

ANNUAL  
REPORT  
2018/19

NEW  
FRONTIERS

# CONTENTS

02 Corporate Profile

04 President's Message

08 Key Figures and Statistics

09 Incoming Delegations and VIP Visits

10 Membership Profile

12 Executive Committee  
for the term 2018-2020

14 Council Members  
for the term 2018-2020

16 Board of Governors

17 The SMF Corporate Structure 2019

18 The SMF Secretariat  
Organisation Chart

25 The SMF Milestones

36 Breaking the Borders

61 Join Forces

92 Management and Function Committees Members

## CORPORATE PROFILE

The Singapore Manufacturing Federation (SMF) is the largest national organisation representing the interest of manufacturing and manufacturing-related industries since 1932.

Today, the SMF is a forefront trade federation serving the manufacturing community by driving digitalisation, innovation-led productivity, business transformation and internationalisation towards enhancing the competitiveness of its member companies.

Currently, the SMF membership stands at about 3,000 members, consisting SMEs, MNCs and Affiliate members. Member companies are categorised into 10 Industry Groups and supported by the SMF's Associated Services to address each industry's unique and specific needs and interest.

The SMF collaborates with local and overseas government agencies, industry partners and enterprises to provide key services such as representation of members' views in formal dialogues with the authorities; increasing business opportunities through local and international trade fairs and missions; building capabilities through conferences, seminars, workshops and other industry-specific programmes; and transforming businesses with business model innovation.

## OUR VISION

To be a world-recognised national federation with a strong membership base from the manufacturing sector, committed to creating value and services for our members, the manufacturing sector and Singapore.

## OUR MISSION

To represent the business interests of the Singapore manufacturing sector, and to facilitate its competitiveness and sustainable growth.

# PRESIDENT'S MESSAGE

Dear fellow members,

The Financial Year 2018/2019 was yet again another eventful year. For the manufacturing sector, we closed the last quarter of the 2018 calendar year on a surprising high. However, with the trade conflict between the United States and China escalating, with uncertainty in the United Kingdom's separation from Europe, to the more recent protests in Hong Kong, the global economy has seen much uncertainty. In this climate, it is heartening to note that the Singapore economy is built on strong fundamentals and has shown its resilience time and again. This was recently reaffirmed by the International Monetary Fund (IMF), in its Financial Sector Assessment Programme (FSAP) completed in 2019, where the IMF found Singapore's financial sector and financial oversight to be among the best globally.

However, we cannot afford to be complacent or even apathetic to the things around us. We must continue to strive to improve and work harder to bring the capabilities of our local businesses up to scratch with those from around the world. It is now, more than ever, of great pertinence to find partnerships and work together as a pack to explore new markets, new ways of manufacturing and new domains. We must open our minds that these new frontiers are not just new physical markets but also encompass the digital realm. As Rudyard Kipling once said, "For the strength of the pack is the wolf, and the strength of the wolf is the pack." Together we can achieve more.

In addition, in a recent keynote address by Mr Heng Swee Keat, Deputy Prime Minister and Minister for Finance, he noted areas for local businesses to focus on. I found two of these points to be especially relevant to our members in the Manufacturing sector. DPM Heng noted that businesses need to press on with innovation and transformation to seize opportunities ahead and that the Government and the corporate sector must work closely together to build the future economy.

In the past year, the SMF has continued in our efforts to create valuable partnerships for our members to expand networks both in Singapore and overseas. Our efforts have laid the groundwork for the focus areas laid out by Mr Heng, and we aim to continue to be with our members every step of the way as we transform to in our conquest to breach New Frontiers.

## YEAR-IN-REVIEW

For the year ahead, assisting our members to digitalise and embark on the Industry 4.0 transformational journey is one of the key focus of the SMF. To this end, I am happy to look back on a year that is filled with multi-faceted initiatives and programmes delivered through our Associated Services, industry groups and function committees. These services, which have laid the groundwork for greater and faster progress, range from seminars, dialogues, networking sessions, business missions and trade exhibitions. I do hope that in the coming year, our members will continue to utilise these services that we have worked hard with other stakeholders to specially curate.

Through engagement on different levels with our members, the SMF continually seeks to understand, and thereafter, assist to overcome challenges faced by the local manufacturing community. In this regard, companies in different phases of the transformation journey towards Industry 4.0 understandably face different challenges. One of the most common reasons why businesses are slow to embark on this transformational journey is inertia. After all, it is axiomatic that the first step is always the hardest. To address this, the SMF has worked hard with IMDA on the SMEs Go Digital initiative to provide Digital Project Management Services. This initiative hand-holds companies on the first steps of the digitalisation journey at a highly subsidised rate for SMEs and was launched in May 2018 at an event graced by Mr S. Iswaran, then Minister for Trade and Industry. The SMF is proud to be the key supporting partner to lend key expertise and consultants to SMEs for pre-approved digitalisation solutions under this initiative.

For manufacturers already contemplating the first steps of the transformation journey, the Singapore Economic Development Board (EDB) has also created the Smart Industry Readiness Index (SIRI) to help companies assess the current Industry 4.0 readiness of their facilities. Since the launch of this Assessment Matrix, companies have found it useful to determine how to start, scale and even sustain their Industry 4.0 Transformation. The SIRI Index was covered extensively by Dr Koh Poh Koon, Senior Minister of State for Trade and Industry, in a closed-door dialogue session with our members in November 2018, organised by the SMF. To further assist companies, the SMF-Standards Development Organisation (SDO) also launched an intuitive online platform in 2018, to provide the manufacturing industry with good practices to address key requirements for interoperability, reliability, safety and cybersecurity.

