Vice-President

Poh Choon Ann
Poh Tiong Choon Logistics Ltd

Honorary President

Edwin Khew
IUT Global Pte Ltd

Theresa Michelmann-Lim
B. Braun Singapore Pte Ltd

Lim Meng Wee
SP Consulting (International) Pte Ltd

Liang Chong Kang
E.mation Technologies Pte Ltd

Alan Lee
South East Metal Industries Pte Ltd

Rowan Tan
DORMA Far East Pte Ltd

Tsang Kwan Lung
GP Batteries International Ltd

Sunny Koh
Chinatown Food Corporation Pte Ltd

Dr Tan Kok Kheng
Mycobiotech Ltd

Albert Lim
Packagers Pte Ltd

Yeo Cheong Guan
Eng Bee Paper Merchant Pte Ltd

James See
Singco Pte Ltd

Jennifer Yeo
Yeo-Leong & Peh LLC

Suresh Narayanan
Nestle Singapore (Pte) Ltd

Bennett Neo Gim Siong
Asia Pacific Breweries (S) Pte Ltd

Patrick Chang
Paclin Office Products Pte Ltd

Tony M. Flippo
Hamilton Sundstrand Pacific Aerospace Pte Ltd

Stephen Lee
Jesplan Consultants

Por Khay Ti
HTL International Holdings Ltd

Birch Sio
Concord Associates

Annabelle Tan
Brite Konzept Pte Ltd

Tan Boon Chong
Clipsal International Pte Ltd

Jerry Tan
Wanin Industries Pte Ltd

Tay Choon Mong
Tay Choon Mong Agency

Wong Choon Kin
Spot Management Services Pte Ltd

George Wong
Hoclink Systems & Services Pte Ltd

SMA Secretariat

Gwee Seng Kwong MBA
Secretary-General

Dennis Ng BA (Hons),
M. Bus (Strategic Marketing),
Grad Dip in Marketing, MFP, FFAFM
Director
Membership & Industry Development
Research & Corporate Communications

Janice Kwok BBA
Executive Secretary cum Director

Zoey Ngo FCCA
Director
Finance & IT

Jeffrey Liew BSc
Director
International Trade Development

Sylvia Teo
Director
HR & Admin

Tan Jin Soon BA
Executive Director
GS1 Singapore Council

James Wong Grad Dip (Mgt Studies), MBA, FCIM
CEO, SMA School of Management

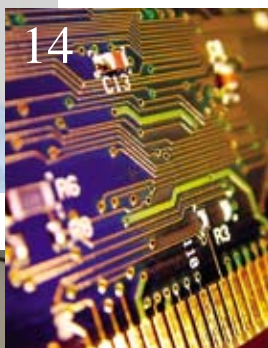
Doris Chow MBA (Tech Mgt), Grad Dip
(Entrepreneurship & Innovation)
Director / Managing Consultant
EDC@SMA Pte Ltd /
Centre for Corporate Learning

Lauw Kok Keen BA (Hons)
Acting Director
Singapore e-SCM Council

06



14



08



Special News:

New Secretary-General for SMa



Mr Gwee Seng Kwong has been appointed as Secretary-General of the Singapore Manufacturers' Federation (SMa) with effect from 1 October 2008.

Mr Gwee leaves SPRING Singapore as Director for Enterprise Services and has 13 years of government service under his belt with iDA (formerly known as the National Computer Board) in 1995 and the Productivity and Standards Board (PSB) in 2000.

"Seng Kwong is no stranger to SMa as he has served as Council Member for GS1 Singapore (a subsidiary of SMa) since 1997 and a Committee Member for SMa's Information Technology (IT) Function Committee," said Mr Renny Yeo, President of SMa, "I believe his extensive experience and coupled with his industry links in the manufacturing sector will make an excellent match with SMa's plans for future development and growth."

Prior to joining the government sector, Mr Gwee was MIS Manager for AT&T Consumer Products Pte Ltd from 1986 to 1994. He has a Bachelor Degree in Science & Technology (BSc) from University of Oregon, USA and a Master of Business Administration (MBA) with Brunel University, West London. -CONNECT ■

S'pore retains ranking as most business-friendly country in the world

Singapore has kept its top ranking for the third year in a row as the easiest place in the world to do business, the World Bank said in a report.

The Asian city-state edged out New Zealand and the United States in the "Doing Business 2009" ranking by the World Bank. New Zealand came in second place ahead of the United States.

Filling out the rest of the list of the 10 easiest business environments were Hong Kong, Denmark, Britain, Ireland, Canada, Australia and Norway. ■

Diversify investment and trade in Latin America



Local companies can consider diversifying trade and investment into Latin America as a way to offset any negative impact of the current credit crisis.

During a Latin Asia Business Forum held last month, Trade and Industry Minister Lim Hng Kiang said that opportunities that could be explored are agri-business, food and beverage, electronics, oil and gas, transport, logistics or infrastructure.

There are currently 56 Singapore-based companies with a presence in Latin America. ■

Workplace fatality drops in manufacturing

According to the Workplace Safety & Health (WSH) Council, the workplace fatality numbers for the manufacturing industry have dropped from 11 recorded deaths in the first half of 2007 to four in the same period this year.



Traditionally, manufacturing which comprises of the largest workforce (21 per cent) in Singapore, had accounted for the largest share of fatalities and accidents.

Being the largest contributor for permanent disablements, this year also saw 11 fewer cases as compared to the same period last year. ■



The Kendall, Singapore Science Park



Icon@IBP, International Business Park



Admirax, Admiralty Road West



FoodXChange@Admiralty



With Ascendas, You've Got The Advantage

When it comes to total business space solutions, leave it to us.

As Asia's leading provider of total business space solutions, Ascendas offers the unmatched Ascendas Advantage of quality business space, reliable business solutions and a unique international business lifestyle. Just as we've satisfied the business space needs of more than 1,300 clients like Alcatel, Citibank, Exel, Hitachi, Honeywell, IBM, Infineon and Sony, we can be your trusted partner to take care of all your real estate needs while you focus on succeeding in your business.

Call our Marketing Team at:

(65) 6774 1033

Email: ascendas@ascendas.com

www.ascendas.com



Coffee Talk with

SMA's Honorary Treasurer, Mr Simon Li



Mr Simon Li, Honorary Treasurer

Recently, CONNECT sat down with Mr Simon Li, CEO with Feoso Oil (Singapore) Pte Ltd to discuss about the economic outlook and prospects, and what it spells for SMA and its members.

“BEING A FEDERATION WITH MEMBERS AT HEART, WE CAN NOW PLAY A MORE EFFECTIVE ROLE IN HELPING THOSE MEMBERS WHO ARE IN NEED OF FUNDS TO STAY AFLOAT.”

CONNECT: As Singapore is weathering a recession, what are your sentiments and outlook for the manufacturing sector towards the end of 2008?

Simon: The current global financial storm is unprecedented and would affect all industries with some escape less scarred than others.

Local manufacturers who have strategically positioned between China and India should cushion themselves somewhat from the full impact of this crisis.

