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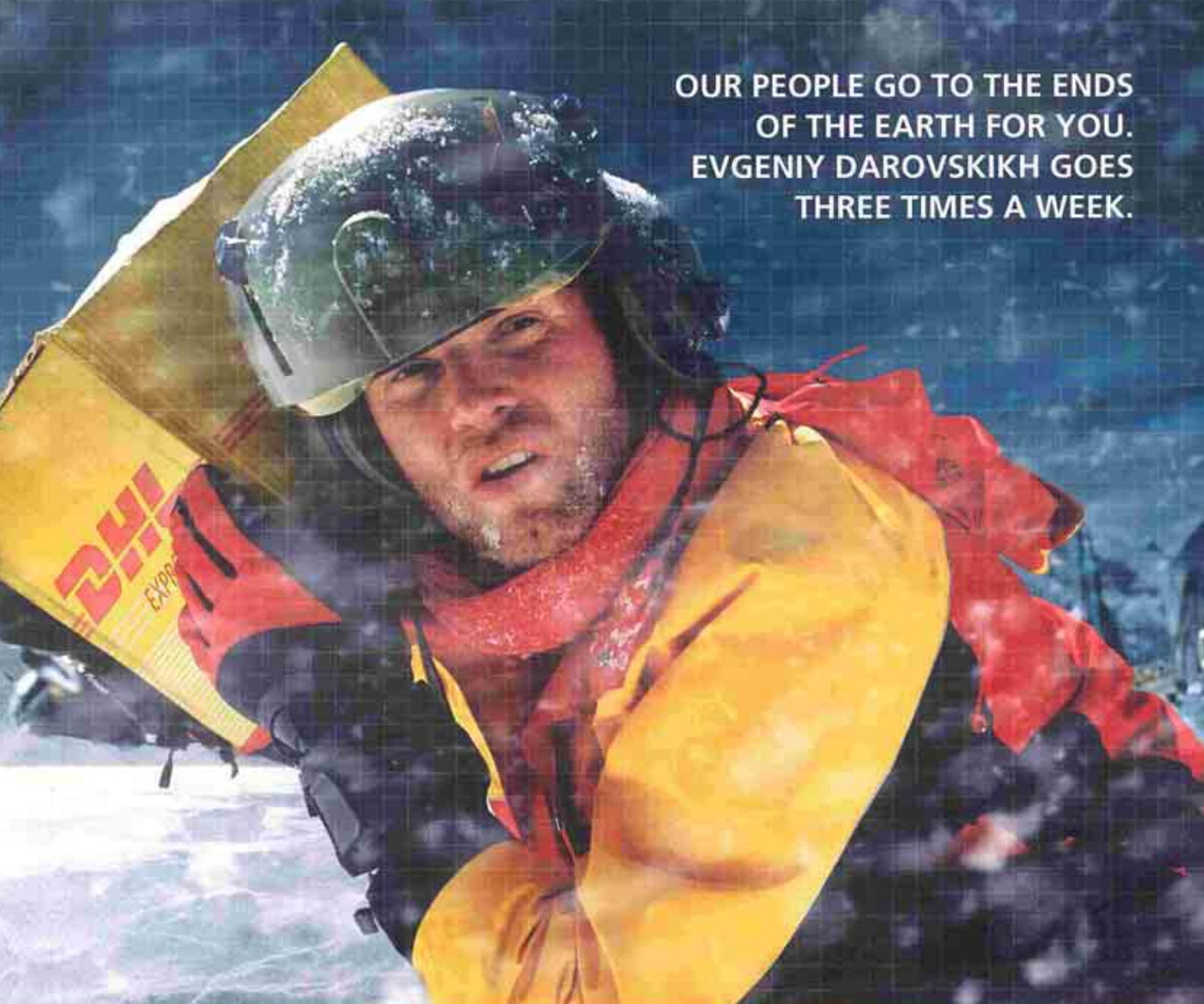
Singapore Manufacturers'
Federation

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SMA Staged Mini-Convention on Innovation for OSH (i-4-OSH) Awards 2006 for the Manufacturing Industry

By Myca Tan



▲ The judges (L-R) Mr Alan Loh, Mr Hans Pijnenburg, Mr Teng Chong Seng, Mr Tay Cheng Pheng and Er Yeong Chark Sung concentrating on the presentation by each team



▲ Gold Award winner with Er Yeong Chark Sung (far right): B-Team of Becton Dickinson Critical Care Systems Singapore Pte Ltd

The Mini-convention on the Innovation for the Occupational Safety & Health (i-4-OSH) Awards 2006 for the Manufacturing Industry was successfully staged on 3 October 2006, by the SMA's Environment, Health, Safety and Security Function Committee and Research and Corporate Communications Division with support from the Ministry of Manpower (MOM).

A total of 33 submissions from various sectors of the Manufacturing industry vied for this award which was previously organized by MOM. After the first stage of the competition, nine teams were short-listed to present their OSH improvements at the Mini-convention.

The short-listed teams were:

- F50 United from ST Aerospace Engineering Pte Ltd
- B-Team from Becton Dickinson Critical Care Systems Singapore Pte Ltd
- F5 from Becton Dickinson Critical Care Systems Singapore Pte Ltd
- ISC Engineering from IBM International Holdings B.V. Singapore Branch
- Creative Safety Team from Baker Oil Tools
- E Sensor from ST Aerospace Engines Pte Ltd
- Team Safety First from Systems on Silicon Manufacturing Company Pte Ltd
- United Safety Team from United Microelectronics Corporations (Singapore)
- Team Breakthrough from Wyeth Nutritionals (Singapore) Pte Ltd

The judges at the Mini-convention were: Mr J C Hans Pijnenburg, Plant Manager, Singapore Intermediates and Aromatics; Mr Tay Cheng Pheng, Regional Environment, Health and Safety Manager, Chevron Philips Chemical Asia Pte Ltd; Mr Alan Loh, Head of Environment, Health & Safety, GlaxoSmithKline; Mr Teng Chong Seng, Environment, Health, & Safety Director, Pfizer Asia Pacific Pte Ltd; and Er Yeong Chark Sung, Head of Systems, Mechanical & Electrical Safety Unit in the OSH Specialist Department, Ministry of Manpower.

After an intensely competitive presentation session by all the nine teams, the B-Team from Becton Dickinson Critical Care Systems, Safety First from Systems on Silicon Manufacturing Company and United Safety Team from United Microelectronics Corporations were declared the Gold Award winners.

These three teams will next go on to compete with the top three winners in the other industries at the National i-4-OSH Award on 24 November 2006. The other industries include the Marine industry (organized by the Association of Singapore Marine Industries), Construction industry (organized by the Singapore Contractors Association Ltd) and General industries (organized by the National Safety Council of Singapore).



▲ Gold Award winner with Er Yeong Chark Sung (far right): Safety First (CES) of Systems on Silicon Manufacturing Company Pte Ltd



▲ Gold Award winner with Er Yeong Chark Sung (far right): United Safety Team of United Microelectronics Corporations (Singapore)

▼ Teams giving their best shot during their presentation





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SMA Installs New Council and Charts New Directions for the Manufacturing Community on Appreciation-cum-Investiture Nite 2006



▲ Mr Edwin Khew, President of SMA receiving the certificate of appointment from Dr Vivian Balakrishnan



▲ Dr Vivian Balakrishnan receiving the token of appreciation from Mr Edwin Khew, President of SMA



▲ Dr Vivian Balakrishnan addressing SMA members and guests

19 October 2006 marked another major milestone for the Singapore Manufacturers' Federation as it officially installed its new Council for the term 2006 to 2008 and at the same time unveiled some of the strategic directions it will embark on based on its Strategic Action Plan.

The SMA Appreciation-cum-Investiture Night 2006 was graced by Guest-of-Honour Dr Vivian Balakrishnan, Minister for Community Development, Youth and Sports and Second Minister for Information, Communications and the Arts. A total of 34 members of the new Council, including the President, Deputy President and Honorary President, received their Certificate of Appointment from Dr Balakrishnan. The red-letter event was witnessed by more than 400 guests from the various government ministries and agencies, foreign embassies and high commissions, chambers of commerce and trade associations and other stakeholders of the Federation including its members and partners from the private and public sectors.

In his Welcome Address, SMA President Mr Edwin Khew, unveiled his Vision and Mission for the Federation. Mr Khew envisaged an SMA that is globally recognized and able to add value to Singapore manufacturers and contribute to the sustainable growth to Singapore Manufacturing. Mission-wise, he hopes to see SMA as:

- the voice of the manufacturing sector in Singapore representing the concerns of all Singapore manufacturers;
- the natural partner for Singapore's government to ensure growth and sustainability for manufacturing in Singapore;
- playing a major regional and global role by:
 - forging links with similar organizations worldwide
 - providing a regional training centre for local and Asia-based manufacturers
- encouraging and facilitating the growth of new manufacturing enterprises

In his keynote address, Guest-of-Honour Dr Vivian Balakrishnan complimented SMA on its staying relevant to the manufacturing community and intention to grow into a regional and global entity by boosting its service offerings and resources for its members to tap into. He stressed the government's support in manufacturing and is confident that with concerted efforts by organizations like SMA and the industry players, manufacturing will continue to be a key pillar of economic growth for Singapore. Incidentally, Dr Balakrishnan also officiated at the opening of the Enterprise Development Centre@SMA about a year ago.

The Appreciation-cum-Investiture Night was further spiced up by the sponsorship of herbal products from Eu Yan Sang International (also the Platinum Sponsor) in the menu as well as by the generous



▲ Mr Birch Sio, Council member mingling with guests



▲ Ms Joanna Wong, Head of Branding & Corporate Communications at Eu Yan Sang International Ltd (3rd from left) with some SMA members

contributions from the Gold Sponsors (Siemens Pte Ltd, Oce (Singapore) Pte Ltd and Starhub Ltd), Silver Sponsors (DBS Bank Ltd, Dorma Far East Pte Ltd, Koelnmesse Pte Ltd, RHB Bank Berhad, Singapore Computer Systems, TJ Systems (S) Pte Ltd and Tanglin Corporation (Pte) Ltd) and sponsors of lucky draw prizes and gifts.

Mr Wilson Tan of HQ Link Pte Ltd, a guest at the event, summed up the proceedings for the night aptly, "this is truly a red-letter event where one not only gets to rub shoulders with government officials, dignitaries and industry captains but also could savour a unique spread of herbal food. Kudos to SMA for putting up such a memorable event!"