One of the other key concerns for manufacturers in Singapore is the perennial shortage of skilled manpower. The SMF is looking ahead to work with institutes of higher learning to secure the next generation of talent for the manufacturing sector. To further the conversation with employers, the SMF organised a closed-door dialogue session in October 2018 with Mr Ong Ye Kung, Minister for Education. During this session, Assistant Secretary-General of the SMF, Dr. Michael Teng shared the details of three internship programmes that the SMF is facilitating with the audience. These three programmes are namely the SME Talent Programme, Transformative Internship Programme, and the Digital Transformation Internship Programme. Through these internship arrangements, the SMF hopes to continue to nurture and excite the new generation on what manufacturing can provide.

The Ministry for Trade and Industry (MTI) has also in 2018 developed and launched Industry Transformation Maps (ITMs) to be implemented by the Future Economy Council (FEC). These roadmaps seek to address issues within each industry and deepen partnerships between Government, firms, industries and trade associations. Industry Groups within the SMF has since held their own road mapping sessions to further chart the course for businesses in their sector in accordance with the ITMs.

2018 also saw the inaugural Industrial Transformation Asia-Pacific, the first international edition of the world renowned Hannover Messe industrial technology trade fair. The SMF was privileged to organise the Singapore pavilion, providing our manufacturing community the opportunity to interact with and learn from global industry players. During the inaugural ITAP in October 2018, the SMF signed a MOU with JTC Corporation, Enterprise Singapore (ESG), PBA Group, ABB Pte Ltd, SICK Pte Ltd, Nordson S.E. Asia (Pte) Limited, SMC Pneumatics (SEA) Pte Ltd, Robotics Automation Centre of Excellence, and Singapore Precision Engineering and Technology Association. This MOU is entered to help companies - especially SMEs - in JTC's estates and developments to upgrade their manufacturing capabilities.

This brings us back to DPM Heng's point for closer relations between the Government and the corporate sector to build Singapore's future economy, I am pleased to report that the SMF plays a key role to bridge the two sectors. The annual post budget Minister dialogue session held at the SMF is another platform to bring companies and government together for greater alignment. The 2019 session was graced by Mrs Josephine Teo, Minister for Manpower and Second Minister for Home Affairs.

In my Annual Report message last year, I mentioned plans to create programmes to involve youths in the future of manufacturing conversation. To this end, I am pleased to report that one of the first MOUs that the SMF signed in 2019 was with the NTU Students Union during the inaugural "The First Step Forum" which was also supported by the student unions of National University of Singapore (NUS), Singapore Management University (SMU), Singapore University of Technology and Design (SUTD), Singapore Institute of Technology (SIT) and Singapore University of Social Sciences (SUSS). Through this MOU, we have a partnership that seeks to provide undergraduates and fresh graduates from NTU with more opportunities in the areas of leadership training, mentorship and jobs matching. This signing was witnessed by Mr Ong Ye Kung, Minister for Education.

The SMF continues to form strategic partnerships and establish alliances to connect our members to the global marketplace. Under the leadership of the Global Business Group function committee, the SMF has a stellar scorecard in creating opportunities for companies on the global stage. Companies participating in trade fairs is at an all-time high of 831 and the sales secure through these fairs is more than S\$780 million. My hope is for more companies to join us on the wide number of platforms available to take advantage of these growth opportunities.

This year the spotlight is on the Enterprise Europe Network (EEN) as well. The EEN allows local companies to connect with over 10,000 business and technology opportunities in Europe. With the approval of the European parliament of the EU-Singapore Free

Trade Agreement (EUSFTA) in February 2019, the EUSFTA is expected to enter into force in 2019. This opens a huge corridor of opportunity for businesses in Singapore looking to expand into Europe. The EEN currently has 1313 local companies signed up with another 919 companies who have expressed their interests. The EEN constantly facilitates business delegation visits from our European counterparts and provides business matching sessions, these are valuable platforms I do urge member companies to take full advantage of.

## LOOKING FORWARD

2018 closed with a new Council elected into office, the Council for the term 2018/2020 is a mix of familiar faces and a number of members new to the SMF. Amongst the ranks of our newly elected Council members, we have a good mix of representatives from MNCs, homegrown stalwarts and local startups. It is my hope that the combined experience of the Council members will continue to create new opportunities for our members and fulfill our mission to represent the business interests of the Singapore manufacturing sector and to facilitate its competitiveness and sustainable growth. On behalf of the Council, I wish to take this opportunity to express our heartfelt appreciation and thanks to all our stakeholders - from our members, the Secretariat, to various partners in the Government and industry sectors, as well as community organisations from both local and overseas - for their invaluable support towards our efforts to forge the new frontier of manufacturing.