Nevertheless, the knock-on effect will make business prospects look dim and manufacturers still have to face the high energy cost, the credit crunch, and the drastic reduction in export demand, in particular from the US.

The outlook is indeed quite gloomy.

CONNECT: How about the sentiments and outlook in both your respective industries? What are the opportunities ahead?

Simon: The oil industry is no exception. With the unusually high volatility in oil prices, traders and manufacturers alike have to exercise extreme caution in taking positions.

Risk management remains the single most important factor to weather this industry-wide turmoil.

For those players who have deep pockets, there may exist opportunities to acquire, at a fraction of the original cost, good quality assets which are up for sale because of the crisis.

CONNECT: Being in this competitive marketplace, how is your organisation staying ahead in your respective industry? Care to share a couple of strategies with us?

Simon: I wouldn't say we are staying ahead in our industry. Being a regional oil conglomerate, our exposure to the US and Europe is quite limited.

Knowing the potential breadth and depth of this crisis, we have been consolidating our businesses over the past 15 months.

We have been strengthening our advantages in order to compete against the disadvantages of our rivals. We intend to emerge from this crisis as a stronger group with a better foundation and a more cohesive team.

CONNECT: Does being a corporate member of SMA contribute to your organisation's strategies? How?

Simon: As a member with SMA, Feoso Oil has the privilege to network with our counterparts in the same industry so as to keep abreast of the latest impacts of the current crisis. If the herd instinct does benefit all, at least we have to stay in the herd.

CONNECT: In your opinion, how could SMA capitalise on the current economic situation in benefiting its members?

Simon: To be honest, very few people can capitalise on the current situation. But SMA, being a federation with members at heart, can now play a more effective role in helping those members who are in need of funds to stay afloat.

Numerous government supportive schemes and incentives have been available but not fully utilised in normal times. Now they may have become the lifeline to many SMEs.

Our Enterprise Development Centre (EDC), working in concert with the government agencies, may well be saving a few lives!

CONNECT: Lastly, what philosophy and values do you hold on to all these years that you believe are essential ingredients in being successful in business and in life?

Simon: Philosophy: modesty and moderation. Values: (1) walk your talk; (2) top-line is for vanity and bottom-line is for sanity. ■

A First-ever 3-in-1 Event @APB!

By Lyn Soon

1 2 June 2008- For the first-time, SMA organised a 3-in1 event- a seminar combined with a tour at Asia Pacific Breweries cum karaoke session. This was kindly sponsored by Epicor Software (Asia) Pte Ltd and IBM Singapore Pte Ltd.

The seminar titled- How Does Your Business "Bench Mark" was delivered by Mr Paul H. Ames who has more than 40 years experience in manufacturing management. And he presented elements of the Business Process Improvement (BPI) methodology and the results of its application.

Next was the guided tour around Asia Pacific Breweries and what better site to learn from as a "benchmark" of manufacturing excellence with our globally renown Tiger Beer doing Singapore proud since 1932.

Finally, our 80 participants arrived at the Tiger Tavern at the end of the tour where a BBQ dinner and drinks- Tiger Beer of course! -were served over a karaoke crooning session. - CONNECT ■



Above: The merry band of SMA Council. From left: Mr Sunny Koh, Mr Simon Li, Mr Lim Meng Wee, Mr Yeo Cheong Guan and Mr James See

Left: Speaker Mr Paul H. Ames during his presentation

Exploring Food Export Opportunities - Emerging Trends and Regulatory Compliance

By Elaine Tan

1 8 July 2008- The familiar saying, "Knowledge is power" still carries truth and importance in today's business landscape.

A two-day conference was held at the Orchard Hotel which provided a platform for food manufacturers to gain knowledge about some of the trends and regulatory compliances in some of the regional markets around Singapore.

More than 200 participants got the opportunity to tap on the experiences and expertise from some of Singapore's food export market leaders such as Prima Limited and Sin Hwa Dee Foodstuff Industries Pte Ltd. Invited were also some relevant government health authorities from countries such as Japan and Korea.

Mr Julian See, Business Development Executive from First Grade Agency Pte Ltd said, "I was impressed with the depth of knowledge presented by the speakers and the latest development of food export trends and compliances that was shared will enable us (First Grade Agency) to formulate a better calculated marketing strategy that is in tune with the market.

Jointly organised by SPRING Singapore, SMA and the Food Innovation and Research Centre (FIRC), this conference was aimed to help our food manufacturers in captilising on the opportunities available and to expand their presence in the world. - CONNECT ■



Panel of speakers. From left: Ms Hyun-Jin Kim, Scientific Officer from Food Import Division for the Korea Food & Drug Administration, Mr Raphael Meyer, Marketing Director (Asia Pacific) for Uniglobe Business & Marketing Solutions, Mr Michael Olsen, President of MCO Consultants and Professor David Hughes of Food Marketing, Imperial College London.

Manufacturing Honours WSH Heroes at Annual Industry Safety Awards

By Andrew Ong

2 9 July 2008- For the third consecutive year, SMA organised the Workplace Safety & Health (WSH) Awards for the manufacturing industry. This annual event which recognises manufacturers' effort in creating innovative solutions in promoting good WSH practices at their workplace is supported by the WSH Council and sponsored by Goldbell Leasing Pte Ltd.

During the opening address, Mr Hans-Dieter Bott, Managing Director of Siemens Pte Ltd who was then the Chairman of the federation's Health, Safety, Security & Environment Function Committee (formerly known as EHSS FC) said, "As we progress



Mr David Kwee (right) receiving the first WSH Award for Supervisors

further into the 21st century, workplace safety & health will definitely be a necessity in every corporate culture. With the adequate communication, it gives you (employers) a competitive advantage in the race for talents."

Besides the good turnout of 30 participating teams applying for the awards, this year also saw Mr David Kwee, Senior Maintenance Facilitator from Pfizer Asia Pacific Pte Ltd winning the inaugural award supervisors in recognition of their contributions towards cultivating safe and healthy workplaces in Singapore.

Below are the three teams that were unanimously singled out and honoured as WSH heroes of the industry:

1. Cool Team from **Baker Oil Tools Asia Pacific Pte Ltd** for improving their method of filling their machinery with coolant. The new method uses a customised coolant tank which has an in-built mechanism that allows the adjusting of the tank's height. Thus, making the job less tedious and improving the ergonomics of the task.
2. Heat Buster Team from **Halliburton Far East Pte Ltd** for modifying their furnace door handle with an extension to enhance their technician's safety from being expose to direct heat up to 1,450 °F and risking health or even life in the process.
3. EA Mobility Team from **Singapore Technologies Kinetics Ltd** for improving their process of assembling their rebound stopper of their Bronco vehicle to prevent any job hazards such as crushing of hands or fingers by building an in-house designed bracket.