▲ SMA Appreciation Night 2006 Organizing Committee members



▲ Mr Edwin Khew, President of SMA (centre) Dr Moh Chong Tau, Deputy President and Mr Hans-Dieter Bott, Council member in conversation during the SMA Appreciation Night 2006



▲ Mr Edwin Khew addressing SMA members and guests



▲ James See, Council member receiving the lucky draw prize from Ms Annabelle Tan, SMA Vice President and Advisor to the Appreciation Night 2006 Organizing Committee



▲ Mr Lew Syn Pau, Honorary President, receiving the certificate of appointment from Dr Vivian Balakrishnan



▲ Dr Vivian Balakrishnan (3rd from right) and Mr Edwin Khew (4th from right) with the new SMA Council

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Dr Moh Chong Tau	Deputy President	Makino Asia Pte Ltd	Mr Tsang Kwan Lung	Council Member	GP Batteries International Limited
Mr Lew Syn Pau	Honorary President	Food Empire Holdings Limited	Mr Cyril Teo	Council Member	Halley's Express Pte Ltd
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Mr Renny Yeo Ah Kiang	Vice-President	Singapore Cables Manufacturers Pte Ltd.	Mr Nelson Yeap Tien Sing	Council Member	Schneider Electric Singapore Pte Ltd
Mr Alex Siow Yuen Khong	Vice-President	StarHub Ltd	Mr Hans-Dieter Bott	Council Member	Siemens Pte Ltd
Dr Ahmad Magad	Council Member	II-VI Singapore Pte Ltd	Mr Tan Tong Hai	Council Member	Singapore Computer Systems Limited
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Mr Ryan Chioh	Council Member	FarEastFlora.com Pte Ltd	Mrs Jennifer Yeo	Council Member	Yeo-Leong & Peh LLC

Congratulations, Winners of the Innovation for Occupational Safety and Health (i-4-OSH) Awards 2006!



▲ SMA members, Becton Dickinson Critical Care Systems Singapore Pte Ltd (right) and Wyeth Nutritionals (Singapore) Pte Ltd taking a group photo with Er Yeong Chark Sung, Head of Systems, Mechanical & Electrical Safety Unit in the OSH Specialist Department, Ministry of Manpower



▲ The winning teams (L-R: B-Team and ISC Engineering) receiving the awards from Er Yeong Chark Sung

At the recent Mini-convention on Innovation for OSH Awards 2006 for the Manufacturing industry held on 3 October 2006, four of the nine winning teams are SMA members. They are:

- B-Team from Becton Dickinson Critical Care Systems Singapore Pte Ltd (Gold Award);
- F5 from Becton Dickinson Critical Care Systems Singapore Pte Ltd (Silver Award);
- Team Breakthrough from Wyeth Nutritionals (Singapore) Pte Ltd (Silver Award) and
- ISC Engineering from IBM International Holdings B.V. Singapore Branch (Bronze Award)

Well done and congratulations to our winning teams!

Congratulations to Concord Associates on winning the SAF Distinguished Defence Partner Award

Concord Associates, an SMA member, was awarded the SAF Distinguished Award at the Total Defence Awards Presentation Ceremony, held at Suntec City Convention Centre on 28 July 2006.

The Total Defence Awards recognises the vital role employers and civil resource (CR) owners play in Total Defence (TD). There are 3 categories of TD Awards: the Meritorious Defence Partner Award, the Distinguished Defence Partner Award and the highest accolade, the Minister for Defence Award. The Distinguished Defence Partner Award is presented to companies that have shown consistent support for NS and CR owners selected from the top band of companies.



<< Mr Birch Sio (right), Managing Consultant & Director of Concord Associates receiving the "Distinguished Defence Partner Award" from the Minister of State of Defence, Assoc Prof Koo Tsai Kee

Congratulations to Dr Patrick Loh on Being Conferred the Public Service Star (Bintang Bakti Masysrakat – BBM)!



SMA extends its heartiest congratulations to Dr Patrick Loh Heng Meng on his conferment of the Public Service Star (BBM) by His Excellency Mr S R Nathan, President of Singapore, in September 2006.

Besides serving as an active committee member of SMA's Environment, Health, Safety and Security (EHSS) Function Committee, Dr Loh also

holds key positions in the private and public sectors including his appointment as Managing Director of Bioresearch Industries Pte Ltd, Agri-Adviser at the Agri-food and Veterinary Authority of Singapore (AVA), member of Think Tank Committee for Science and Technology (National Science and Technology Board), PSB's Food Standards Committee and Waste Management and Recycling Association of Singapore and Honorary Professor at the Yezin Agricultural University, the Ministry of Agriculture and Irrigation, Myanmar.

Congratulations to Aalst Chocolate Pte Ltd on being nominated for the 2006 Spirit of Enterprise Awards

SMa extends its congratulations to Aalst Chocolate Pte Ltd on its nomination for the 2006 Spirit of Enterprise Awards. Aalst is among a total of 200 nominees for the Award, which honours enterprising

companies that have treaded the arduous path to establish their businesses and products/services. Incidentally, the EDC@SMa has contributed substantially to the branding of Aalst Chocolate.



Congratulations to DBS Bank for winning 2 top awards at the Private Banker International Awards!

Singapore Manufacturers' Federation extends its heartiest congratulations to DBS Bank (an SMa member) for winning The Outstanding Regional Private Bank – Asia Pacific and The Outstanding Asia Pacific Private Banker – 2006 categories of the Private Banker International Awards.

The Private Banker International Awards is organized by the Private Banker International, a leading journal for the global wealth management industry. The Awards pay tribute to individuals who are leaders in global wealth management and outstanding financial institutions in the wealth management industry.

Congratulations to Genovate Solutions Pte Ltd for winning The Entrepreneur of the Year 2006 – Top Entrepreneurs!

Singapore Manufacturers' Federation is proud to announce that its member, Genovate Solutions Pte Ltd, was named The Entrepreneur of the Year 2006 – Top Entrepreneurs by the Association of Small and Medium Enterprises (ASME) and the Rotary Club of Singapore (RCOS).

The Entrepreneur of the Year 2006 Award honours outstanding local entrepreneurs who exhibited outstanding entrepreneurship in their respective fields of business.

Genovate Solutions Pte Ltd is one of the 13 winners of the Top Entrepreneurs Award, selected by a panel of distinguished judges hailed from both the private and public sectors, in a hotly contested competition.



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The Applied Corporate Finance – Best practice in Corporate Finance & Strategic Valuation

By SMA-School of Management



To update senior corporate executives on the latest trends and development in the global financial market and its impact on a firm's value, the SMA-School of Management (SOM) jointly with its university partner, the City University of New York (CUNY), organized an interactive CEO Breakfast Talk at the Le Meridien Hotel on 8 September 2006.

The presentation on "The Applied Corporate Finance – Best practice in Corporate Finance and Strategic Valuation" drew participation from more than 40 Chief Executives Officers, Managing Directors, Vice Presidents and General Managers from both local SMEs and MNCs.


Dr. Dan Levin, a senior finance faculty member from CUNY, delivered the talk by broaching on interesting and relevant topics such as foreign exchange market efficiency, international corporate diversification, foreign direct investment, multinationalization and multinational capital structure.

An expert in the use and assessment of advanced technologies in various business and military applications, Dr. Levin holds a Ph.D in Business and Applied Economics at The Wharton School, and was on the faculty of Wharton School, Tel Aviv University and The Technion – Israel Institute of Technology. He is currently a faculty member at the international MBA program at the Helsinki School of Economics and Business and at Baruch College Executive Master's of Science in Finance (EMSF) – CUNY program in Taiwan, Hong Kong and China. He is also on the board of Polar Investments.

Collaborating with SMA-SOM, City University of New York offers its world renowned Executive Masters and International Diploma programmes in Singapore with specializations in Finance and Wealth Management.

For more information about the City University of New York programmes, please contact Ms Hee Mei Chian at 6720 3333 or email to meihee@sma.edu.sg



 Dr. Dan Levin engaging the crowd with his lively presentation

CEO Business Breakfast Talk on "Decision-Making in Cross Culture Markets"

By Liz Tan

The increasing number of global strategic alliances since the 1980s spotlighted the importance of business internationalization and globalization. Success in international markets is thus largely dependent on business leaders understanding the cultural dynamics and complexities of decision-making in the global context.

To educate CEOs on the various culture-influencing styles of decision-making, SMA together with its sponsor Fuji Xerox, invited guest speaker Prof Mike Berrell to speak on this topic. The insightful talk covered different decision styles and environments, cultural influences on decision making, social psychology of decision making in cross cultural settings and the implications of different decision making styles in international strategic alliances.

Prof Mike Berrell is Professor of Work Organisation, Director Academic, RMIT University, Australia and consults widely in the Asian region on management development, international management, risk management, and strategy for both private and public organizations.

Members interested to know more about the CEO Business Breakfast may contact Ms Liz Tan at liztan@smafederation.org.sg or DID 6826 3035.

<< Mr Edwin Khew presenting a token of appreciation to Prof Mike Berrell



CEO Business Breakfast "Unlocking your Cage: Lot More to Manage Than

Affluent individuals often need sophisticated advice and strategic guidance to capitalize on opportunities to preserve, grow and transfer their wealth. As the level of affluence rises in Singapore, Wealth Management has become a subject warranting the attention of successful executives who are generally too busy to devote time and energy to optimize their wealth.

With this in mind, SMA together with BNP Paribas Private Bank organized a CEO Business Breakfast Talk on Total Wealth Management on the 27 July 2006 at the Sheraton Towers Singapore.

Guest speaker, Mr Eli Lenyoun shared with the CEOs on the importance of individual self assessment to pave the way for preserving, growing and transferring their wealth. The informative talk captivated the audience as it tugged at the core of their interest.

Mr Lenyoun is the Managing Director and Head of Wealth Management, Asia with the BNP Paribas Private Bank and has more than 29 years of experience in the area of total wealth management.

Members interested to know more about the CEO Business Breakfast could contact Ms Liz Tan at liztan@smafederation.org.sg or DID 6826 3035.

CEO Breakfast Briefing on Workplace Safety and Health (WSH) Act

By Chin May Fang



▲ Mr Tan Kia Tang, Deputy Director, Ministry of Manpower (left) exchanging views with participant after the event

Subsequent to the CEO Breakfast Briefing on Risk Management Assistance Fund (RMAF) held in June 2006, the EDC@SMa and Ministry of Manpower (MOM) organized a follow-on briefing on the Workplace Safety and Health (WSH) Act on 25 July 2006.

Mr Tan Kia Tang (Deputy Director, Hygiene and Risk Management Branch, Ministry of Manpower) presented the new Occupational Safety and Health (OSH) framework, by covering amongst other vital information, the new WSH regulations, general duties of persons at workplaces, code of practices, safety & health management arrangements, inspections and other powers of enforcement and offences, penalties and proceedings

As violations of the new WSH regulations are likely to lead to heavy penalties, do make a date with us for future RMAF and WSH-related seminars. For more information on how you can attend similar seminars, please contact May Fang at chinmayfang@smafederation.org.sg

CEO Briefing on National Workplace Safety & Health Strategy

By Chin May Fang

Talk on Because You Have a "Just Your Wealth"

By Liz Tan



▲ Mr Edwin Khew presenting a token of appreciation to Mr Eli Lenyoun

To heighten awareness of Workplace Safety and Health (WSH) management and strategies, the EDC@SMa together with Ministry of Manpower (MOM) organized a CEO briefing on MOM's National Workplace Safety & Health Strategy on 30 August 2006.