**Douglas Foo, BBM**  
SMF President



# YEAR IN A GLANCE

2018

24 APRIL

## SINGAPORE PAVILION AT FOOD AND HOTEL ASIA (FHA)

The SMF held a Singapore Pavilion and led a total of 117 Singapore food and beverage companies at Food and Hotel Asia (FHA) 2018 from 24 April to 27 April 2018. Held at the Singapore Expo, the world leading biennial tradeshow showcased some of the most extensive range of HoReCa suppliers for the food and hospitality industry in Asia and beyond.

21 MAY

## LAUNCH OF SMES GO DIGITAL: DIGITAL PROJECT MANAGEMENT SERVICES (DPMS)

The SMF is appointed as the first operator to offer this programme to help SMEs who want to go digital take the first step towards their digitalisation journey. Launched on 21 May 2018 at the SG Industry Day organised by Infocomm Media Development Authority (IMDA), this programme provides SMEs with Digital Project Managers to handhold them in implementing pre-approved digital solutions by IMDA. SMEs that are embarking on their digitalisation journey through DPMS can receive funding support of up to 70% of the qualifying cost.

11 SEPTEMBER

## SMF COUNCIL ELECTION FOR THE TERM 2018-2020

The SMF held its Council members election for the term 2018-2020 on 11 September 2018 where it saw ten new Council members elected into the new term. Mr Douglas Foo, Chairman of Sakae Holdings Ltd was also re-elected as SMF President for the third term. A total of 34 Council members formed the Council for the term of 2018-2020.

24 JUNE

## BUSINESS MISSION TO BANGKOK, THAILAND

The SMF led 32 delegates to Bangkok, Thailand from 24 to 27 June 2018 to increase business opportunities between both nations, form strategic alliances with Thai companies and to be updated of latest policies in Thailand. The business mission was jointly organised with Enterprise Singapore and the Royal Thai Embassy in Singapore, Department of International Trade Promotion of Thailand and led by SMF President, Mr Douglas Foo. Thailand Ambassador to Singapore, His Excellency Manopchai Vongphakdi served as advisor during the mission.

16 OCTOBER

## SINGAPORE PAVILION AT INDUSTRIAL TRANSFORMATION ASIA-PACIFIC

The SMF organised a Singapore Pavilion at the inaugural APAC edition by the world-renowned tradeshow event, Hannover Messe from 16 to 18 October 2018. Housing 42 Singapore companies under the Pavilion, these companies represented Singapore and showcased cutting edge technologies and innovations to a worldwide audience. The SMF signed a MOU at iTAP 2018 for "Supporting Companies to Automate, Learn and Empower themselves (SCALE)". This is a partnership with JTC Corporation, Enterprise Singapore (ESG), PBA, ABB, SICK, Nordson, SMC Pneumatics, Robotics Automation Centre of Excellence (RACE) and SPETA.

26 NOVEMBER

## CLOSED-DOOR DIALOGUE SESSION WITH SENIOR MINISTER OF STATE FOR MINISTRY OF TRADE AND INDUSTRY, DR KOH POH KOON

The SMF organised this closed-door dialogue session on 26 November 2018 attended by over 200 company-representatives and representatives from Trade Associations and Chambers. During the session, Dr Koh shared that technology is but a tool to help the companies keep ahead of their competitors and introduced the Singapore Smart Industry Readiness (SSRI) Index, which was developed by the Singapore Economic Development Board (EDB) and TÜV SÜD. Thereafter, the SMF Council and Secretariat had a networking lunch with Dr Koh to discuss ways to improve Singapore manufacturing sector.

30 JANUARY 2019

## MOU SIGNING WITH NANYANG TECHNOLOGICAL UNIVERSITY STUDENTS' UNION (NTUSU)

Recognising that Singapore youths are the future of manufacturing, the SMF signed an MOU with NTUSU in January 2019 during the inaugural "The First Step Forum". Through this MOU Signing with NTUSU, the SMF seeks to provide undergraduates and fresh graduates from NTU with more opportunities in the areas of leadership training, mentorship and jobs matching. This signing was witnessed by Mr Ong Ye Kung, Minister for Education.

26 SEPTEMBER

## THIRD EDITION OF THE SMF AWARDS

The SMF held its third edition of the SMF Awards on 26 September 2018, and awarded 17 companies for their innovative, collaborative, and sustainable efforts in the presence of Guest-of-Honour, Deputy Prime Minister and Minister for Finance, Mr Heng Swee Keat. The Awards was held in conjunction with the SMF's 86th Anniversary Gala Dinner, where the SMF celebrated its 86-year history and growth through the years.

# KEY FIGURES AND STATISTICS

## SMF Members

3000

(comprising SMEs, MNCs and affiliate members)

90

Number of New SMF Members

## SMF Activities

71

Number of Seminars, Dialogue and Meetings

602

Number of Training Classes conducted by CCL

43

Number of Trade Fairs

831

Number of Participating Companies in Trade Fairs

1313

Number of Local Companies signed up for EEN

919

Number of Expression of Interest for EEN

> \$780 MILLION

Amount of Sales generated by Exhibitors

## Awards Received by the SMF

- NS Mark (Gold)
- NS Advocate Award for Organisations
- bizSAFE (level 3) Certification
- Pro Enterprise Partner Award 2018
- Eco-Office Award 2016-2019