Presently, the HSSE FC of term 2008-2010 is being led by Mr George Huang, Managing Director of Amoy Canning Corporation (S) Ltd who is also Vice President of Sma. - CONNECT. ■



Winners of the WSH Innovation Awards for Manufacturing striking a pose



About Goldbell Leasing

Incorporated in Singapore in March 1990, Goldbell Leasing Pte Ltd is a market leader in providing long- and short-term operating leases for commercial vehicles and offering companies a flexible and stress-free solution to their transportation needs. They are also currently the authorised distributor for Komatsu Forklifts.

For sales/leasing enquires with Goldbell Leasing, you may contact Mr Patrick Lim, Assistant Sales Manager at DID: 6494 2881 or Email: patricklim@gbl.com.sg

Fun-Learning over Networking with Sma By Lyn Soon

2 9 July 2008- Members experienced "fun-learning" at The Lunar, a night hotspot with informative presentations from the Singapore Press Holdings (SPH) and the International Enterprise (IE) Singapore over the- Marketing Your Business Beyond Mainstream- networking event.

It was over a free-flow spread of food and drinks that members learned about new methods and the latest information that could be tapped on in reaching new markets for their businesses.

For instance, IE Singapore presented their various programmes and schemes that were initiated to support businesses in venturing overseas. And by incorporating digital



Members having fun at the posh venue of Lunar

media with the Internet and mobile, SPH offered interactive tools for businesses to engage their customers effectively.

With learning this much fun, it is not too difficult to figure out why members keep coming back for more of SMA's events! ■

For a limited period, SPH and AsiaOne are offering an exclusive package for SMA members.

OVER 70%* OF SINGAPORE'S POPULATION ACCESS THE INTERNET DAILY.

Are you reaching out to these **2.2 million** people in marketing your products?

Take advantage of SPH's exclusive super-value interactive package today!

Prices start from just \$5,000.

Package	Advertising Value	Special Package
Package A	\$12,500	\$5,000
Package B	\$30,500	\$10,000

Special SMS Location-based Advertising Package
Calling all retailers. Reach out to your shoppers via SMS & target only those located near your shop. Exclusive to Sma. members enjoy a savings of 25% with 10,000 SMS for just \$1,500!

• For more detail, visit creative.asiaone.com/sma

*Data from Annual Survey on InfoComm usage 2007 by IDA.

WIN ONE OF 3 ACER ASPIRE ONE MINI LAPTOPS WORTH \$700 EACH!



Just fill up the online questionnaire by 31 Oct 2008.

Visit creative.asiaone.com/sma to participate today!

Terms & Conditions apply

BROUGHT TO YOU BY






Mr Raymond Teoh, Assistant Vice President - Interactive Business Unit, SPH presenting lucky draw winner, Mr Patrick Chang, Council Member of SMA his prize

The Finale of the Cross-Industry Networking Series

By Lyn Soon



Members in arms at the Tower Club

5 September 2008- The third and the last of Cross-Industry Networking Sessions series for this year finally came to an end. This was held at the Straits Bar of The Tower Club Singapore.

This last session was organised for the Industry Groups from: (1) Automation Technology, (2) Electrical, Electronics & Allied Industries, (3) Metal, Machinery & Engineering and (4) Building Products & Construction Materials.

SMA would like to take this opportunity to acknowledge the kind contribution of GE Commercial Finance in making such value-add events available for members.

Though the series might have come to an end, but the network has continued to grow with members exploring and forming new business partnerships. – CONNECT ■



GE Commercial Finance is one of the largest growth engine in General Electric, offering an array of products and services aimed at enabling businesses worldwide to grow.

As their growth partner, GE is committed to keep you in touch with:

- their vast local financing experience since 1974
- their in-depth understanding of diverse industries
- insights from the GE best practices
- the GE network of businesses

To find out more about GE Commercial Finance, you may visit their website- www.gecommercialfinance.com.sg or contact Ms Shannon Ng, Marketing Executive at DID: +65 6431 9346 or Email: Shannon.ng@ge.com

Speaker Charles Stephan (Wine BOS)



Networking



Cheers



HSBC Commercial Banking hosted SMA members to a Wine Tasting evening at VINO VINO Wine Club on 24 September 2008. Throughout the wine tasting event, attendees enjoyed up to 4 types of pre-selected wine, in the mixture of 2 red, one white and ending off with a desert wine. At the same time, a wine sommelier shared his insights of the fundamental steps of wine appreciation and wine consultation was also offered on the spot. 3 lucky attendees each walked away with a bottle of wine. No rules applied that night, everyone was clinking glasses and exchanging wine thoughts!"

Your business
success is out there.
Is your bank?

Commercial Banking
www.hsbc.com.sg/hsbc.commercial



IS YOUR BANK SLEEPING
WHILE YOUR BUSINESS IS
GROWING?

With a business environment that evolves every minute of the day, it's important that you're able to act, react, and adapt. HSBC's in-depth knowledge of international markets can help you identify risks and seize growth opportunities to stay ahead – anytime, anywhere.

To find out more, call us on 1800 216 9008.

HSBC 
The world's local bank

STEPPING UP

the Technology Chase in Manufacturing



By Andrew Ong

Today, the key to survival for many small and medium enterprises (SMEs) is the ability to respond to the market forces. In this joint report with DP Information Group, CONNECT presents findings on the immense potential of technology for SMEs.

With the Singapore government expecting its first decline of the country's full-year economic growth to dip below its earlier forecast of between 4 and 5 per cent since 2001, this spells challenging times ahead for our business community with export demand falling.

According to a DP Information Group survey, the going has not been smooth for start-up SMEs that have been in operation for less than three years. This was seen in their Start-Up Enterprise Survey as 3 in 5 surveyed were in the red, driven in part by rising rents and prices of raw materials. And further tougher challenges are foreseen especially for those in their second year.

In comparison to the more established SMEs who highlighted increasing competition as the top hindrance to growth, 60 per cent of the Start-Ups see high rental cost as a key challenge to their survival, followed by rising material costs/goods (37 per cent).

Aside from these cost-related factors, the ability to hire and retain manpower was also singled out by 31 per cent of the Start-Ups as a key concern, highlighting difficulties faced by Start-Ups in attracting employees to join their set-up.

In fact, 53 per cent have identified recruitment as the top manpower challenge faced in 2007,

and this is expected to raise business costs further as companies pay more to attract talent.

Given the challenges ahead, the survey had also revealed an area of concern of which could drastically hinder the growth of the Start-Up community – that is, many of our Start-Ups have yet to embrace technology in their business as a strategy or essential step for long-term sustainability.

The survey found few respondents adopting infocomm solutions such as Point of Sales (POS) System, Customer Relationship Management (CRM) System, Inventory Management System and Construction Project Cost Estimation System which could improve the efficiency of their operations and give them a competitive edge.

In fact, more than half (54 per cent) of the Start-Ups surveyed spent no more than 10 per cent of their operating expenses on IT related items such as computers, printers and basic software. In addition, only 5 per cent saw the need to keep up with technological advances.