The briefing attracted more than 100 industry participants who gained from Mr Tan Fang Qun's presentation on the various ways to conform to the new OSH framework as well as strategies to achieve better WSH outcomes. Mr Tan, Policy Analyst from MOM, also engaged the audience in a lively Question and Answer session.

Besides SMa members, the briefing was also extended to members of the Singapore Food Manufacturers' Association (SFMA), whose President Mr Allan Tan, was present among the audience.

To find out more about upcoming WSH related events, please contact Chin May Fang at chinmayfang@smafederation.org.sg.



▲ (L-R): Mr Sunny Koh, Managing Director, Chinatown Food Corporation Pte Ltd and Chairman of SMa Food & Beverages Industry Group; Mr Allan Tan Soo Seng, Managing Director, Kim Hing Food Industries Pte. Ltd and President, Singapore Food Manufacturers' Association

Manufacturers Can Look Forward to Achieving Superior Results Through Demand - Driven Manufacturing

By Linnette Lim and Mikaela Kwee

Singapore-based manufacturers can now achieve greater competitiveness through cutting-edge developments in Demand-Driven Manufacturing.

At the 2-day conference and workshop (2-3 August 2006) organized by the SMA, participants received first-hand knowledge on how integrated systems in material management, production planning and trade transactions could better forecast real-time changes in customer demand. The Demand-Driven Manufacturing concept transmits benefits arising from the improved performance at the factory floor to other business operations across the entire enterprise.

Industry practitioners with extensive practical experience from Oracle, IBM, JCIT Asia Pacific and Chartered Semiconductor delivered valuable lessons to some 200 attendees from the manufacturing community seeking to better align their operations to market demand.

Based on anecdotal feedback, the participants gave a thumbs-up for the event. A participant from Energizer said: "Leonard Jayamohan and Kien Leong provided good insights on the subject matter through the case studies discussed. I would strongly recommend that SMA invite these speakers back for another seminar".



^ Participants listening attentively to the speakers' presentation

>> Kien Leong, GM of JCIT Asia Pacific presenting the Demand-Driven Manufacturing and Operational Process Improvement

Conference on Public Sector Financing and Assistance

By Ng Wee Kok



^ Speakers and organiser (L-R): Ms Corrina Tan (SPRING Singapore), Dr Roger Low (SMA), Ms Rita King (IE Singapore), Dr Christopher Holmes (A-Star), Mr Christopher Chow (IPOS), Mr Loh Kok Leong (IDA) and Ms Fion Tan (NEA)

To enhance home-grown enterprises' competitiveness in the global market, SMA organised a Conference on Public Sector Financing and Assistance and engaged speakers from six government agencies to highlight the various financing schemes and assistance programmes available to these enterprises.

Held on 12 September 2006, the conference saw representatives from the Agency for Science, Technology and Research (A*STAR), Infocomm Development Authority of Singapore (IDA), International Enterprise Singapore (IE Singapore), Intellectual Property Office of Singapore (IPOS), National Environment Agency (NEA) and Standards, Productivity and Innovation Board (SPRING Singapore) presenting a wide range of schemes,

from assisting companies to grow through technology upgrading to building infocomm-enabled end-to-end supply chains. Other schemes included manpower development assistance in the application of new technologies, loans and financing for operational expansion locally and overseas and intellectual property management in one's business strategies.

The conference was sponsored by SAP Asia Pte Ltd and co-sponsored by Avaya Singapore Pte Ltd and Standard Chartered Bank. It was also supported by the six presenting agencies.

Besides walking off with vital information on the different official schemes and assistance available, one lucky winner left with the lucky draw prize of a single return air-ticket to Hong Kong donated by SAP Asia Pte Ltd's channel partner, Sabre Information Pte Ltd.



^ The lucky winner, Dr Goh Lay Beng from Medilyn Pte Ltd receiving her prize from Dr Roger Low, Secretary-General of SMA



Panelist (L-R): Kien Leong (JCIT Asia Pacific), Leonard Jayamohan (Oracle), Dan Kochpatcharin (Chartered Semiconductor Manufacturing), Lim Teck Chang (IBM) and Clarence Wong (Oracle)



Transform Your Company By Implementing a World Class Strategy

By Linnette Lim & Mikaela Kwee



Full house of 160 enthusiastic participants

Well executed strategies help companies increase profits and maintain their competitive advantage and market share. That was the key message that 200 participants walked away with during the Strategy Masterclass on 5 September 2006, conducted by Mr Mark Daniell and Mr Suvir Varma. Mark Daniell is Chairman of the Cuscaden Group while Suvir Varma is a partner at Bain and Company.

To build a well-defined strategy, Mr Daniel elaborated that each company should embark on a systematic framework consisting of the following phases: Diagnostic phase, Design phase and Implementation phase.

In the diagnostic phase, companies evaluate their market shares via profit pools, conduct an organizational assessment and evaluate their strategic options. Next, the design phase involves resource allocation, strategic option selection and targeting of results. At the final

implementation phase, actions and responsibilities are set out with tactics and timetables outlining the deliverables.

Mr Suvir provided examples of how a company moved from a diagnostic phase to the implementation phase. Specific examples on profit pools, profit from the core, organizational characteristics of a winner and KPIs were discussed. He further expounded on the importance of leadership and how top management needed to engage staff to achieve goals in the implementation stage.

Anecdotal evidence by the audience indicated that they benefited from the concepts, and case studies presented. Enthused Ms Grace Quek, "This is a great way to introduce strategy concepts. I would suggest follow-up sessions for those who would like to learn about strategies in greater detail."



Suvir Varma sharing Bain&Company's global experience with global leaders



Mark Daniell presenting on "Developing Your Own World Class Strategy"

ASEAN Communications & Multimedia (ACM) Expo & Forum 2006

By Cindy Quah



<< His Majesty Sri Paduka Baginda Yang Di Pertuan Agong XII signing the SMA guest book

The Singapore Manufacturers' Federation (SMA), with the support from IE Singapore, led a national group participation at the 9th ASEAN Communications & Multimedia (ACM) Expo & Forum, from 5 to 8 September 2006 at the KL

Convention Centre. Exhibitors from the 13 Singapore-based companies showcased cutting-edge solutions and technologies in mobile communications, broadcast technologies, e-Security, RFID and interactive media under the Singapore National Pavilion.

ACM Expo & Forum 2006 witnessed several new initiatives and changes this year. It was held at a new venue – Kuala Lumpur Convention Centre. Located next to the Petronas Twin Towers at the heart of Kuala Lumpur City Centre, more than 10,000 delegates and trade visitors congregated at Malaysia's No. 1 ICT & Media Tradeshow. This year, ACM 2006 featured a couple of new additions, namely broadcast technologies, e-security and multimedia technologies in the tradeshow.

ACM Expo & Forum 2006 was launched and graced by His Majesty Sri Paduka Baginda Yang Di Pertuan Agong XII. SMA was honoured to have His Majesty sign on the SMA guest book during his royal tour at the Singapore Pavilion.

For more information on ACM Expo & Forum 2007, please contact SMA Secretariat Cindy Quah at Email cindyquah@smafederation.org.sg

PALA 2006

By Lawrence Chan



▲ Ms Rosalind Ng, Managing Director of IIR Exhibitions addressing the audience at the PALA 2006 Opening Ceremony

PALA 2006, an international exhibition & conference showcasing Professional Audio and Lightings, AV, Music, Broadcast and Project Installations for the South East Asia region was held in Bangkok, Thailand from 20 to 22 July 2006.

This international event, featuring the latest products and technologies, presents commercial opportunities available to those working in the professional sound and lighting, professional recording, sound reinforcement, broadcasting technology, live sound, architectural/ disco/ theatre lighting, special effects, visual and sound communications for the entertainment, presentation, project installations, music and other related industries.

Ten trade exhibitors from Singapore to PALA 2006, led by SMA, put up a comprehensive and attractive display under The Singapore National Group amid the participation 10 companies occupying an area in excess of 234 m².

For more information on PALA 2006, please Lawrence Chan at 6826 3073.

Hong Kong International Medical & Healthcare Fair 2006

By Cecilia Tham



▲ Visitors at the Singapore Pavilion

Hong Kong has long been a supplier of medical and health care equipment to many parts of the world due to its outstanding reputation for efficiency and stringent quality control. As a

leading global supplier, Hong Kong's export of medical and health care products totaled more than US\$1.69 billion in 2005.

This is the first year that Hong Kong Trade Development Council (HKTDC) held this Trade Fair at the HK Convention & Exhibition Centre. A total of 115 exhibitors from 15 countries and regions participated in this Trade Fair.

A major highlight of the Hong Kong International Medical and Health Care Fair 06 was the daily Public Forum that was held at the foyer right outside the exhibition hall. Within the Forum, exhibitors could give detailed information about their company, facility, activities or products. Visitors were allowed to ask questions and offer views and opinions. The Forum generated valuable feedback for all participants.

Singapore Manufacturers' Federation, with the support from IE Singapore, led six (6) companies in the Medical, Healthcare Services and Lifestyle industries to participate in this Fair. Singapore Medicine, which is under the Singapore Tourism Board also participated in the Fair. Its mission was to promote Singapore as a medical hub in Asia region.

Most of the exhibitors were happy with the results generated at this Trade Fair and had indicated strong interest to participate and even take larger booths next year !!

The next HK Int'l Medical & Healthcare Fair will be held from 16 to 20 August 2007 at the HK Convention & Exhibition Centre. For more details, please e-mail to Ms Cecilia Tham at ceciliatham@smafederation.org.sg

COSMOBEAUTÉ INDONESIA 2006

By Cecilia Tham

Following through with the success of the CosmoBeauté Asia series of professional trade exhibitions in Kuala Lumpur, Malaysia, industry players, master-distributors, brand owners, franchisors and manufacturers enthusiastically staged the CosmoBeauté Indonesia 2006 Trade Fair recently to further penetrate the Indonesian cosmetics, beauty, hair care, spa & wellness products/equipment market.

Dubbed "Indonesia's Most Comprehensive International Cosmetics, Beauty & Hair Trade Exhibition", CosmoBeauté Indonesia 2006 was supported by the Indonesian Ministry of Health and successfully organized by ECMI Services Sdn Bhd.

The inaugural CosmoBeauté Indonesia 2006 accorded

an effective platform for participants in the beauty, hair salon and spa industries to source products, exchange ideas, view live demonstrations and update themselves on the latest international brands and trends. The Singapore participants were overwhelmed by the rousing success they savored at this exhibition and all, if not most, enthused that they will return with full force for next year's event.

CosmoBeauté Indonesia will return next year, so if you have missed the opportunity to exhibit under the Singapore Pavilion this year, do not miss the chance again. Contact Ms Cecilia Tham at 6826-3030 or e-mail ceciliatham@smafederation.org.sg for more information or to book your space.