# INCOMING DELEGATIONS AND VIP VISITS

29

Number of Incoming Delegations

35

Number of Ambassadors, Ministers and VIP received

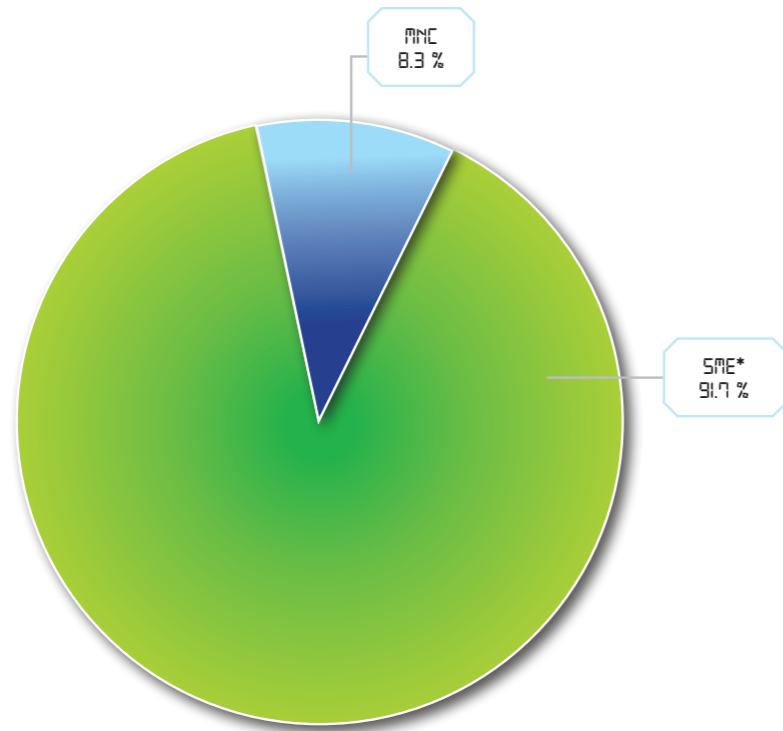
415

Number of Delegates



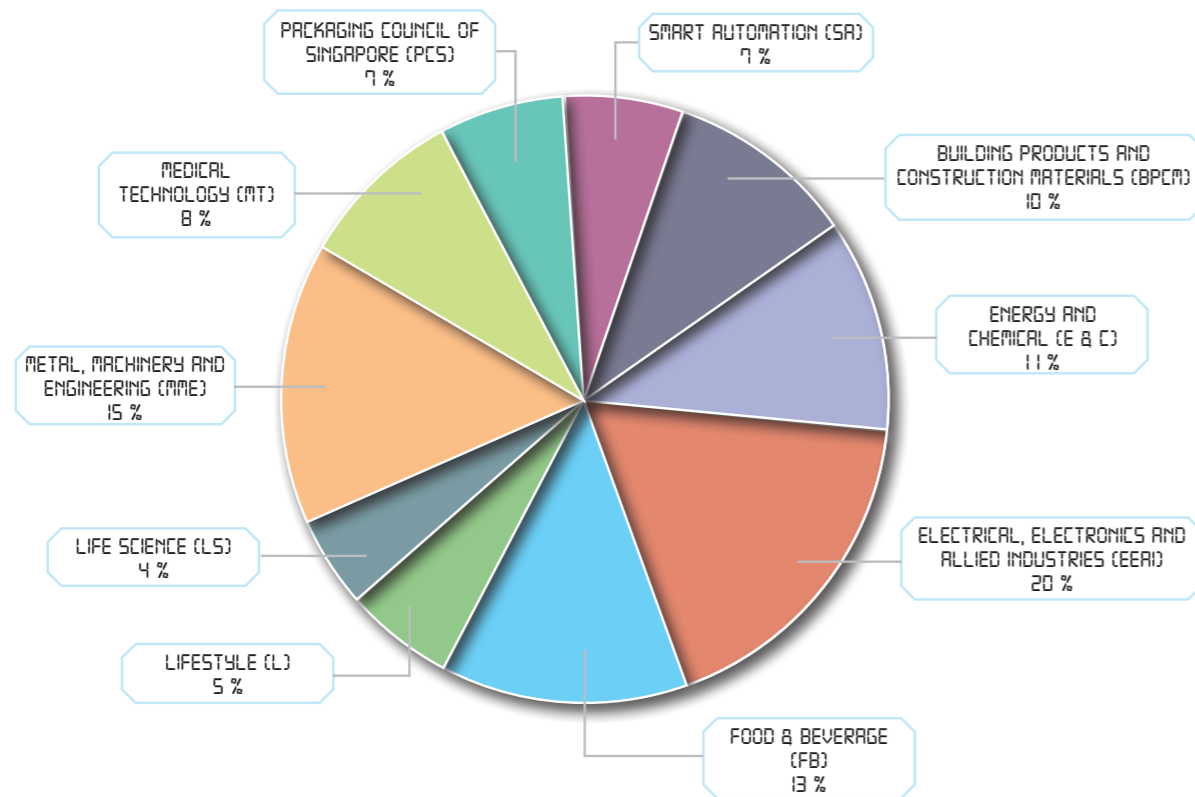
# MEMBERSHIP PROFILE

PERCENTAGE OF MNCs AND SMEs



\* SMEs are defined as an enterprise with an annual sales turnover of under S\$100 million, or that employs less than 200 workers.