Technology in manufacturing

The manufacturing sector, for example, is one sector with huge potential for technology to play a greater role in boosting productivity and efficiency. However, the survey found only 45 per cent of respondents from this sector using some

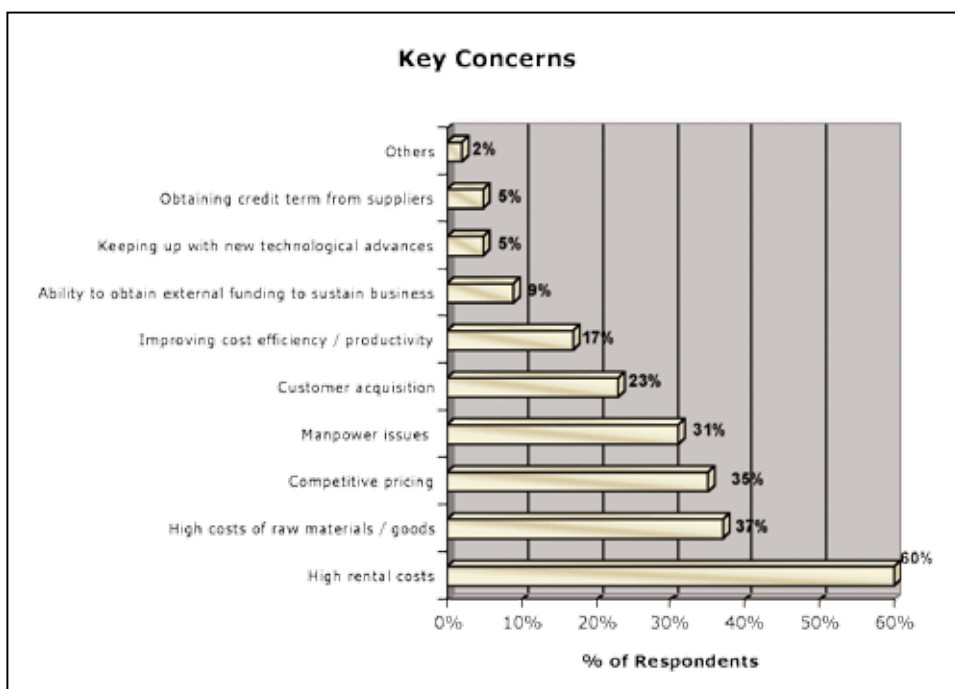


Chart 1: Breakdown of Key Concerns in Sustaining the Business

Operating Expenditure	Apportionment of Operating Expenditure				
	Up to 10%	>10% to 25%	>25% to 50%	>50%	Overall
Manpower	26%	28%	38%	8%	100%
Rental Cost	23%	39%	36%	2%	100%
Raw Materials / Inventories	19%	24%	47%	10%	100%
IT Related	54%	25%	20%	1%	100%
Advertising / Marketing	60%	25%	15%	-	100%

Table 1: Component of Operation Expenses

form of infocomm solutions such as Inventory Management System, Customer Relationship Management System in their operations.

Meanwhile, manufacturing Start-Ups who have invested in technology are yielding results from their investments. 47 per cent who have spent on purchasing hardware and software products have turned profitable while 75 per cent who have yet to invest in technology have yet to turn profitable.

With China, Vietnam, and other countries offering lower wages, Singapore can increase its competitiveness by climbing the technology ladder. Thus, the manufacturing sector needs to be more technology-driven, right from the initial stage of operation.

One corporate member from Sma, BH Fresh Food Pte Ltd, a company specialising in import, distribution and processing of frozen meats adopted technology with the integrated use of ERP (enterprise resource planning) in their business. Since its application in 2006, BH Fresh Food has seen its operations increased in efficiency.

"The use of ERP has greatly improved our management's ability to access and monitor our

company's processes and results," said Vic Lee, Executive Director of BH Fresh Food, "in the past we collected data manually which was a long and tedious task, but now everything is easily tabulated and easily read. This improved efficiency helps us to manage our business effectively."

Technology for competitive growth

In the longer term, Singapore manufacturing IT spending is expected to grow at a compound annual rate of one per cent till 2012 to reach US\$795.1 million. The Asia-Pacific (excluding Japan) manufacturing IT spending is expected to reach US\$33 billion by 2012, growing at the compound annual rate of 9.5 per cent.

According to Mr Debashis Tarafdar, Associate Research Director for Manufacturing Insight's, he noted that Asia-Pacific's growth will be driven by increased spending mainly from China, India and Thailand. And he also predicted that India was likely to overtake Korea and to move into the second place behind China in terms of total manufacturing IT spending for the first time in 2008.

If these are any tell tale signs, it only indicates that it won't be very long that China and India will catch up and move from being low-cost or low-end production manufacturers to innovators in technology offering high-tech or advanced manufacturing to the world.

In view of the apparent challenges, it leaves little choice if not none that our manufacturing Start-Ups have to consider adopting technology as a strategy in order to make use of new production methods to improve their product quality and delivery reliability, to reduce costs and ultimately, to achieve greater flexibility.

Failing to do so would affect their ability to respond to the changes in the marketplace and subject themselves to higher risk of being redundant and obsolete as they will find themselves desperately behind in their efforts to remain competitive. - CONNECT ■



Mr Vic Lee, Executive Director for BH Fresh Food Pte Ltd



COMPLETE

Construction Services & Interior Design



BCA Licensed Contractor – General Building (CW01) & Interior Decoration (L1)
BCA Approved Window Contractor – (RW01)
HDB Registered Renovation Contractor

Established as one of the first full-service Construction Services & Interior Design company in Singapore, we take pride in our ability to deliver master carpentry and construction services, coupled with clever design, to support your projects, be it commercial, privately-owned or HDB.

At B&E Concept, we believe in offering personalised service from start to finish, ensuring the highest standards in construction & design and catering to your unique lifestyle, preferences and budget.



In-house Services Include:

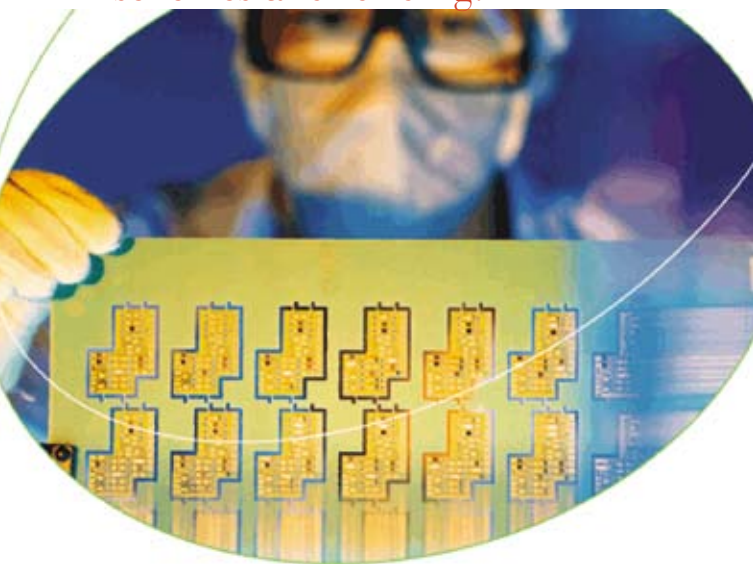
Construction Consultancy & Interior Design • Renovations & Carpentry • Window Installation & Retrofitting
Quantity Surveyance & Structural Advice • Submissions Department (handling all authorisation permits & certification)

VISIT OUR SHOWROOM OR GIVE US A CALL AT:

1 Yishun St 23 #04-36/37/44 YS-ONE S768441 Tel 6758 6882 www.bneconcept.com.sg admin@bneconcept.com.sg

Ask EDC@SMa

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



Question: What is the Technology Enterprise Commercialisation Scheme?