▲ Sma Senior Director Vincent Guok with VIP Dr Richard Panjaitan, Apt, SKM, Director-General of Pharmaceutical Services and Medical Devices, Indonesia at the SMA booth

Inter-Pak Indonesia 2006

By Dennis Toh

SMA led six companies to Jakarta, Indonesia, for the 7th Inter-Pak Indonesia 2006, an International Exhibition on Food Processing & Packaging Machinery, Equipment, Materials and Services. The exhibition was held from 6 to 9 September 2006 at the Jakarta International Expo in Kemayoran.

Organised by PT Krista Media Pratama, Inter-Pak Indonesia 2006 was held in conjunction with Inter-Food Indonesia 2006 and Indonesia International Pharma Expo 2006. Strong support for the exhibition was evident from participation by more than 10 countries including Australia, China, Indonesia, India, Hong Kong, Germany, Malaysia, Singapore, South Korea, Taiwan, Thailand and USA.

Exhibitors at the Singapore Pavilion received many trade enquiries on their products and services as well as good feedback from visitors. Given the favourable outcome, SMA looks forward to leading more Singapore-based companies for the Singapore Pavilion in next year's Inter-Pak Indonesia 2007 to be held in September 2007 at the Jakarta International Expo.

For more information on SMA-led Singapore Pavilion at Inter-Pak Indonesia 2007 and other packaging related trade fairs, please contact Mr Dennis Toh at Tel : 6826 3036 or dennistoh@smafederation.org.sg



>> Sma Plastics and Packaging IG Chairman, Mr Albert Lim visiting the Singapore Pavilion

Securitex and Fire Vietnam 2006

By Dennis Toh

Given its protracted strong economic growth, Vietnam is fast emerging as an attractive market for international industrial manufacturers, so opined the exhibitors at the Securitex and Fire Vietnam 2006 Trade Exhibition held from 20 to 22 September 2006 at the Ho Chi Minh International Exhibition and Convention Centre in Tan Binh District, Ho Chi Minh City.

Held concurrently with Elenex Vietnam and Building M&E Vietnam, Securitex and Fire Vietnam 2006 was graced by Mr Tong Van Nga, Deputy Minister for Construction, and attracted more 200 exhibiting companies from 23 countries including Australia, Canada, Singapore, Czech Republic, France, Germany, Hong Kong, India, Malaysia and USA

SMA led a 7-company delegate at the Singapore Pavilion to showcase advance products and technologies in Safety, Security Controls Systems, Fire Protection and related products to the regional market. Besides the Singapore Pavilion, three other national pavilions from China, South Korea and Italy also made their appearance at the exhibition.

The exhibition was organised by the Hong Kong Exhibition Services Ltd and Vietnam Chamber of Commerce and Industry (VCCI) Exhibition Services. The next edition of the Securitex and Fire Vietnam will be held in 2008. For more information on related exhibition, please contact Mr Dennis Toh at Tel: 6826 3036 or e-mail: dennistoh@smafederation.org.sg



The Art of Mentoring

By SMA-School of Management



The workshop attracted 50 CEOs and HR professionals who were thoroughly engaged by workshop facilitator Professor Gary Martin, Deputy Vice Chancellor of Murdoch University.

The workshop was conducted via a two-way learning process whereby participants learned the finer points of mentoring from the facilitator who in turn, drew real-life examples from the participants' encounters and experiences.

Armed with the knowledge gathered from the workshop, the participants can hence more constructively engage and mentor their subordinates and herald an improvement in productivity at their respective workplaces.

Regardless of one's profession, there will come a time in one's career life to supervise and mentor junior staffers. To better equip corporate leaders on mentoring their subordinates, the SMA-School of Management (SMA-SOM) collaboratively with SMA's Membership & Trade Services Division, staged a one-day workshop on "The Art of Mentoring" on 11 September 2006.

SMA-SOM collaborates with Murdoch University to offer an extensive range of Bachelor's and Master's programmes in general management, human resource management, marketing and accounting. For more information, please contact Ms Sally Fok at : 6720 3333 or visit our revamped website at: www.sma.edu.sg.

Workshop on Enhancing Employability of Older Workers

By Chin May Fang



▲ Active participation from member during the session.

Training Course on Globally Harmonised System (GHS)

By Singapore Chemical Industry Council

Chemicals by nature pose a certain amount of danger and risk to human health and the environment along the spectrum of business and supply chain activities. To mitigate these, the Globally Harmonised System (GHS) is thus premised with the aim to provide a single globally harmonised system to address the classification of chemicals by types of hazards and proposes to harmonise hazard communication elements, such as labels and safety data sheets (MSDS), in order to provide a universally understandable labelling system based on pictograms.

With this objective in mind, the Singapore Chemical Industry Council (SCIC) organised 2 different levels of training sessions on GHS, namely (i) The Chemical Users Course and (ii) The Classification Course.

The 2-day training course on GHS - The Chemical Users Course - provides guidance on the understanding of GHS process, the SDS and labels according to the GHS requirements. Modules covered included UN Recommendations

on the Transport of Dangerous Goods (UNRTDG) and GHS, the purpose of GHS and its abbreviations, Classification of Substances and mixtures and hazard communication.

The 3-day training course on GHS - The Classification Course - enables companies to classify a mixture of chemicals, write an SDS and a label according to the GHS requirements.

Modules covered included information sources, physico-chemical classification, explosives, gases (flammable and oxidising gases and gases under pressure), flammable liquids and solids, pyrophoric liquids and solids, oxidising liquids and solids, corrosiveness, toxicity, skin, eye and aspiration irritation and hazards to the environment. A class exercise was also conducted to facilitate participants' learning.

The GHS training courses were conducted by Mr Richard Gillis from ExxonMobil Chemical Asia Pacific. These 2 courses also provided a forum for professionals and practitioners in the chemical industry to interact and exchange experiences in their implementation of GHS.

The next training course on Globally Harmonised System (GHS) - The Chemical Users Course will be conducted in October 2006 and members will be informed of further updates.



▲ GHS Training Workshop conducted by Mr Richard Gillis

Demographic trends show that Singapore has one of the fastest aging population in the world. Older workers thus form a large proportion of our workforce. As life expectancy increases, Singaporeans will need to work longer so as to support themselves in their retirement.

In order to assist older workers to remain economically active, a Tripartite Committee (Tricom) was formed to look into the employability of older workers.

As a strategic partner of the Ministry of Manpower (MOM), SMA organized a workshop with MOM and the Workforce Development Agency (WDA) on 15 August 2006 to present the Tricom's recommendations and the ADVANTAGE! Scheme.

The ADVANTAGE! Scheme is a outcome-driven financial incentive scheme by WDA. The scheme helps to fund up to S\$300,000 per company for job redesign, wage restructuring and training. The incentives include: Job Redesign Grant, Training Grant, Job Placement Services and Retention Incentives.

To find out more about similar workshops organized by SMA, please contact May Fang at chinmayfang@smafederation.org.sg

Risk Assessment Training Workshop for the Chemical Industry

By Singapore Chemical Industry Council

As an element of the Occupational Safety and Health Management System, Risk Management has received considerable attention in recent months as it is mandated under the new Occupational Safety and Health (OSH) framework to foster a proactive accident prevention culture in Singapore.

The regulations were gazetted alongside the Workplace Safety and Health Act on 1 March 2006 and took effect from 1 September 2006. It states that employers, self-employed persons and principals (including contractors and sub-contractors) are responsible for identifying safety and health hazards at workplaces and taking appropriate actions to eliminate or reduce the risks associated with the hazards.

As Risk Assessment (RA) is an important component in fulfilling the objectives of the new Act, the Singapore Chemical Industry Council (SCIC) organised 3 sessions of a full-day workshop on RA to help companies understand and conduct RA at their workplace in order to comply with the RA Regulation.

The sessions covered the background and history of RA, its regulatory requirements and processes, preparation for RA and hazard identification. To facilitate participants'



▲ Participants engaging in the practical session actively

understanding, 'hands-on' exercises focusing on application were also conducted.

The workshops were conducted by experienced EH&S professionals from the chemical industry, namely Messrs Tay Cheng Pheng (Chevron Phillips Chemicals Asia), James Samuel (Dow Chemical Pacific), Richard Gillis (ExxonMobil Chemical Asia Pacific), Ong See Hee (Merck Sharp & Dohme) and Wang Hui Hua (Petrochemical Corporation of Singapore).

To maximise the effectiveness of the workshop, enrolments were limited and attendees were awarded 7 SDU points under the Continuing Professional Development (CPD) programme for Registered Workplace Safety & Health Officers.

Workshop on the Application of Risk Management to Medical Devices

By Alice Tan

To penetrate the medical technology markets, particularly Europe, the United States and Canada, it is essential for medical device/equipment manufacturers to understand and meet the risk management requirements of the third edition of IEC 60601-1 and to take advantage of the many benefits of fully implementing an ISO 14971 risk management system.

As risk management contained in ISO 14971 is much more extensive than the risk management requirements of ISO 13485, for many manufacturers it has been relatively difficult for them to find out if they conform to the requirements of the ISO 14971 standard.

With the launch of the new Risk Management Registration program for manufacturers to enable them to meet the risk management requirements of the third edition of IEC 60601-1, manufacturers will be able to have their systems assessed to the requirements of ISO 14971 by independent, and objective risk management auditors from UL. This new service can be combined with UL's medical device Quality Management System assessments (to



▲ Participants paying attention to the speaker from UK, Mr Steve McRoberts of UL International (UK) Ltd

ISO 13485:2003) and regulatory assessments such as those for CE marking, and for Canadian licensure (CMDCAS).

In view of the above, on 21 August 2006 (Monday), a 1-day fast track workshop on the "Application of Risk Management to Medical Devices" was organized by the International Enterprise Singapore together with SMA Medical Technology Industry Group (MTIG) and supported by Underwriters Laboratories (UL), Inc..

Held at the EDC Room, around 50 participants gained a better understanding of the emerging global requirements for risk management and how ISO 14971 satisfies the need for risk management in both regulations and standards.

The speaker - Mr Steve McRoberts, a Global Principal Engineer for Medical Regulatory Programs, adopted a practical approach to present the workshop materials in a concise manner to the participants. As such, through the various case studies, participants who were in assigned working groups, learned and discussed the various tools for risk management and the application of ISO 14971 in the real world.

In conclusion, the traditional world of testing and certification of medical devices/equipment will be henceforth coupled with risk managements, ISO 14971 and on-site audit of the effective implementation of a manufacturer's risk management system.

For more information about the forthcoming related seminars/ workshops, please contact Ms Alice Tan @ 6826 3016 or email to alicetan@smafederation.org.sg.

Guide to Environmental

Growing concerns for the quality of our environment is driving organizations to pay more attention to the environmental impact of their activities. Whilst the multinational corporations are generally observing environmentally-friendly practices, most small and medium-sized enterprises (SMEs) are just beginning to take positive steps in this area. However, not all SMEs are fully informed and educated on how, where and what to do. To help these SMEs get started, SMA has come up with a simple Guide to Environmental Management System (EMS).