INDUSTRY GROUP



# ASSOCIATED SERVICES

Supported by its Associated Services, the SMF provides a comprehensive, one-stop platform for manufacturing and manufacturing services, helping local companies grow and flourish.

The Associated Services and their offered services include:



**GS1 Singapore**

- Provides Global Standards for supply chain leveraging on technology tools such as Barcoding, RFID and EDI, etc.



**Singapore Innovation & Productivity Institute**

- Provides consultancy and training on issues of innovation and productivity
- Drives Business Model Innovation



**Singapore PMC Certification**

- Manages and administers the Practising Management Consultant (PMC) certification scheme



**SME Centre@SMF**

- Helps SMEs start, sustain, and grow their businesses through business diagnosis, advisory, information on government schemes and capability workshops



**SMF Centre for Corporate Learning**

- Training and upskilling of the workforce



**SMF Standards Development Organisation**

- Develops, promotes and implements local and international standards

# EXECUTIVE COMMITTEE FOR THE TERM 2018-2020



**Mr Douglas Foo, BBM**  
President  
Chairman, GS1 Singapore Ltd  
Chairman, SMF Enterprises Pte Ltd  
  
Chairman  
Sakae Holdings Ltd



**Dr Bicky Bhangu**  
Deputy President  
Chairman, Global Business Groups  
Function Committee  
  
President  
SE Asia, Pacific & South Korea  
Rolls-Royce Singapore Pte Ltd



**Mr Ryan Chioh, PBM**  
Honorary Secretary  
Chairman, Secretariat Management Committee  
Function Committee  
  
Managing Director  
FarEastFlora.com Pte Ltd



**Mr Bernard Esselinckx**  
Chairman, Health, Safety,  
Security & Environment Function Committee  
  
President & CEO  
Senoko Energy Supply Pte Ltd



**Mr Alessandro Perrotta**  
Chairman, Innovation & Productivity Function  
Committee  
  
CEO  
Interplex Holdings Pte Ltd



**Mr Saw Ken Wye**  
Honorary Treasurer  
Chairman, Finance Management Committee  
Chairman, Risk Review Management Committee  
Chairman, Singapore PMC Certification Pte Ltd  
  
CEO  
CrimsonLogic Pte Ltd



**Mr Renny Yeo, BBM**  
Emeritus President



**Mr Poh Choon Ann, PBM**  
Vice President  
  
Group Chairman  
Poh Tiong Choon Logistics Limited



**Mr Darren Lee**  
Chairman, ICT & New Technologies  
Function Committee  
  
Managing Director  
Metrohm Singapore Pte Ltd



**Mr Teo Eng Cheong**  
Vice President  
  
CEO, International  
Surbana Jurong Pte Ltd



**Mr John Kong**  
Chairman, Ethics & Corporate Governance  
Function Committee  
Chairman, Public Relations & Corporate  
Communications Function Committee  
  
Group CEO  
M Metal Pte Ltd



**Mr Patrick Chang**  
Chairman, Membership & Industry  
Groups Function Committee  
  
Managing Director  
PaclIn Office Products Pte Ltd



**Ms May Ng**  
Chairman, Youth Network Function  
Committee  
  
Global Director, Regulatory & Quality  
Consultant  
ARQon Pte Ltd

# COUNCIL MEMBERS

## FOR THE TERM 2018-2020



**Mr Jason Kurek**  
Chairman, Building Products & Construction Materials Industry Group  
General Manager / Director  
Allegion (Asia) Pte Ltd



**Ms Joyce Seow**  
Chairman, Electrical, Electronics and Allied Industries Industry Group  
Group Executive Director  
Watson E.P. Industries Pte Ltd



**Mr Simon Li**  
Chairman, Energy & Chemicals Industry Group  
Chairman, SME Centre@SMF  
CEO  
Feoso Oil (Singapore) Pte Ltd



**Mr Cheong Chung Kin**  
Chairman, Food & Beverage Industry Group  
CEO  
Win Sin Pte Ltd



**Mr Kimming Yap**  
Chairman, Lifestyle Industry Group  
Managing Director  
Creativeans Pte Ltd



**Dr Ong Siew Hwa**  
Chairman, Life Sciences Industry Group  
Founder and CEO  
Acumen Research Laboratories Pte Ltd



**Ms Margareta Laminto**  
Chairman, Medical Technology Industry Group  
Country Director, Hospital Group  
Johnson & Johnson Pte Ltd



**Mr James Wong**  
Chairman, Metal, Machinery & Engineering Industry Group  
Managing Director  
O.E. Manufacturing Pte Ltd



**Ms Betty Tan, PBM**  
Chairman, Packaging Council of Singapore Industry Group  
Deputy Managing Director  
Sin Cheong Containers Mfg Co Pte Ltd



**Mr Brandon Lee**  
Chairman, Smart Automation Industry Group  
Director, Product Strategy & Commercialisation  
INTECH APAC Pte Ltd



**Mr Low Beng Tin, BBM (L)**  
Chairman, SMF Centre for Corporate Learning Pte Ltd  
Managing Director  
Assimilated Technologies (S) Pte Ltd



**Mr Birch Sio**  
Chairman, SMF Singapore Innovation & Productivity Institute (SiPI) Pte Ltd  
Managing Consultant & Director  
Concord Associates Pte Ltd