Answer: Launched under SPRING Singapore's Technology Innovation Programme, the Technology Enterprise Commercialisation Scheme (TECS) provides the vital support and funding for SMEs to commercialise their research and development concepts and proprietary intellectual property (IP).

By addressing early-stage funding gaps, TECS aims to catalyse the formation of technology enterprises in Singapore and enable them to grow past their embryonic phase, secure third party funding and achieve growing revenues.

Developed with the support of A*Star, National University of Singapore, Nanyang Technological University and the National Research Foundation, TECS provides two types of funding:

1. First phase is called proof of concept. A full grant of up to \$250,000 is given to help develop new "quantum leap" type of technologies that have technical feasibility and commercial potential

2. Second phase is known as proof of value. An 85 per cent grant up to \$500,000 is provided to finance applicants keen to carry out further research on a technology project that is based on a proprietary IP technology that has been successfully demonstrated proof of concept

Question: How can one apply for it?

Answer: Start-ups and small and medium enterprises (SMEs) registered or incorporated in Singapore can apply. You can tap on TECS if you meet the following criteria:

- at least 30 per cent of your shareholding is local
- your company's group fixed assets are below \$15 million
- you have no more than 200 employees (for companies in the services sector)
- physically present in Singapore
- registered/incorporated for less than 5 years at the time of the award
- has at least one in-house technology engineer or scientist

Individual Principal Investigators, as well as research scientists and engineers from public sector research organisations (non-IHLs) are also considered for funding under the Proof-of-Concept (POC) phase.

There will be a call for proposals once every six months. Applicants may apply online at www.spring.gov.sg/tecs ■

Enquiries

For further clarification on TECS, you may contact our EDC@SMa team at Tel: +65 6826 3000 or Email: edc@edc.org.sg

**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:

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

The Fastest Growing 50 (FG50)



Now in its seventh year, the FG50 ranking exercise by DP Information Group has stood out from other ranking exercises as companies are neither ranked by absolute turnover nor net profit, but by three years of Compounded Annual Growth Rate (CAGR). As such, this ranking exercise serves as a platform to recognise companies with high-growth; highlighting the best performing companies within the different sectors.

As noted in the previous year's ranking, the number of Small-Medium Enterprises (SMEs) continues to grow at a rapid rate. In this year's ranking, the number of qualifying SMEs almost doubled to 84 (FY07: 43), accounting for 23.1 per cent of the total number of companies who qualified. And among the top 50 companies ranked, 32 per cent are SMEs.

As competition within the business community intensified, the companies that make it to the top 50 fastest growing

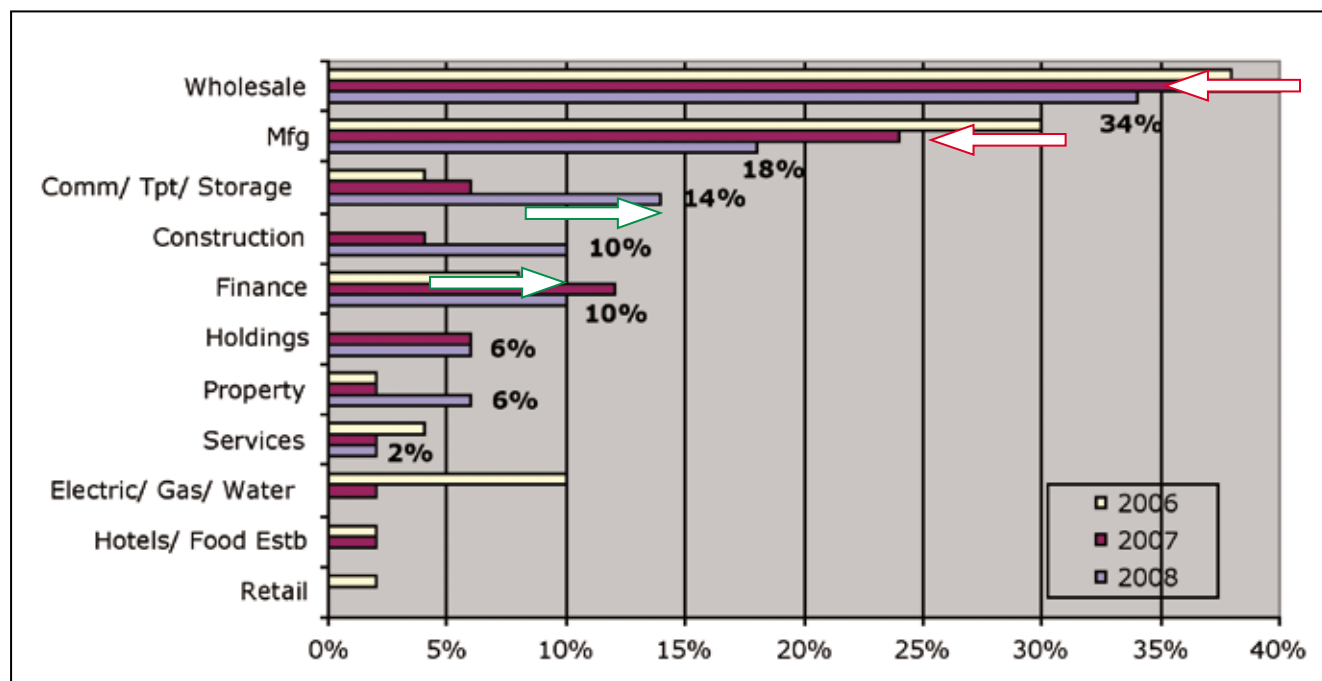


Table 1: Breakdown of FG50 Winners by Business Sector

companies are highly successful in establishing their niches and competitive advantages. On a special note, the Compounded Annual Growth Rate (CAGR) cut-off for this year's FG50 winners has increased from 61.8 per cent per annum earlier to 73.0 per cent, the highest ever recorded since 2002.

While traditionally, the wholesale and manufacturing sectors have always dominated the FG50 list of winners, this year we have observed a drop in the wholesale sector to 34 per cent and the manufacturing sector to 18 per cent. The sectors that are witnessing an increase in the number of FG50 winners are the communication / transport / storage, the construction and the property.

Construction sector looking positive

Singapore's construction sector has boomed after years of languishing at below S\$12 billion contract level. The last peak for the construction sector was in 1997 when a total of S\$24.4 billion contracts were awarded. Last year, total contracts awarded hit a new record high of S\$24.5 billion.