The aim of this Guide is to help SMEs implement or improve their EMS. It addresses the need for sustainable development and is compatible with diverse frameworks and management systems. Additionally, it is consistent with internationally accepted standards.

Apart from listing the elements of an EMS and providing guidance on how to establish or improve on an EMS, SMA believes that the Guide can substantially enhance an organization's ability to anticipate, identify and manage environmental impact, meet environmental objectives and ensure compliance with legal and other mandatory requirements.

The Guide will be published sequentially (4-part series), starting from this issue of CONNECT. SMEs may use this Guide to implement or improve on their respective EMS. The EMS Guide is compiled by the SMA Environmental Management Systems Sub-Committee of the Environment, Health, Safety & Security Function Committee comprising of:

Chairman

Mr Hans Pijnenburg
Plant Manager
Singapore Intermediates and Aromatics

Committee Members (2004-2006)

Mr Tay Cheng Pheng
Regional Environment, Health and Safety Manager
Chevron Phillips Chemical Asia Pte Ltd

Mr Lim Siak Heng
Senior Engineer
Environmental Protection Division
National Environment Agency

Mr Terence Koh
Executive Director
Singapore Chemical Industry Council, SMA

Committee Members (2006-2008)

Mr Birch Sio
Managing Consultant & Director
Concord Associates

Mr Lim Meng Wee
Managing Director
SP Consulting (International) Pte Ltd

Mr Ng Wei Min
Director / Managing Consultant
Enterprise Development Centre, SMA

Mr Ong Pak Shoon
General Manager
Spot Management Services Pte Ltd

Environmental Management System Manual for Singapore SMEs

Environmental Management System Elements

Element 1	Management leadership, Commitment and accountability
Element 2	Identification and assessment of environmental aspects
Element 3	Regulatory compliance
Element 4	Operational control and Performance measurement
Element 5	Incident reporting, analyses and follow-up
Element 6	Emergency response
Element 7	Information management and Communication
Element 8	Environmental Performance, Assessment and Improvement

Element 1

MANAGEMENT LEADERSHIP, COMMITMENT AND ACCOUNTABILITY

1.1 Top management commitment

The involvement and commitment of top management of every organization is essential to ensure success in implementing an effective Environmental Management System.

Management can show commitment and leadership through active participation in activities, taking corrective action as a result of incidents and provide resources to improve environmental performance.

Senior management is ultimately accountable for success or failure of achieving environmental objectives.

1.2 Initial environmental review

The initial environmental review is a one time effort to understand the current environmental position of an operation and what the key gaps are in comparison with a mature site.

This initial review should enable an organization to understand how its environmental performance compares with current laws and regulations as well as with other industry. It should also identify systems that exist as well as measures in place to control emissions and waste. It can also help in an initial identification of improvement opportunities and aid in formulating an environmental policy for the organization.

1.3 Environmental policy

The environmental policy is a high level document that addresses key principles.

The policy should focus on those environmental aspects that are most critical for the operation which could be reducing waste and saving resources, limiting water pollution or reducing emissions or any other. It should emphasize the responsible care aspects and the commitment by senior management towards continuous improvement and responsibility towards the community.

Management System

Element 2 IDENTIFICATION AND ASSESSMENT OF ENVIRONMENTAL ASPECTS

2.1 Overview

The foundation of an effective Environmental Management System is for a company to have a good understanding of how its operation can impact the environment. This impact may be during the production stage of a product, during use of the end product, or during disposal of the end product. The impact may be the actual impact from operations or potential impact during an upset or incident in the company's operation.

An effective Environmental Management System will help the company to have a good understanding of how its operations may impact the environment. Environmental impacts may take place during the following stages:

- Production
- Use of end products
- Disposal of end products

All of the environmental aspects (actual or potential) during any of the phases of production need to be thoroughly understood and managed in order to effectively and efficiently control the impact.

During the process of identification and assessment of the environmental aspects of an operation, one should also expect to identify ways to :

- a) improve control of certain operating parameters that influence the environmental impact
- b) reduce the impact of the operation on the environment
- c) reduce the impact or probability of potential, undesired events that have an adverse impact on the environment (environmental incidents)

By going through this process, a company may actually find ways to reduce its operating cost by improving its operation.

2.2 Process for identification and assessment of significant environmental aspects

A simple 5-step process can be followed to help in the identification of significant environmental aspects in a systematic manner.

Step 1:

Identify activities, products, or services associated with the operation/organization that have an environmental impact.

Examples of some of these activities include: New products or processes, new facilities, construction, manufacturing, maintenance, laboratory activities etc.

Examples of some representative products include: Fuels, Lubricating oils, Chemicals etc.

Examples of services include: Automotive services (lube oil change), Technical services to licensees, etc.

Step 2:

Identify sources of potentially significant environmental aspects.

Identification of sources of potentially significant environmental aspects should include both ongoing as well as non-routine environmental aspects.

Types of environmental aspects for activities, products, or services which should be considered include: Releases to air, surface water, groundwater, and land or waste generation, recycle, reuse, and disposal.

Step 3:

Describe the specific types and quantities of releases and wastes for each potentially significant source as appropriate (identified in Step - 2).

Description should be limited to only those environmental aspects that are potentially significant like: Quantity of release of contaminants to air, water, or land per year or per event

Step 4:

Evaluate significance of environmental aspects.

This evaluation corresponds to a "risk assessment" activity and, in general, is intended to be qualitative.

The evaluation of significance of environmental aspects may consider:

- probability of occurrence;
- scale, severity, duration of impact;
- applicable health and environmental standards and guidelines (e.g., regulatory, industry);
- regulatory definition of "significant" (e.g., regulatory reportable releases and regulated environmental impact assessments could be used as an indicator for significance);
- potential exposure/environmental sensitivity of the receptors in the location,
- community concerns (e.g., environmental, health).

Step 5:

Document significant environmental aspects.

The documentation should include a brief description of:

- a) source and type of potential significant environmental aspect (e.g., release or waste);
- b) quantification of the aspect (e.g., loading, concentration);
- c) significance of the environmental aspect;
- d) rationale for the conclusions.

In some circumstances, it may be appropriate to document the reasoning behind a conclusion that certain environmental aspects are not significant. This may simply entail the retention of documentation from the initial evaluation, and could assist in updates and assessments.

To be continued....

Biomedical Networking: Towards a Biological-based Pharmaceutical

By Alice Tan

Singapore's biomedical sciences industry is being developed as one of the country's key pillars of manufacturing, where the output is on target to hit S\$20 billion by year 2010. From basic research, clinical development, product and process development and manufacturing, to healthcare services, world-class capabilities are being built across the entire value chain of activities in Singapore.

The Pharmaceutical industry is developing rapidly in new areas such as Biotechnology, where new approaches are being explored for treating diseases as well as ensuring a holistic improvement of human health.

To create opportunities for members in this niche industry to network and to gain valuable insights, a Biomedical Networking event was organized on 13 September 2006 at The Science Hub by Ascendas Pte Ltd. Supported by SMA Life Sciences Industry Group, the event attracted more than 50 participants.

Following the welcome address by Ms Chong Siak Ching, President and CEO of Ascendas, Mr Beh Tian Teik, Head of Pharmaceuticals, Biomedical

Sciences Group at the Economic Development Board (EDB), briefed participants on the biomedical cluster in Singapore and the EDB initiative to encourage young people to join the industry.

The event also drew distinguished speakers such as Dr Paul F. Chapmen, Director and Site Head of GlaxoSmithKline (GSK) Centre for Research in Cognitive and Neurodegenerative Disorder; Dr Loh Kean Chong, Director of Process Development and Production of A-Bio Pharma; Dr Mark Duxon, COO of Maccine and Dr Teo Cheng Peng, Chairman and Medical Director of StemCord. Topics presented by the speakers covered the biological treatment of Alzheimer's disease; Good Manufacturing Practices in biopharmaceutical manufacturing; preclinical contract research and stem cells research in Singapore. The audience was thoroughly enthralled by the presentations in addition to being treated to a sumptuous buffet dinner where they networked with fellow members in the biomedical sciences industry.

For more information, please contact Ms Alice Tan at 6826 3016 or email to alicetan@smafederation.org.sg.

Collaborative Technologies Seminar

By Lauw Kok Keen

In today's competitive business environment, companies must e-enable their business processes with their business partners to enhance their performance and maintain their competitive edge.

It was for this purpose that SMA, SPRING Singapore and the eSCM Council jointly organized the Collaborative Technologies Seminar at Raffles City Convention Centre on 21 July 2006 for 170 executives from the Logistics and Manufacturing companies.

Leading practitioners and experts from the industry were invited to share their knowledge and experience in the field of collaborative technology. The audience were also provided an overview of TradeXchange, the new trading platform that will replace TradeNet, PortNet and JPonline by October 2007.

The eSCM Council, a subsidiary of SMA provides companies with a framework to assess and benchmark its supply chain capabilities. We have a pool of eAdvisors who are able to advise companies on supply chain problems, business process improvement and B2B integration solutions. For more information on the eSCM programme, kindly contact Lauw Kok Keen at Tel: 6826 3013 or email: kokkeen@smafederation.org.sg.



▲ Mr Chris Bucktrope, Head of Supply Chain, Viewlocity giving an insight into Supply Chain Event Management and Visibility



Man and Machine - Making Security Work For You!

By Ng Wee Kok

Terrorism and/or its threat of have changed the landscape for security management dramatically. Whilst it is a foregone conclusion that it is imperative to beef up the protection of one's business and properties, the challenge lies in balancing the mix of manpower (security guards) and equipment optimally.

To better inform on this challenge, a Seminar on "Man and Machine - Making Security Works For You" was jointly organized by SMA and APRO Asian Protection Pte Ltd.

To impart valuable lessons on effective security management system and pointers on assessing security risks, speakers from APRO did so with real-life case studies so that participants can gain an overall appreciation of the various aspects of security.

To find out how you can organize seminars with SMA, please contact Wee Kok at ngweekok@smafederation.org.sg



<< Mr Ignatius Kang (left), General Manager of APRO Asian Protection Pte Ltd with participants during tea-break

ECR Singapore CEO Forum 2006

By Rosyati Bte Mohd Said

The ECR (Effective Consumer Response) Singapore Council hosts the ECR Singapore CEO Forum annually to inform on the latest developments, benefits and state of ECR activities in Singapore, as well as future directions of the fast-moving consumer goods (FMCG) industries.

As the ability to track and manage product shrinkage becomes more important amid rising consumer affluence, this year's Forum focused predominantly on best practices in this area.

Held on 2 August 2005 at the SMa EDC Auditorium, the ECR Singapore CEO Forum saw presentations by distinguished speakers from the Philippines, France and Singapore sharing their respective experiences in managing out-of-stock situations, EPCglobal implementation and the traceability and shrinkage of consumer products.

