

**Dear CAMP Committee Members,**

Greetings from Singapore Manufacturing Federation!  
Message from Cleaning & Material Protection (CAMP) Committee Chair,  
Dr Khoo Keng Meng



Singapore Manufacturing  
Federation  
新加坡制造商总会

## **CAMP Committee Chair's Year-End Message**

To the CAMP Committee and Energy & Chemicals IG:

We are now approaching the end of 2015 and we can look back to a very encouraging start to the CAMP Committee. Around 6 months ago, we created a platform for the cleaning and material protection segment under the aegis of the Energy & Chemicals IG in SMF. CAMP was set up with the intention to champion the interests and growth of this segment by bringing the relevant stakeholders together.

In Singapore, although the cleaning and material protection industry segment is practically ubiquitous across consumer and industrial applications, the regulatory bar is low and it is considered to be a commodity segment with little value-add. In reality, this is not the case. The products in our segment when used appropriately, makes the world a cleaner, safer and greener place to live in but when misused, can harm people and the environment. As a responsible segment, we need to pro-actively build and maintain public trust in our industry as well as promoting innovation through industry-wide cooperation. Such innovation is important in response to ever-evolving social challenges and at the same time can potentially result in the creation of new markets. Being a responsible segment will also give us gravitas as the voice of the industry when advocating with the government agencies and other external organizations.

In the past 6 months, some of our activities include:

- 1) Looking at potential schemes to support quality and safe products in the market.**
- 2) Organizing a cleaning products workshop to raise industry awareness of this segment.**
- 3) Representing Singapore at the AOSDAC meeting where we presented a strong case to the Steering Committee to accept SMF into AOSDAC. SMF has now been granted observer status at the next AOSDAC meeting in 2017.**

Going into 2016, we want to carry our momentum forward as we look into the next phase of development for the CAMP committee. I feel we need to be more business-oriented/focused on our drive to build public trust and promote social innovation. To this end, CAMP is privileged to have 3 Managing Directors joining us next year to share their experience and expertise. I would like to take this opportunity to briefly introduce our new members:

- 1) Mr. Koh Yiew Hiap – Mr Koh is the Managing Director of **Universal Integrated Corporation (UIC), Consumer Products Pte Ltd**. He is also a Director of SGX listed Company, Food Empire Holdings Ltd, and sits on the Board of Directors of various companies with the SALIM Group
- 2) Mr. Adam Shahul Hamid – Mr. Adam is the Managing Director of **Naina Mohamed & Sons Pte Ltd**. In addition, he is also a Vice-President in SMF and Chairman of the Singapore Pharmaceutical Trade Organization (SPTO) under the Life Sciences Industry Group.

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- 3) Mr. Sanjay Trivedi – Mr. Trivedi is the Managing Director of **Techniton International Pte Ltd** and Chairman of the Trivedi Groupe of businesses. In addition, he is also the Founder Director of the Indian Home & Personal Care Industry Association.



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On behalf of the CAMP Committee and the Energy & Chemicals Industry Group, I would like to welcome them to the committee and look forward to their sharing of expertise and experience in Singapore and beyond our local shores. Some of our new members have already indicated to me that they want to see CAMP advocating with specific external organizations/agencies to address the segment's concerns and this will be one of our key objectives for 2016.

In addition, I see the need to broaden the awareness of this segment beyond the traditional FMCG and ensure we adequately support the material protection/biocide segment. For example, some of the biocides used in consumer products are also used in treating aquaculture infrastructure (e.g. nets, cages) to reduce bio-fouling and help increase efficiency in the maintenance and cleaning operations. There is excellent opportunity to extend our collaboration across to the other Industry Groups (IGs) including Building Products and Construction Materials IG and Metal, Machinery & Engineering IG.

Just as important, we also need to connect closer within the Energy and Chemicals IG as there are many companies in the IG, which are manufacturers of chemicals used in the preservation and material protection segment or customers of these manufacturers. These companies currently may not be aware of CAMP's activities.

In order to help consolidate and prioritize our activities for 2016, we will group them under 3 key objectives:

- 1) Raising awareness and building public trust in our industry**
- 2) Promoting innovation through industry-wide cooperation**
- 3) Intelligence sharing and advocacy to ensure industry's interests are represented in the appropriate forums in Singapore and across the regions**

Last but not least, I would like to take this opportunity to thank the CAMP committee, SMF Secretariat, SMF-SDO Secretariat, SMF and CAMP colleagues as well as external experts for their participation and help in driving our activities for 2015. I would also like to thank the Energy and Chemicals IG Committee and in particular, Chairman Simon Li for their guidance and support given to the CAMP committee. For all that has been successful, the credit goes to the above. For everything else, the fault is entirely mine.

I wish you and your families a Merry Christmas and looking forward to a wonderful New Year.

Sincerely,  
Keng Meng  
Chairman of CAMP