Continuing its growth momentum, the outlook for the construction sector is expected to remain positive. For this year, the Building and Construction Authority (BCA) is projecting some S\$23 - S\$27 billion worth of contracts to be awarded.

While the strong demand to fulfill projects is likely to further push up the price of basic construction materials and labour cost, the bullish performance of the construction sector is likely to continue for another year as projects in progress get completed.

Conclusion

The sterling performance of the top 50 winners in the FG50 ranking exercise in recording 3 years of Compounded Annual Growth Rate (CAGR) ranging from 73.0 per cent to 514.1 per cent is a testament that the business community in Singapore had been growing at a healthy rate amid the turbulence in the global financial markets and a slowdown in the US economy. However, with the recent developments, Singapore companies should now prepare themselves for a possible recession looming ahead.

This article was contributed by DP Information Group



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. ■

SMA Centre for Corporate Learning (CCL) Upcoming Programmes 2008

WDA Workforce Skills Qualifications (WSQ) Courses	*Singaporean & PR	Non Singaporean	Date
Apply Teamwork in the Workplace	\$42	\$420	(9am-6pm; Day 3: Assessment) 17,18,(24) Nov
	\$42	\$420	(7pm-10:15pm); (Assessment) 3,5,10,12,17, (22) Nov
Perform Warehouse Operations	DAY SESSION (9am-6pm; Day 3: Assessment)		
	\$46	\$460	(9am-6pm; Day 3: Assessment) 15,16,(17) Oct
	NIGHT SESSION (7pm-10:15pm); (Assessment)		
	\$46	\$460	4,6,11,13,20,(22) Nov
	MANDARIN DAY SESSION		
	\$46	\$460	14,15,(16) Oct / 11,12,(13) Nov
Perform Delivery Operations	MANDARIN EVENING SESSION		
	\$46	\$460	6,8,10,21,23 Oct / (1), 3,5,10,12,17, (22) Nov
Perform Stock Control and Housekeeping Operations	\$46	\$460	(7pm-10:15pm); (Day 3:Assessment) 6,8,10,21,23 Oct / (1 Nov)
	\$40	\$400	(1.5 days Day 3: Assessment) 17,18,(19) Nov

* Terms and Conditions Apply • In-House Training Available (min:12 pax/class; max:20 pax/class) • Mandarin session to be confirmed, for enquiries please call 6826 3049 (Sharon Liang)

Occupational Safety & Health	Member	Non-Member	Date
BizSAFE - Workshop for Company CEO / Top Management	\$95.00	\$120.00	28 Nov
Risk Management Course	\$320.00	\$420.00	20-21 Nov
Workplace Safety & Health Management Course	\$323.81	\$352.38	20-21 Nov
Basic Industrial Safety & Health Course (BISH)	\$235.24	\$247.62	6,13,20,27 Nov
Forklift Refresher Course	\$150.00	\$180.00	10 Nov, 15 Dec
Forklift (1 day Theory & 2 days Practical)	\$320.00	\$320.00	"Please Call 6826 3044 for schedule"
Forklift (1 day Theory & 4 days Practical)	\$535.00	\$535.00	
Forklift Basic Preventive Maintenance Course	\$320.00	\$400.00	
Occupational First Aid Course	\$200.00	\$200.00	"Please Call 6826 3056 for schedule"
Safety Orientation Course for Workers (Metalworking)	\$35.00	\$36.26	
Logistics & Supply Chain Management	Member	Non-Member	Date
Achieving Effective Management for Global Logistics	\$530	\$570	13-14 Nov
Best Practices and Procedures in Marine Insurance	\$520	\$560	15-16 Dec
Cost Reduction Techniques for Effective Purchasing	\$560	\$600	4-5 Nov
Effective 3PL Management for Supply Chain Logistics	\$520	\$560	3-4 Dec
Effective Negotiation In Supply Management	\$520	\$560	17-18 Nov
Effective Uses and Applications of INCOTERMS in International Trade	\$340	\$380	3 Nov, 1 Dec
Fundamentals of Purchasing Skills for New Buyers and Purchasers	\$560	\$620	25-26 Nov
Global Sourcing and International Purchasing	\$560	\$620	29-30 Dec
How To Negotiate With Vendors and Suppliers	\$560	\$620	13-14 Nov
Import / Export Documentation and Shipping Procedures	\$480	\$540	29-30 Dec
Streamlining Order Management into Best Practice	\$530	\$570	15-16 Dec
Supplier Evaluation, Selection and Development	\$520	\$560	11-12 Dec
Total Operation Solutions for Driving Supply Chain Efficiency and Agility	\$560	\$620	10-11 Nov
Warehouse and Storage Management	\$480	\$540	1-2 Dec
Workshop on Understanding Letter of Credit Best Practices and International Trade	\$480	\$540	24-25 Nov
Manufacturing, Technical & Quality Management	Member	Non-Member	Date
Better Forecasting and Inventory Management - A Simple Statistical Approach	\$500	\$560	17-18 Nov
Production Annual Plan: How To Develop and Manage It	\$520	\$560	27-28 Nov
Quality Awareness for Employees for Frontline and Shop Floor Staff	\$400	\$450	10 Nov
Strategic Production Planning, Scheduling and Controlling	\$552	\$619	6-7 Nov
General Management	Member	Non-Member	Date
Effective People Management - Winning Hearts & Minds!	\$480	\$540	24-25 Nov
How to Handle Conflict & Confrontation	\$340	\$400	4 Nov
Implementing Change Effectively	\$480	\$520	6-7 Nov
Problem Solving and Decision Making	\$340	\$400	23 Dec
Smart Time Management TM	\$420	\$460	1 Dec
Supervisory Management Skills-Leading, Coaching, Managing (Mandarin Workshop)	\$380	\$420	13 Nov
The Multi Portfolio Manager	\$480	\$540	10-11 Nov
Tools & Techniques for Managing Change	\$340	\$400	26 Nov
Train the Trainer	\$520	\$570	15-16 Dec
Leadership & Team Building	Member	Non-Member	Date
Developing High Performance Teams	\$490	\$550	3-4 Nov
Executive Coaching Using the G.R.O.W. Model	\$480	\$540	19-20 Nov