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



**Mr. Neo Eng Chong**  
Council Member  
CEO / President  
Makino Asia Pte Ltd



**Mr Adam Hamid**  
Council Member  
Managing Director  
Naina Mohamed & Sons Pte Ltd



**Mr Yeo Cheong Guan**  
Council Member  
Managing Director  
Eng Bee Paper Merchant Pte Ltd



**Ms Zhang Jia Lin**  
Council Member  
Director  
Inflo Health Sciences Pte Ltd



**Ms Angeline Suparto**  
Council Member  
Managing Director  
Angeline Suparto Law Corporation



**Mr Chua Chee Seong**  
Council Member  
President and Managing Director  
Infineon Technologies Asia Pacific Pte Ltd



**Mr Gan Thiam Soon**  
Council Member  
Managing Consultant  
Continental Business Consulting



**Mr Lee Tiong Heng**  
Council Member  
Partner  
Deloitte & Touche LLP

# BOARD OF GOVERNORS



**Mr George Huang Chang Yi,**  
PBM, DSM  
(Chairman of the Board of Governors)

**Mr George Huang** is the Managing Director of Amoy Canning Corporation (S) Ltd, a well-known local company in the Food & Beverage industry with a history of over 110 years. Mr Huang brings with him much familiarity of the SMF and its history.

Since the 1980s, Mr Huang has been part of the SMF family in various capacities and has held various appointments within the SMF. Mr Huang was elected as and served as the President of the SMF from 2010 to 2014; appointed as Emeritus President from 2014 to 2018, and is currently the Chairman of the Board of Governors of the SMF. Mr Huang is also a prominent face in the business community, having held other key appointments in various high profile organisations such as - Chairman of the Business Practices Committee, Consumer Association of Singapore (CASE); the Governing Council of Singapore Business Advisors & Consultants Council; as well as the Singapore Agro-Food Enterprises Federation.

*“It is my privilege for many years to have worked with the SMF to support and further the manufacturing community in Singapore. As an industry, the manufacturing sector has played a pivotal role in charting the course to the success of the Singapore economy and nation building. I look forward to the SMF continuing to forge even more partnerships to lead the manufacturing industry in the new economy.”*



**Mr George Yeo**

**Mr George Yeo** served for 23 years in the Singapore Government from 1988 to 2011 as Minister of State for Finance, then as Minister for Information and the Arts, Health, Trade and Industry, and Foreign Affairs.

Mr Yeo is currently a Director of AIA and also serving as Senior Advisor to Kerry Group. He was previously the Chairman of Kerry Logistics and Director of Kerry Holdings.

*“The SMF is an important industry networking partner for the manufacturing sector. It has resources which can help companies across a wide field including internationalization, training, business support and standards creation. It is a good sign that new manufacturers including start-ups are joining SMF’s ranks and taking advantage of what it has to offer.”*



**Mr Robert Chua, BBM**

**Mr Robert Chua** is currently the Executive Chairman of the Excellent Family Lifestyle Group and the Corporate Advisor/ Consultant for Major Group Projects of China’s Haier Group. He is also the Chairman of the Board of Governors of the Institute of Management Consultants (Singapore). Mr Chua is considered one of the pioneers of the Singapore air conditioning industry. He co-founded the A.C.E. Daikin Group in 1968, and served as its Executive Chairman and CEO until his retirement from the Group in 2002. Mr Chua is the former President of SMF (then known as the Singapore Confederation of Industries).