The impressive lineup included Mr Jose Albert, CEO of GS1 Philippines & Chairman of the Board of Grocers Central Alliance; Mr Pierre Georget, CEO of GS1 France; Dr Hans-Ulrich Mayer, Managing Director of Nestle Singapore Pte Ltd; Ms Theresa Huang, Managing Director of L'Oreal Singapore Pte Ltd; Mr Ashok Charan, Executive Director of Retail Measurement Services of AC Nielsen Research (S) Pte Ltd and SMa's Mr Tan Jin Soon, Executive Director of GS1 Singapore and Secretariat of ECR Singapore who updated on the ECR Singapore Status Report.

The ensuing Question and Answer (Q&A) session was highly engaging with numerous insightful questions fielded by senior managers and executives involved in ECR. Attendees thoroughly enjoyed the forum as it imparted a deeper understanding of the factors enabling or hindering business processes within the supply chain – so vital and essential for ECR industry practitioners.



▲ A section of the participants at the ECR Singapore CEO Forum

The Success and Need For a Credit Bureau In Today's Business Challenges

By Ng Wee Kok



<< One of the speakers, Mr Ng Soo Jin clearing doubts with a participant

To enlighten the manufacturing community on the benefits of a transparent information system and credit management tools, SMa jointly organised a seminar with the SMa-DP Corporate Centre on The Success and Need for a Credit

Bureau in Today's Business Challenges on 1 August 2006.

Attendees were treated to informative presentations on how a fair and transparent information system, through the effective use of credit management tools, could help promote confidence among vendors and consumers and thus resulting in greater transactions. Through these same credit management tools, businesses could also differentiate clients with poor repayment history to minimize the incidence of bad debts.

A transparent credit rating system reveals the credit worthiness of all parties engaged in business and facilitates business decisions and transactions in goods and services. It also aids financing as financial institutions are better informed of a borrower's and his customers' ability to honour financial and commercial transactions respectively before the institutions extend their loans to the former.

To find out how you can organize seminars with SMa, please contact Wee Kok at ngweekok@smafederation.org.sg

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SMa Country Reports



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

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

- 1) China (Guangdong, Zhejiang, Guangxi)
- 2) Indonesia
- 3) India
- 4) Kazakhstan
- 5) Panama
- 6) Thailand
- 7) Vietnam

Reports are disseminated free of charge to all SMa members.

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

SCIC – MOM Dialogue Session

By Singapore Chemical Industry Council

A dialogue session with the Ministry of Manpower (MOM) was organised by the Singapore Chemical Industry Council (SCIC) on 4 September 2006. Besides being informed of the various SCIC initiatives and events, participants were also given an update by Messrs Chan Yew Kwong and Goh Chye Guan of MOM on the new Workplace Safety and Health Act.

Under the new framework for Occupational Safety and Health, MOM highlighted that the goal was to halve the current occupational fatality rate by 2015. The following 3 key principles were also re-iterated:

- Reducing Risks at Source
- Industry Taking Greater Ownership of Safety Outcomes
- Preventing Accidents Through Higher Penalties for Poor Safety Management

A Workplace Safety and Health Advisory Committee (WSHAC) had also been formed to oversee the implementation of the WSH 2015 Strategy. This strategy comprises 4 objectives:

- To Build Strong Capabilities to Manage Workplace Safety and Health
- To Implement an Effective Regulatory Framework
- To Promote the Benefits of WSH and Recognise Best Practices
- To Develop Strong Partnerships both Locally and Internationally



▲ (L-R) Mr Wakabayashi, Director, Regulatory Affairs Sub-Committee and Mr Chan Yew Kwong, Deputy Director OSH Specialist Department, MOM

The dialogue provided a platform for participants to clarify the regulations in the WSH Act with the officials. The fruitful session ended with a tea-cum-networking session.

For more information on dialogue sessions, please contact the SCIC secretariat office at secretariat@scic.org.sg.

Insights on Financing for SMEs

Realizing the impossibility of securing the illusive one-size-fits-all financing for all types of businesses, SMa jointly with SPRING Singapore organized a follow-up seminar on Insights on Financing for SMEs on 29 August 2006.

The seminar provided insights on the various financing options available in the market, tips on selecting the right financing options, as well as an appreciation of one's responsibility as a borrower.

Attendees were also given valuable pointers on key areas which banks are most likely to consider when assessing loan proposals, required supporting documents and salient issues encountered in loan application. The one-to-one clinic session where participants received professional advice from qualified financiers was a hit with the attendees.

To find out how you can benefit from SMa's range of activities, please contact Ng Wee Kok at ngweekok@smafederation.org.sg



▲ Seminar participants attending the One-to-One clinic session

Launch of Precision Engineering Workforce Skills Qualifications (PE WSQ) by WDA

By Alice Tan

The Precision Engineering Workforce Skills Qualifications (PE WSQ) is a national skills training system developed by the industry and the Singapore Workforce Development Agency (WDA). It maps out skills-upgrading pathways to help workers progress professionally or assists those who are considering a mid-career switch into the PE industry. Simultaneously, this system also helps employers identify and recruit such workers to enhance their company's productivity and competitiveness.

The official launch of PE WSQ by WDA at the Red Dot Museum on 16 August 2006 attracted more than 150 Chief Executive Officers, Managing Directors, General Managers and Human Resource Directors from the PE industry.

Dr Moh Chong Tau, Deputy President of SMA and Chairman of the PE Industry Skills and Training Council (ISTC), delivered the welcome speech and outlined the tremendous effort of key industry players such as Sunningdale Tech, NanoTechnology Manufacturing and Philips Electronics in planning and implementing the PE WSQ.

Following Dr Moh's address, the PE WSQ was officially launched by the Guest-of-Honour, Mr. S. Iswaran, Minister of State, Ministry of Trade and Industry, in the presence of Dr. Gary Willmott, Deputy Chief Executive of WDA as well as the members of the PE ISTC. This truly carved another milestone in the annals of workforce development in Singapore.

A New Source of Financing: Over-The-Counter Capital

By Ng Wee Kok

About 65 participants attended the seminar "A New Source of Financing: Over-The-Counter Capital" on 17 August 2006. This latest financing initiative in Singapore will assist small and medium sized enterprises (SMEs) to raise funds through the Over-The-Counter (OTC) trading platform which entails a lower fund-raising cost and can serve as an intermediate stage for the company seeking to list on the stock exchange.

Speakers invited by SPRING Singapore to present at this seminar included Mr Loh Hun Soon, Managing Director of Philips Securities who shared with participants on how OTC capital can provide SMEs, that are not ready for formal public listing, with high growth potential via this alternative avenue to private equity financing.

The second speaker, Mr HK Liew, Managing Director of Asian Corporate Advisors enlightened participants on the steps to preparing for OTC fund raising, corporate and strategic implications of the admission to OTC as well as the due diligence required on the fund raiser's part.



To find out how you can benefit from SMA's range of activities, please contact Ng Wee Kok at ngweekok@smafederation.org.sg

<< (L-R): Mr HK Liew, Managing Director of Asian Corporate Advisors and Mr Loh Hun Soon, Managing Director of Philips Securities during the Q&A Session

Signing of MOU with Specialists Trade Alliance of Singapore (STAS)

By Cindy Quah



Back row (L-R): SMA Council Member Mr Tay Choon Mong, SMA BPCM IG Deputy Chairman, Mr Richard Chee, SMA Secretary-General Dr Roger Low, SMA BPCM IG Committee Member Ms Jasmine Wong, SMA Senior Director Mr Vincent Guok, SMA BPCM IG Committee Member Mr Gan Geok Chua, STAS Management Committee Member Mr Anthony Ma, STAS Management Committee Member Mr Chan Hon Lam, STAS Management Committee Member Mr Nelson Tee.

Front row (L-R): SMA Secretariat Ms Cindy Quah, SMA Director Mr Jeffrey Liew, SMA BPCM IG Deputy Chairman Mr Alan Lee, SMA Vice President Ms Annabelle Tan, SMA President Mr Edwin Khew, STAS President Mr Tan Yeow Hoe, STAS Legal Adviser Mr Ng Yuen, STAS Honorary Secretary Mr Quah Eng Hing, STAS Executive Director Mr Johan Yuen.



Exchange of MOU with firm handshake



SMA President, Mr Edwin Khew and STAS President, Mr Tan Yeow Hoe signing on the MOU

On 24 August 2006, a Memorandum of Understanding (MOU) was signed by SMA President, Mr Edwin Khew and STAS President, Mr Tan Yeow Hoe.

Initiated by SMA Building Products & Construction Materials Industry Group (BPCM IG), the purpose of the MOU is to explore collaborative opportunities for mutual benefits. Both parties will recognise each other as key feedback partners and endeavour to seek a consensus on issues impacting the domestic construction industry. This broad-based and unified approach will hopefully improve trading conditions for members of the Building Products and Construction Materials Industry.

For more information on SMA Building Products & Construction Materials (BPCM) Industry Group, please contact Ms Cindy Quah at cindyquah@smafederation.org.sg

Centre for Corporate Learning Training Calendar

(November & December 2006)