How To Excel as a First Time Supervisor	\$480	\$540	18-19 Dec
Personal Leadership Development	\$480	\$520	24-25 Nov
Top 5 Successful Management Strategies Adopted by SMEs	\$400	\$460	9 Dec
Office Management	Member	Non-Member	Date
Effective Office Administrative Skills	\$340	\$400	3 Nov
Get Organized for Peak Performance	\$340	\$400	6 Nov
Secrets of the Successful Secretary and Office Professional	\$350	\$390	5 Nov
Human Resource Management	Member	Non-Member	Date
HR for Non-HR Professionals	\$480	\$540	3-4 Dec
Implementing Positive HRM Strategies for Retention and Efficiency	\$480	\$540	13-14 Nov
Key Performance Indicators (KPI) for Performance Maximization	\$340	\$400	9 Dec
Managing Human Capital: Key Strategic Challenges for SMEs	\$340	\$400	Nov 11
Performance Management Appraisal Skills	\$480	\$520	Nov 20
Sales and Marketing	Member	Non-Member	Date
Building a Sales-Oriented Workforce - Selling Skills for All Employees	\$340	\$400	1 Dec
Development Program For Sales Personnel	\$340	\$400	19 Dec
Managing Your Distributors for Better Returns	\$340	\$400	10 Dec
Negotiation Skills for Marketing & Purchasing Staff	\$480	\$540	24-25 Nov
New Ideas for More Sales	\$250	\$280	25 Nov
Tele-Techniques to Increase Leads and Sales	\$480	\$540	3-4 Nov
Towering Above The Rest-Sell Your Way Up	\$355	\$395	12 Nov
Customer Service	Member	Non-Member	Date
Customer Service and Telephone Skills (Mandarin Workshop)	\$350	\$390	4 Nov
Customer Service Assessment	\$320	\$360	15 Dec
Managing Difficult Customers Effectively	\$340	\$380	5 Dec
Outstanding Frontline Customer Service Skills	\$340	\$400	17 Nov
Communication	Member	Non-Member	Date
Critical Listening for Impact	\$340	\$400	11 Nov
Effective Business Writing Skills	\$480	\$540	10-11 Nov
Enhancing Communication and Interpersonal Skills	\$520	\$580	17-18 Nov
How to Become an Assertive Communicator	\$480	\$540	20-21 Nov
Influencing Strategies that Work	\$360	\$400	12 Dec
Speak Standard English	\$340	\$400	3 Nov
Speaking & Presenting with Confidence & Impact	\$320	\$360	13 Nov
Finance	Member	Non-Member	Date
Business Analytics and Reporting Using Excel	\$520	\$560	20-21 Nov
Effective Credit Management & Analysis	\$440	\$480	3 Dec
Traps and Loopholes in Financial Reporting and Analysis	\$440	\$480	10 Dec
Understanding Financial Statements	\$440	\$480	5 Nov
Creativity & Innovation	Member	Non-Member	Date
Creative & Critical Thinking Skills for Teams	\$340	\$400	17 Nov
Think Fast, Think Smart	\$340	\$400	4 Dec
Thinking On Your Feet	\$450	\$500	27-28 Nov
Tony Buzan MM and Thinking TM	\$300	\$350	10 Nov
Personal Effectiveness	Member	Non-Member	Date
Balancing Your Work and Life	\$340	\$400	19 Dec
Essentials of Email Writing and Etiquette	\$340	\$400	15 Dec
Handling Difficult People	\$400	\$450	24 Nov
How To Work Well With Others At Work	\$480	\$500	27-28 Nov
Pre-Retirement Workshop - The Balance of Life Approach	\$340	\$400	3 Dec
The Art of Writing Good Minutes	\$340	\$400	4 Dec

*Above fees are subjected to prevailing GST. Kindly contact us for the latest updates on new programmes and dates. *The programme information in this calendar is accurate at the time of printing. SMa-CCL reserves the right to alter any of the information provided in this calendar at any time without prior notice.

SMa Centre for Corporate Learning			
General Email:	ccl@smafederation.org.sg		
General Fax:	6826 2021		
Seminars :	Ms Leong Mun Yin	DID: 6826 3056	munyin@smafederation.org.sg
	Ms Perryn Khoo	DID: 6826 3055	perrynkhoo@smafederation.org.sg
	Mr Dave Or	DID: 6826 3071	daveor@smafederation.org.sg
Forklift, OSH, Certification:	Ms Teo Wei Jiin	DID: 6826 3044	weijiin@smafederation.org.sg
SOC (Metalworking):	Ms Leong Mun Yin	DID: 6826 3056	munyin@smafederation.org.sg
WDA Workforce Skills Qualifications (WSQ) Courses :	Ms Sharon Liang	DID: 6826 3049	sharonliang@smafederation.org.sg
In-House Training :	Ms Elaine Tan	DID: 6826 3041	elainetan@smafederation.org.sg



Event: Cross-Industry Networking Series 2
Date: 11 July 2008
Venue: Bar By The Fall @ Pines Tree Club
By: SMA
Sponsor: GE Commercial Finance

1. A friendly toast. Mr Dennis Ng, Director for Membership & Industry Development Division, SMA (left) and Mr Albert Lim, Chairman of SMA's Plastics & Packaging Industry Group
2. From left: Mr Richard Chee, Managing Director for Richee Engineering Enterprise, Ms Novie Lim, Account Manager, RISIS and Mr Desmond Loh, Managing Director for Sevenoaks Wine
3. Members at all smiles with their drinks

Event: Food Safety Awards Night 2008
Date: 18 July 2008
Venue: Grand Copthorne Waterfront Hotel
By: Agri-Food & Veterinary Authority of Singapore



1. SMA members with Guest-of-Honour, Mr Mah Bow Tan, Minister For National Development (centre- standing)
2. SMA's Food & Beverage (F&B) Industry Group Committee Member, Mr Peter Tan for Super CoffeeMix Manufacturing Ltd receiving the certificate of commendation from Mr Mah
3. Another certificate of commendation recipient, F&B Industry Group Committee Member, Mr Cheong Chung Kin for Win Sin (Pte) Ltd
4. Mr Alex Cheong, Deputy General Manager for Amoy Canning Corporation (S) Pte Ltd also receiving the certificate of commendation



Event: Frost & Sullivan Asia Pacific Industrial Technologies Awards 2008
Date: 15 August 2008
Venue: Grand Copthorne Waterfront Hotel
By: Frost & Sullivan



1. President for SMA, Mr Renny Yeo delivering his speech as Guest-of-Honour at the awards
2. SMA Corporate Member, Schneider Electric represented by Mr Alex Khoo receiving the Asia Pacific HMI & SCADA Company of the Year Award from Mr Bob Gill, Reed Business Asia (right)
3. Another SMA Corporate Member, Yokogawa Engineering Asia represented by Mr Kersi F. Aspar receiving the Asia Pacific DCS Company of the Year Award from Dr. Tan Guan Hong from SIAA (right)
4. Our last Corporate Member recipient, Siemens represented by Mr Lothar Herrmann receiving the Asia Pacific Industrial Automation Company of the Year Award from Dr. Tan Guan Hong

Event: Standards and Quality 2008
Date: 21 August 2008
Venue: Marina Mandarin Hotel
By: SPRING Singapore



Mr James See, Chairman of SMA's Metal, Machinery & Engineering Industry Group receiving the Standards Council Distinguished Award for Singco Pte Ltd



Event: 7th HOSPI Medica Asia 2008
Date: 17-19 September 2008
Venue: Suntec International & Convention Centre
By: Messe Dusseldorf Asia



1. Guest-of-Honour, Mr S. Iswaran, Senior Minister for Ministry of Trade & Industry visiting the Singapore pavilion
2. Mr Iswaran learning more about the Made-in-Singapore electrical wheelchair from a local company

Event: Industrial Automation Vietnam 2008
Date: 17-19 September 2008
Venue: Ho Chi Minh International Exhibition Centre
By: Hong Kong Exhibition Services Ltd



1. Mr Jeffrey Liew, Director for International Trade Development Division, Sma (right) speaking to Mr Nguyen Hong Quan, Minister from the Ministry of Construction, Vietnam
2. The Sma led Singapore Pavilion of seven local companies exhibiting with pride
3. Exterior of the venue, Ho Chi Minh International Exhibition & Convention Centre

PLAY ON!