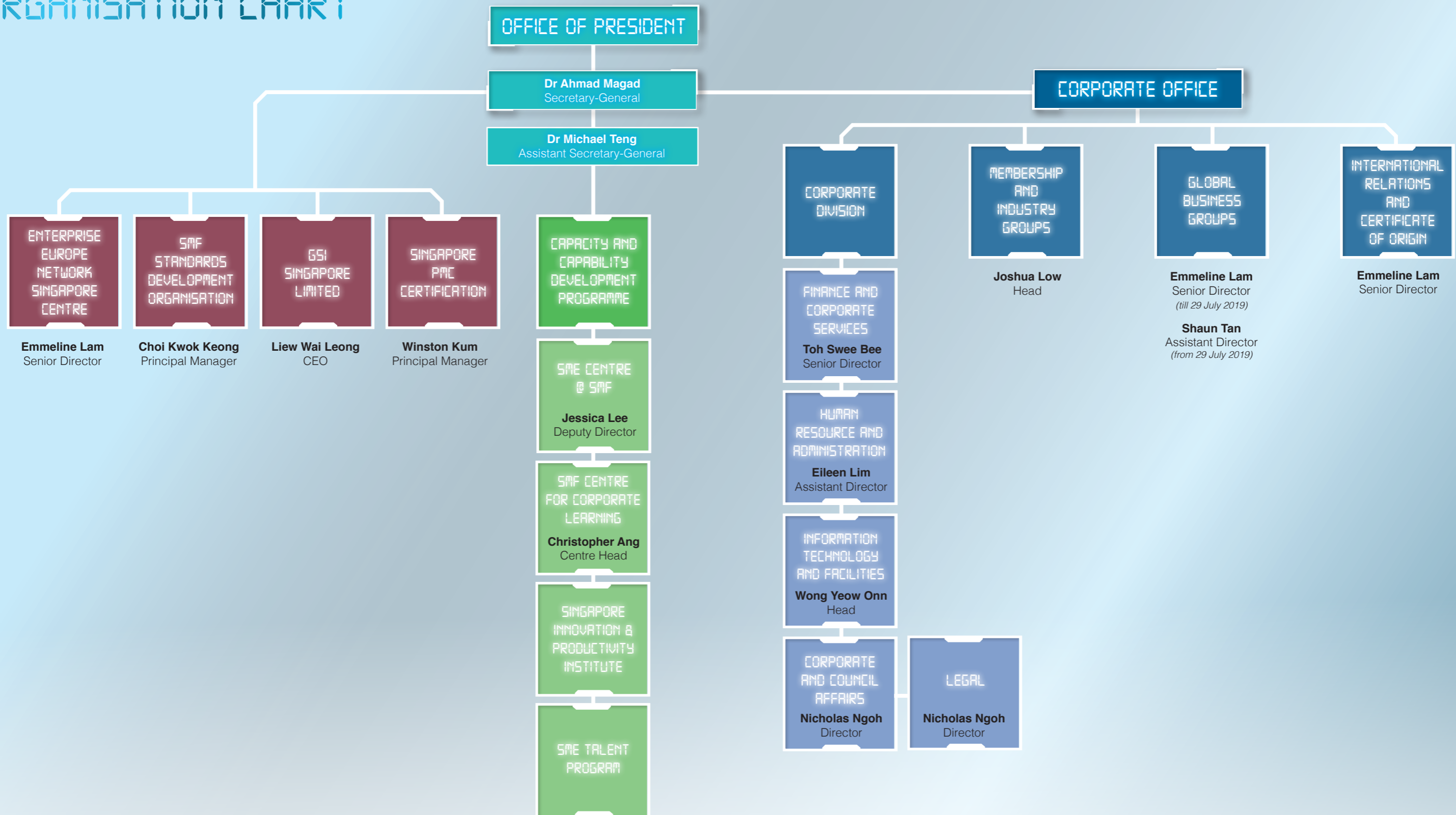
*“Over the years the SMF has been a constant stalwart supporter of the Singapore manufacturing industry. I am delighted to see SMF growing from strength to strength and upgrading its services to keep them relevant for our members.*

*As manufacturing enters new frontiers and confronts new challenges from disruptive technologies, SMF can lead the manufacturing sector to successfully navigate such new domains. I believe that this is a role that SMF can excel in.”*

# THE SMF CORPORATE STRUCTURE 2019



# THE SMF SECRETARIAT ORGANISATION CHART



Dr Ahmad Magad | Dr Michael Teng | Liew Wai Leong | Emmeline Lam | Toh Swee Bee | Nicholas Ngoh | Jessica Lee



Eileen Lim | Shaun Tan | Choi Kwok Keong | Winston Kum | Christopher Ang | Wong Yeow Onn | Joshua Low

# COUNCIL MEMBERS SERVING ON GOVERNMENT STATUTORY BOARDS AND ORGANISATIONS

## Mr Douglas Foo, BBM

President, SMF  
 Chairman, SMF Enterprises Pte Ltd  
 Trustee, SMF Enterprises Pte Ltd  
 Chairman, SMF Biz Search Pte Ltd  
 Chairman, GS1 Singapore Ltd  
 Trustee, GS1 Singapore Ltd  
 Chairman, Sakae Holdings Ltd  
 Nominated Member of Parliament of Singapore  
 Singapore Non Resident High Commissioner (Designate) to Tanzania

- Member, ACCORD Employer & Business Council (F&B)
- Member, ACCORD (Main)
- Member, Africa-Singapore Business Forum 2018 Advisory Committee (ESG)
- Member, Alexandra Health Fund Limited
- Vice Chairperson, Andhra Pradesh - Singapore Business Council
- Singapore Nominated Representative, ASEAN Business Advisory Council
- Member, Council for Skills, Innovation and Productivity (CSIP) Sub-Committee
- Member, Dunman High School Advisory Committee
- Member, Eisenhower Fellowships Global Network Council
- President, Eisenhower Fellowships Singapore Society
- Member, India-Singapore CEO Forum Steering Committee
- Member, Indonesia-Singapore Business Council (MTI)
- Chairman, Institutes of Technical Education - Business & Service Academic Advisory Committee
- Board Member, Intellectual Property Office of Singapore
- Member, Lee Kong Chian School of Business Advisory Board
- Member, Malaysia-Singapore Business Council (MTI)
- Member, MILK (Mainly I Love Kids) Fund
- Member, Monetary Authority of Singapore – Corporate Governance Council
- Member, Nanyang Technological University – Food Science and Technology Industry Advisory Panel
- Member, Nanyang Technological University – College Advisory Board, College of Engineering
- Director, NTUC Foodfare Co-operative Ltd
- Member, NTUC U-Care Fund Board of Trustees
- Patron, Radin Mas Community Club Management Committee
- Chairman, Radin Mas Citizens' Consultative Committee
- Member, RMIT College of Business Industry Advisory Board
- Patron, Siglap Citizens' Consultative Committee
- Vice Chairman, Singapore Business Federation (SBF)
- Member, SBF – Digitalisation Issues Committee
- Member, SBF – Member Relations Committee
- Vice President, Singapore National Employers Federation (SNEF)
- Member, Singapore Youth Award Panel
- Member, Sports Excellence (Spex) Business Advisory Panel
- Co-Chair, Tripartite Alliance for Fair and Progressive Employment Practices
- Member, Tripartite Committee of Employability of Older Workers
- Co-Chair, Tripartite Cluster for Cleaners
- Singapore Chairman, Viet Nam Singapore Business Council
- Board Member, Workforce Singapore Agency
- Member, WSH2028 Tripartite Strategy Committee Ownership Workgroup
- Member, Workplace Safety and Health Council (WSHC)
- Chairman, Workplace Safety and Health Council (Manufacturing) Committee
- Member, Young Presidents' Organisation