Date	Fee (\$\$) Members	Fee (\$\$) Non Members	Logistics & Supply Chain Management	Fee (\$\$) Date	Fee (\$\$) Members	Non Members	Manufacturing, Technical & Quality MANAGEMENT
17 Nov	\$357	\$399	Understanding The Bill of Lading	6 - 7 Nov	\$550	\$620	Developing Annual Production Plan
1-2 Nov / 20-21 Dec	\$504	\$567	Warehouse & Storage Management	8 - 9 Nov	\$580	\$650	Management Role in Training Needs Analysis (TNA)
14-15 Nov	\$588	\$651	How to Negotiate with Vendors & Suppliers	13-14 Dec	\$550	\$620	Cycle Time Reduction for Higher Productivity
20-21 Nov	\$504	\$567	Import/Export Documentation & Shipping Procedures	9-10 Dec	\$500	\$550	HACCP - Hazard Analysis & Critical Control Points
4-5 Dec	\$504	\$567	Effective Uses of Letter of Credit in International Trade	6 - 7 Dec	\$515	\$565	Lean Manufacturing for Optimum Production
18 Dec	\$357	\$399	INCOTERMS in International Trade	14-15 Dec	\$620	\$680	Good Manufacturing Practices (GMP)
18-19 Dec	\$588	\$651	Fundamentals of Purchasing Skills for New B&P				
11-12 Dec	\$550	\$620	Effective Inventory Management & Control	Fee (\$\$) Date	Fee (\$\$) Members	Non Members	Security Management SMA-CISCO Joint Programmes
9 - 10 Nov	\$505	\$565	Effective Outsourcing - Preparing, Negotiating and Implementing	1 Dec	\$1,495	\$1,575	Security Awareness Seminar for Employees (SAS)
20-21 Nov	\$490	\$525	Managing Distribution in Demand Chain Management	18-19 Dec	\$500	\$525	Office Security Management (OSM)
7 - 8 Dec	\$505	\$565	World-class Practices in Supply Management	1 Nov	\$1,680	\$1,750	Counter-Terrorism Awareness (CTAT)
15-16 Nov	\$550	\$600	Global Logistics Industry - Legal Issues & Insurance	1 Dec	\$2,680	\$2,750	Emergency Management Planning (EMP)
4 - 5 Dec	\$505	\$565	Distribution Planning and Operations	12 Dec	\$300	\$315	Retail Loss Prevention Course (RLPC)
11-12 Dec	\$490	\$525	Driving Cost Reductions in Lean Supply Management	6 Nov	\$2,680	\$2,750	Dealing with Difficult / Abusive Customers (DD/AC)
Fee (\$\$) Date	Fee (\$\$) Members	Non Members	SMA-CISCO Joint Programmes	Fee (\$\$) Date	Fee (\$\$) Members	Non Members	OCCUPATIONAL HEALTH & SAFETY
4 - 8 Dec	\$1,955	\$2,048	Advance Security Management (ASM)	English Language 6,7,14,15 Nov			
Monthly Classes	\$ 625	\$ 655	Enhanced Basic Security Course (EBSC)	6,11,12,13,15	\$36.75	\$38.06	Safety Orientation Course for Workers (Metalworking) (SDF Funding of up to 90%) - An MOM Approved Course
Monthly Classes	\$1,025	\$ 1,075	Supervise Security Activities Course (SSAC)	Mandarin Language 1,3,8,10,13,17,20 Nov			
28-30 Dec	\$ 875	\$ 920	Facility Management (FM)	21,22 Nov			
7 - 9 Dec	\$ 875	\$ 920	Strategic Site Security (SSS)	1,4,5 Dec			
Fee (\$\$) Date	Fee (\$\$) Members	Non Members	General Management	2, 9, 16, 23 Nov 06 / 7, 14, 21, 28 Dec 06	\$247	\$260	Basic Industrial Safety and Health Course for Supervisors (BISH) SDF Funding of up to 90% - An MOM Approved Course
9-10 Nov	\$525	\$588	Enhancing Communication & Interpersonal Skills	Weekly Classes- Call for Schedule	\$336	\$336	Forklift Driver's Training Course - 3 days (Participants must hold a class 3 driving license & have experience in driving the forklift) (SDF Funding of up to 90% & SRP Approved) - A MOM Approved Course
22-23 Nov	\$546	\$609	Supervisory Management Skills - L,C&M	Weekly Classes- Call for Schedule	\$561.75	\$561.75	Forklift Driver's Training Course - 5 days (Participants without class 3 driving license & without experience in driving the forklift) (SDF Funding of up to 90% & SRP Approved) - A MOM Approved Course
5 Dec	\$357	\$399	Managing Difficult Customers Effectively				
7-8 Nov	\$483	\$546	Outstanding Customer Service Skills	27 - 30 Nov	\$340	\$370	Workplace Safety & Health Management Course (WSHMC)
11-12 Dec	\$546	\$609	Effective Negotiation Strategies				
14-15 Dec	\$546	\$609	Effective Key Account Management				
2 - 3 Nov	\$520	\$560	Managing MAD: Mergers, Acquisitions & Diversifications. Do it better!				
9 - 10 Nov	\$525	\$585	Power of Influencing People				
Fee (\$\$) Date	Fee (\$\$) Members	Non Members	Radio Frequency Identification (RFID)	Fee (\$\$) Date	Fee (\$\$) Members	Non Members	ENVIRONMENTAL, SAFETY & HEALTH
11 Dec	\$500	\$600	RFID Management Overview	24 Nov	\$368	\$399	Understanding & Meeting ROHS Requirements
12 Dec	\$550	\$660	RFID Standards and EPC Global Network	13-14 Dec	\$520	\$580	Environmental, Health & Safety Laws (incl. WSHA) * 14 SDU from MOM / 14 PDU from PE Board
9 Nov	\$550	\$660	How RFID enabled your Factory / Warehouse?	12 Dec	\$380	\$420	Emergency Preparedness and Response * 7 SDU from MOM / 7 PDU from PE Board
22 Nov	\$55	\$660	RFID in Healthcare, Pharmaceutical & Other Sectors				
Fee (\$\$) Date	Fee (\$\$) Members	Non Members	Personal Effectiveness				
8 Dec	\$240	\$280	SMaRT Memory Recall				

For further information, please contact

Ms Michelle Khoo at Tel: 6826 3040; Email: michellekhoo@smafederation.org.sg

Ms Colleen Chin at Tel: 6826 3041; Email: colleenchin@smafederation.org.sg

Ms Linda Tan at Tel: 6826 3051; Email: lindatan@smafederation.org.sg

Launch of Professional Diploma in Security Management

By SMa-School of Management



▲ Collaboration between SMa-School of Management, Edith Cowan University (ECU) and American Society for Industrial Security International (ASIS) Singapore Chapter

SMa-School of Management (SMa-SOM), a wholly owned subsidiary of SMa proudly announced the launch of the Professional Diploma in Security Management programme, jointly awarded by SMa, Edith Cowan University (ECU) and American Society for Industrial Security International (ASIS) Singapore Chapter.

To mark this collaboration, an MOU signing ceremony was held on 23 August 2006 at the Le Meridien Hotel to commemorate this event.

Mr Anthony Lee, Honorary Chairman of ASIS International Singapore Chapter; Mr. James Wong, CEO of SMa-School of Management and Ms Liz John, International Business Manager of ECU were present at the signing ceremony which was attended by senior officers and administrators from the public and private agencies including SMa-SOM, ECU and ASIS Singapore Chapter.

This tripartite collaboration is part of the SMa-SOM ongoing plans to form strategic alliances with key security institutions throughout

Asia Pacific to strengthen relations and cooperation, as well as to promote professional development in security training and education. The partnership will enable ECU, SMa-SOM and ASIS Singapore Chapter to engage in joint R&D in security management and strategic studies and risk management systems. It also aims to produce conferences, seminars and publications regularly to share and exchange research findings to benefit stakeholders in the security field.

Professor Clifton Smith, Associate Professor of Security Science at the Edith Cowan University opined that "this programme will provide a strong platform for security professionals to expand their knowledge base with a high degree of time flexibility, such a commitment to staff development is critical, given our rapid focus on worldwide security."

To find out more about this course, please contact Jaslyn Choo at 6720 3333 or visit our website at www.sma.edu.sg for more information.

SMa School of Management launched Professional route to Marketing Success through the Chartered Institute of Marketing

By SMa-School of Management

SMa-School of Management is proud to announce its collaboration with the Chartered Institute of Marketing (CIM) to serve as an accredited study centre for CIM qualifications. CIM is the world's largest association for marketing professionals and is widely recognized as the leading global body for marketing professionals with over 50,000 members and more than 52 branches worldwide.

As one of few key accredited centres in Singapore, SMa-SOM offers an extensive range of CIM qualifications ranging from certificate to

postgraduate diploma. These qualifications incorporate the knowledge and skills required by marketing professionals who aspire to work, or who need a greater awareness of working, at the strategic level.

For more information on CIM and SMa-SOM courses in Marketing, please contact Kristine Tan at 6720 3333 or kristinetan@sma.edu.sg.

SMa-SOM Graduates its Pioneer Class of Murdoch University Students in Singapore

By Jaslyn Choo



▲ Sma-Murdoch graduate Kwek Lay Kheng receiving her Bachelor of Commerce degree from Murdoch University Chancellor, Emeritus Professor Geoffrey Bolton



▲ Faculty members of Murdoch University leading the procession after the convocation

5th October 2006 witnessed the conferment of the bachelors' degree for 57 graduates of the Murdoch University (MU) from the SMa School of Management (SMa-SOM). The pioneer cohort of graduates from the Murdoch University degree programme carved another milestone for the SOM, as this partnership will further expand the range of disciplines available at the SOM.

The Chancellor of MU, Emeritus Professor Geoffrey Bolton, together with other senior MU academic staff flew from Perth, where MU is located to specially officiate at the convocation. In his speech, MU Deputy Vice-Chancellor Professor Gary Martin paid special tribute to Sma Secretary-General Professor Roger Low for his outstanding leadership in making the SMa SOM-MU partnership a success and congratulated the SOM for its effort in enhancing the skills and educational level of the Singapore manufacturing industry.

The red-letter event was held at the Raffles City Convention Centre and more than 300 friends and families of the graduates attended the event. The 2-hour ceremony saw a mixture of emotions - tears of joy and sighs of relief - from the pool of graduates who have successfully completed their Bachelor's degree.

Amanda Khoo, one of the graduates, said: " I chose Sma-SOM because it offers a wholistic education programme that provides me with many career and networking opportunities through the Student Connect Initiative.

Amanda was particularly impressed with the course offerings from Australian universities which she has received good reviews and comments from her friends who graduated from universities downunder. Sma-SOM's Murdoch double major programme in Management and Marketing fitted her requirements and needs.

"I always wanted a degree, but had to prioritise, as family comes first... Since Sma-SOM offers the Murdoch double major programme in Management and Marketing, I decided to sign up."



<< Murdoch University Deputy Vice-Chancellor (Enterprise & International), Professor Gary Martin addressing the graduands and guests



<< Murdoch graduates mingling before the convocation

Amanda Khoo not only topped her class and graduated with a Bachelor of Commerce; her name also appeared in the Vice Chancellor's List, a position accorded to the top two percent of each cohort.

Her new degree opened up more opportunities, where she was offered a new position in the investment analysis department of her workplace, CapitaLand. She was formerly working as an admin executive. It was truly a double joy for Amanda who moved up academically and professionally.

The Singapore Manufacturers' Federation (SMa) and Sma-SOM wishes all graduates the very best in their future endeavors!