Completed to the tune of \$6m, this new playground for the young and old is a sprawling 300,000 sq ft. Playground @ Big Splash retains the charm of the old, familiar Big Splash, which was established in 1976. It will appeal to those who have nostalgic memories about the once-popular water theme park, with a carefree and happy vibe. Three decades on, the place has been completely revamped, but not sans its old-world charm – it not only serves as an event venue with outdoor spaces for carnivals, corporate functions, weddings and outdoor movie screenings, it also has a total of 11 food and beverage outlets and a host of lifestyle shops.

You can spend an entire day, from the break of dawn, till the dark hours of the night at Playground @ Big Splash, without a boring moment in between. Picture this – you wake up, embrace the crisp morning air, round up the kids and head there for your pre-breakfast workout. Stretch those muscles out at the large open area, then adjourn to **KFC** (#01-25, Block D) for their special breakfast sets. Recline in their plush sofa chairs and enjoy the full view of the beach surroundings while you tuck in.

The children will want to spend some time at the **Frisk 'n' Romp Playclub** (#02-07, Block B), where kids can enjoy interactive playgroup programmes, martial arts, dramatic play and performance, story telling and a whole host of other diverse activities designed to keep them engaged and constantly picking up new skills.

While the children are entertained, pamper yourself to a manicure at **Nails Fetish** (#01-24, Block C). If you are feeling adventurous, try out its ear candling service – it's purported to effectively draw out toxins from your body.

Dinner time, and the craving for seafood is undeniable. Long-time key tenant, **Seafood International Market & Restaurant** (#01-01, #01-02 and #01-03, Block A) provides relief. Its live seafood market and restaurant concept is a huge hit, with the freshest of seafood prepared on the spot, right in front of your eyes in its show kitchen.

Before you head home, soak in the atmosphere at **1 TwentySix** (#01-26, Block E) – a chic wine and dine establishment brought to you by the same team behind One Rochester. Wind down with a martini (or two) while enjoying the sunset.

Night has fallen, and everyone piles into the car, ready to head home with happy memories of the day – you suddenly feel a little hungry, and groan at the trouble of whipping up supper at home. You spy the **Carl's Jr.** (#01-14, #01-15, #01-16 and #01-17, Block C) drive-through – perfect. The very first Carl's Jr. drive-through in the Asia Pacific, you whiz by and pick up a few juicy burgers, salads and delicious home-brewed iced lemon tea to go. The perfect coda to a wonderful day. ■

Quick Facts

Address: 902 East Coast Parkway,
Singapore 449874

Tel: 6345 6762

Website: www.playground.com.sg



New Vision Care Group for MTIG

With the aim to enhance the competitiveness of the vision care industry, Sma's Medical Technology Industry Group (MTIG) has set up a sub-committee group called Vision Care Group (VCG).

The VCG will be headed by Chairman, Mr Ng Han Peng, General Manager of CIBA Vision (Singapore) Pte Ltd and Vice-Chairman, Mr Sim Peng Tak, General Manager of Essilor Singapore Pte Ltd.

The primary objectives of the VCG are:

1. To be the representative body for its members
2. To discuss key, strategic issues and to work with other industry stakeholders to improve patient care and to grow the vision care industry
3. To provide leadership and guidelines towards best practices for its members

Within the VCG, the group is further segregated into two sections- local and regional- to effectively address the different sets of specific needs and issues that entails each market.

For any queries on the VCG or to join the group, please contact the group's Secretariat- Ms Chin May Fang, Senior Executive for Membership Industry Development Division at DID: +65 6826 3050 or email: chinmayfang@smafederation.org.sg- ■

Member Spotlight: GPac™ Technology (S) Pte Ltd

By Andrew Ong

With our industry's concern over our environment, it is good to know that Sma's Corporate Member, GPac™ Technology offers innovative solutions to this growing environmental condition.

Being a local manufacturer that is wholly owned by Hong Leong Asia, GPac™ uses natural renewable resources such as recycled wood fibers and any agriculture fibers to produce their wide range of eco-friendly and biodegradable products.

"We are pleased that our solutions enhance the corporate image and cost-competitiveness in the manufacturing community," said Mr Steven Chiu, General Manager, Sales & Business Development of GPac™, "And as a member of Sma, this has allowed us to raise our profile and presence."

To know more about GPac™ Technology, visit their website- www.gpac.com.sg - CONNECT ■



One of GPac™ key products- the compressed wood pallets (ISPM 15 compliant).

Welcome New Sma Members!

July 2008

BAXTER HEALTHCARE ASIA PTE LTD
CS INNOVATION PTE LTD
VALRACK FAR EAST PTE LTD
SKY HOLDING PTE LTD
VICPLAS HOLDINGS PTE LTD
BAUSCH & LOMB (SINGAPORE) PTE LTD
MSC CONSULTING (S) PTE LTD
ASIATIC AGRICULTURAL INDUSTRIES PTE LTD
MICROWAVE PACKAGING (S) PTE LTD
STO SEA PTE LTD
THOMSON LIFESTYLE CENTRE C/O THOMSON MEDICAL CENTRE LTD
TYCO HEALTHCARE PTE LTD
WILLSOON (F.E.) PTE LTD
NATURAL FUEL PTE LTD
BANYAN TREE HOTELS & RESORTS PTE LTD

August 2008

KINGSLAND DEVELOPMENT PTE LTD
ADROIT INSTRUMENTATION PTE LTD
SPECTRIS PTE LTD
M-COM ASIA PTE LTD
BIOMED DIAGNOSTICS PTE LTD
COMPONENT TECHNOLOGY PTE LTD
FAVOURITE TECHNOLOGIES PTE LTD
CONTAINERLINERS ASIA PTE LTD
B.H. CONSULTANTS
SUPREME LION MARKETING PTE LTD
CALIPER HUMAN STRATEGIES SINGAPORE PTE LTD
ALLERGAN (S) PTE LTD
NETPOLEON SOLUTIONS PTE LTD

Latest Exclusive Benefits

- Experience the exotic blend of Asian hospitality and luxury in a Banyan Tree or Angsana resort. Book a stay at the Resorts with additional 10% off
- Singapore Press Holdings' Special Interactive Advertising Package for Sma members
- 10% discount off Health Screening Packages at Thomson Lifestyle Centre
- 15% discount off additional Diagnostic Imaging Screening / Blood Test when taken with health screening package
- 15% discount off Aesthetic Services / Treatments at Thomson Aesthetics Centre [NEW](#)

For more queries on enjoying these benefits, please contact Ms Marilyn Tan, Assistant Manager of Membership & Industry Development at DID: +65 6826 3054 or Email: marilyntan@smafederation.org.sg ■