No.	Family Name	Given Name	Student No.	No.	Family Name	Given Name	Student No.	No.	Family Name	Given Name	Student No.
1	A.Aliyar	Ahmed S/O	30435385	20	Khoo	Yee Yan, Jonathan	30368538	39	Mohamed Hassan	Robena	30435643
2	Ang	Ee Lin	30368411	21	Kim	Sung Jin, Ashley	30435311	40	Ng	Hian Lee	30368636
3	Chan	Lee Tze, Audrey	30419812	22	Koh	Kaiyin, Carol	30368547	41	Ng	Man Phong, Christopher	30435509
4	Chan	Wai Kan Simeon	30361927	23	Koh	Seow Hong, Jody	30420999	42	See	Woon Yee	30420854
5	Cheong	Poh Eng, Catherine	30435394	24	Lam	Sheet Theng	30435447	43	Sim	Swee Hiang, Samantha	30368654
6	Chia	Suok Huang, Evelyn	30420531	25	Lee	Chee Yeong, Martin	30420738	44	Soo	Yue Lin, Irisa	30420881
7	Chua	Cheng Yap, Mike	30368449	26	Lee	Cheng Whay, Alice	30420747	45	Suppiah Maniam	Rubini	30368672
8	Chua	Nai Chiat, Michael	30368458	27	Lee	Hai Chuan, Joel	30368574	46	Tan	Poh Muay, Paulynn	30366034
9	Deng	Zimin	30419509	28	Lee	Hui Ling, Grace	30419877	47	Tan	Puay Boon, Joreen	30368707
10	Goh	Kwee Feng, Amanda	30368476	29	Lee	Hye Young, HY	30436828	48	Tan	Yi Ling, Josie	30368681
11	Gui	Wei Yih	30368485	30	Lee	Kah Loong, Stanley	30368805	49	Tang	Bee Nien, Sureen	30368716
12	Heng	Chee Kiong, Remus	30434905	31	Lee	Li Nen, Cheryl	30368592	50	Teo	Tiam Yong, Caleb	30365735
13	Ho	Leng Leng, Joyce	30358428	32	Leong	Siew Lan	30435465	51	Tey	Siow Chin, Nicole	30368725
14	Hu	Sha Liang, Elsa	30420602	33	Lim	Hwee Cheng, Joanie	30432152	52	Tjon	Kitlyn Elaine	30357083
15	Hu	Wei Bin	30420611	34	Lim	Kuo Leong, Adrian	30368618	53	Toh	Sie Howe, Mike	30368734
16	Kerk	Lay Kheng	30435349	35	Liny	Liny	30435492	54	Too	Joon Hiam, Don	30435572
17	Khan	Haroon Arshad	30419797	36	Loh	Winnie	30431497	55	Ya'acub	Rashida	30368743
18	Khoo	Mann Ling, Amelia	30368494	37	Low	Kim Yong	30368627	56	Yeo	Chin Bock, Jason	30368752
19	Khoo	Mee Chin, Amanda	30368529	38	Loy	Bih Wei, Susan	30368799	57	Yong	Chee Kiong	30357931



Sma-Murdoch graduate Amanda Khoo Mee Chin, Bachelor of Commerce, Vice Chancellor's Commendation for Academic Excellence >>>



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SMa School of Management (SMa-SOM) is a wholly-owned subsidiary of the Singapore Manufacturers' Federation (SMa), a leading business federation with over 2,800 member companies across 11 industry groups. SMa has been providing training and certification courses since 1966 and annually trains over 6,500 participants. SMa graduates are well equipped to meet the challenges of today's knowledge based economy.

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Internationalisation Finance Scheme

FINANCING YOUR GLOBAL EXPANSION

International Enterprise (IE) Singapore recently launched the Internationalisation Finance Scheme, or IF Scheme, which will make available S\$500 million worth of loans to help Singapore-based companies venture and expand overseas. This scheme was announced by the Minister of State for Trade and Industry Lee Yi Shyan on 27 July 2006 at the Bluesky Enterprise Symposium.

Internationalising companies, especially SMEs, often cite the lack of financing as one of the key impediments in venturing overseas. Due to the higher risks associated with overseas ventures, banks are less prepared to extend overseas loans. The IF Scheme addresses this issue of limited access to financing by co-sharing the company's default risks with the financial institutions participating in the Scheme.

The IF Scheme offers both working capital loans as well as asset financing loans to address the financing needs of companies venturing overseas. The loans can be used to acquire fixed assets such as factories, buildings and land for overseas use, and fund overseas projects and sales orders. The IF Scheme does not have specific requirements for collateral, making it possible for creditworthy customers to benefit from the scheme without having to fully collateralise the loan. Instead of a fixed set of interest rates dictated by the government, the new scheme allows financial institutions the flexibility to package the loan facilities for companies based on their risk profiles.

Features of the IF Scheme

Types of Loan	Maximum Loan Period	Maximum Quantum of Financing ³	Interest Rates
Asset-based Financing - Factories / buildings / land - Other fixed assets	15 years 6 years	90% ¹	The participating financial institutions (PFI) will determine if these will be fixed or floating
Structured Loan	3 years	90% ²	

1. Based on valuation or purchase price, whichever is lower.

2. Based on value of the sales order or contract amount or project value.

3. The quantum of financing shall be pro-rated in proportion to the percentage of the Singapore-based company's shareholding in the overseas operations, unless the asset financed is for the Singapore-based company's equity injection purposes.

Eligible Applicants

- Applicant can be a Singapore-based company or its Overseas subsidiary (backed by the Corporate Guarantee of the Singapore parent company)
- Turnover of group cannot exceed S\$200m or \$500m if it is a trading company. For Singapore-listed companies, group turnover must not exceed S\$100m or \$200m for trading companies.
- Overseas business must complement the Singapore activities and generate economic spin-offs to Singapore.

The IF Scheme is good news particularly for asset-light and services companies that tend to experience greater difficulties in obtaining overseas loans from banks which normally require tangible collaterals. Lack of access to financing is likely to also be an acute problem for companies at the nascent stage of internationalisation as they have yet to demonstrate their ability to operate and compete in a new and different business environment. Through the IF Scheme, IE Singapore hopes that more companies can now get access to financing for their overseas ventures.

International Enterprise Singapore

230 Victoria Street #09-00
Bugis Junction Office Tower
Singapore 188024

1800-IESPORE (1800-4377673) local toll-free
+ 65 6337 6628 tel
+ 65 6337 6898 fax
www.iesingapore.com



For further details on the IF Scheme, companies can either contact any of the nine participating financial institutions (PFIs) listed below or IE Singapore at **+ 65 6337 6628**.

DBS Bank Limited
6 Shenton Way #28-08
DBS Building Tower Two
Singapore 068809
Tel: 1800 222 2200

GE Commercial Financing (Singapore) Limited
6 Temasek Boulevard #35-01
Suntec Tower Four
Singapore 038986
Tel: 65 6226 3822

IFS Capital Limited
7 Temasek Boulevard #10-01
Suntec Tower One
Singapore 038987
Tel: 65 6270 7711

Maybank
Maybank Tower
2, Battery Road
Singapore 049907
Tel: 65 6550 7113 / 6550 7586 /
6550 7562 / 6468 9986

ORIX Leasing Singapore Limited
331 North Bridge Road #19-01/06
Odeon Towers
Singapore 188720
Tel: 65 6339 3622

Oversea-Chinese Banking Corporation Limited (OCBC Bank)
65 Market Street #29-00
OCBC Centre
Singapore 049513
Tel: 65 6318 7222

Standard Chartered Bank
51 Bras Basah Road
Singapore 189554
Tel: 1800 743 3000

The Hongkong and Shanghai Banking Corporation Limited
21 Collyer Quay #08-01
HSBC Building
Singapore 049320
Tel: 65 6530 1826 / 6216 9022 /
6379 1135

United Overseas Bank Limited
80 Raffles Place #12-00
UOB Plaza 1
Singapore 048624
Tel: 65 6539 1236



1. Tan Mei Yun, Kristine

Kristine joined Sma School of Management (SOM) as a Programme Consultant on 6 June 2006. Her experience in customer service, hospitality and sales were from Jetstar Asia, Bella Skin Care and Emperor Resorts International where she has a good track record of sales and she was ranked as one of the top sales person and was awarded the best newcomer sales person.



2. Tan Chee Wei, Jonathan

Jonathan joined Sma as an Executive in the Industry Development Division on 5 July 2006. He graduated with a Bachelor of Business (major in Marketing) from the University of Southern Queensland, Australia. He also holds a Postgraduate Diploma in Marketing awarded by The Chartered Institute of Marketing.

Prior to joining Sma, Jonathan has worked in Fullmark Micro Pte Ltd, Rock Resource and Fullmark Pte Ltd where he gained experience in several areas such as technical support, logistics, marketing communications, sales, product packaging and event management.



3. Kwek Guek Young, Vanda

Vanda joined Sma as a Manager in the Industry Development Division on 24 July 2006. She holds a Master of Communications and Media Studies and a Bachelor of Business from Monash University, Australia.

Vanda began her career with Singapore Airlines as a Flight Stewardess for 6 years before she took a study break to pursue and complete her master degree in Australia. Upon completing her master degree, Vanda worked as a Marketing Executive with Far East Organisation Pte Ltd in the areas of customer loyalty program management, event management as well as sales and regional marketing. Finally, Vanda worked with Raytheon Professional Services (Shanghai, China) as a Project Manager in the areas of project management, marketing communications and secretarial support to senior management.



4. Lee Hong Choon, Agmer

Agmer joined Sma as an Executive in the Singapore Chemical Industry Council (SCIC) on 24 July 2006. She graduated with a Diploma in Chemical Process Technology (Polymer Technology) and an Advanced Diploma in Plastics Technology from Singapore Polytechnic. Agmer worked as an Assistant QC Engineer with First Engineering Plastics Pte Ltd before she pursued continued her study and obtained a Master in Materials Engineering from Katholieke Universiteit Leuven, Belgium. Thereafter, she worked as an Executive with CPF Board, Retirement Schemes Department before she joined Sma.



5. Tan Kim Lian, Linda

Linda joined Sma as an Executive in the Centre for Corporate Learning (CCL) on 31 July 2006. She had more than 10 years' experience in administration, secretarial, front-line services, as well as sales and marketing before she decided to take a break to focus on her family.

Linda returned to the workforce this year and was working on a temporary basis with EDC@Sma for the period, April to July 2006, until she was converted as a full-time employee of Sma's Centre for Corporate Learning (CCL).



6. Fok Lai Peng, Sally

Sally joined Sma School of Management (Sma-SOM) as a Senior Programme Consultant on 3 August 2006. She graduated with a Bachelor of Business Administration from Macquarie University, Sydney, Australia. Sally had worked with Asia Pacific Management Institute Pte Ltd for about 4 years in where she assumed a supervisory position in the sales and marketing department. She also worked with Crazy Horse Paris Pte Ltd in the area of sales and marketing prior to joining SOM.



7. Natthavut Srinara

Natthavut (Natt) joined Sma School of Management (Sma-SOM) as a Senior Programme Consultant on 1 September 2006. He graduated with a Bachelor of Business and Commerce specialising in Marketing and Management from Monash University, Australia. Natt previously worked in Informatics Group Ltd, Universitas 21 Global, Raffles Campus Pte Ltd and Nanyang Academy of Fine Arts where his experiences were mainly in the area of sales & marketing, marketing communications, operations, resource management and event coordination.



8. Choo Seik Yen, Christina

Christina joined Sma School of Management (Sma-SOM) as a Senior Programme Consultant on 11 September 2006. She graduated with a Bachelor of Arts (major in Economics) from The National University of Singapore. Christina's experiences were in the area of sales & marketing and business development which she gained from Asia Pacific Management Institute and Espera Global Corporation.



9. Tock Peng Kwee, Benjamin

Benjamin joined Sma as an Executive in the IT Division on 3 October 2006. Prior to joining Sma, Benjamin worked as Service and Network Engineer for more than 10 years with Alphasya Pte Ltd, Seven Sea Computer.com Pte Ltd, Espore Corp Pte Ltd and Inventis Singapore Pte Ltd respectively. His experiences were in the areas of software and hardware installation & migration, PC troubleshooting, network support, as well as regional IT support.

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