## Dr Bicky Bhangu

Deputy President, SMF  
 Chairman, Global Business Groups Function Committee  
 Director, SMF Enterprises Pte Ltd  
 President – SE Asia, Pacific & South Korea, Rolls-Royce Singapore Pte Ltd

- Board Member, Aerospace Malaysia Innovation Centre (AMIC)
- President, Singapore British Chamber of Commerce
- Board Executive Committee, Euro Chambers of Commerce Singapore (2015 - 2019)
- Member, Future Economy Council (FEC) Manufacturing Sub-committee
- Certified International Director of Corporate Governance, INSEAD
- Chartered Engineer and Fellow, Institution of Engineering Technology (IET)
- Board of Director, Malaysian Industry-Government Group for High Technology (MIGHT)
- Advisory Committee Member, School of Applied Science, Republic Polytechnic
- Fellow, Royal Aeronautical Society (RAeS)
- Department Consultative Committee, Electrical and Computational Engineering, National University of Singapore
- Industrial Advisory Board, Mechanical and Manufacturing Engineering Degree, Newcastle University
- Adjunct Professor, Nanyang Technological University (NTU)
- Council Member, Singapore National Employers Federation (SNEF)

## Mr Ryan Chioh, PBM

Honorary Secretary, SMF  
 Chairman, SMF Secretariat Management Committee  
 Director, SMF Enterprises Pte Ltd  
 Trustee, SMF Enterprises Pte Ltd  
 Director, SMF Biz Search Pte Ltd  
 Deputy Chairman, GS1 Singapore Ltd  
 Trustee, GS1 Singapore Ltd  
 Managing Director, FarEastFlora.com Pte Ltd

- Chairman, Interflora
- Vice Chair, Business Leaders Alumni Club
- Partnership Member, North East Community Development Council (CDC)

## Mr Saw Ken Wye

Honorary Treasurer, SMF  
 Chairman, SMF Finance Management Committee  
 Chairman, Risk Review Management Committee  
 Deputy Chairman, SMF Secretariat Management Committee  
 Chairman, Singapore PMC Certification Pte Ltd  
 Director, SMF Enterprises Pte Ltd  
 CEO, CrimsonLogic Pte Ltd

- Honorary Chairman, Executive Council, Chartered Management Institute Singapore
- Chairman, SGTech
- Chairman, Pan-Asian e-Commerce Alliance Limited
- Chairman, InfoComm Technology Advisory Committee, School of InfoComm Technology, Ngee Ann Polytechnic
- Co-Chair, Cyber Security Awareness Alliance, CSA Singapore
- Board Member, Infocomm Media Development Authority (IMDA)
- Council Member, APEC Business Advisory Council (ABAC)
- Member, Indonesia-Singapore Business Council (ISBC)

## Mr Renny Yeo, BBM

Emeritus President, SMF

- Member, Future Economy Council Manufacturing Sub-committee
- Board Member, Enterprise Singapore
- Chairman, Singapore Accreditation Council
- Advisor, Electrical & Electronic Product Standards Committee, Enterprise Singapore
- Independent Chairman, Sin Heng Heavy Machinery Ltd
- Independent Non-Executive Director, OEL (Holdings) Ltd
- Independent Non-Executive Director, Tai Sin Electric Ltd
- Non-Executive Director, BiosanaPharma B.V., The Netherlands
- Non-Executive Director, Nubio Invest Pte Ltd
- Non-Executive Director, Passat Commercial Pte Ltd
- Director, Masquard Pte Ltd
- Non-Executive Director, Hydroball Technics (SEA) Pte Ltd
- Non-Executive Director, Hydroball Technics Holdings Pte Ltd
- Non-Executive Director, Kay Lim Holdings Sdn Bhd, Malaysia
- Non-Executive Director, Bonanza Venture Holdings Sdn Bhd, Malaysia
- Non-Executive Director, Kinta Properties Holdings Sdn Bhd, Malaysia
- Non-Executive Director, KayLim Resources Bhd, Malaysia
- Venture Advisor, Seavi Venture Services Pte Ltd
- Member, School Advisory Committee – Greenridge Secondary School

## Mr Poh Choon Ann, PBM

Vice President, SMF  
 Deputy Chairman, Global Business Groups Function Committee  
 Group Chairman, Poh Tiong Choon Logistics Limited

- Group Chairman, Poh Tiong Choon Holdings Private Limited
- Chairman, Poh Tiong Choon Arts Fund
- Chairman, Poh Choon Ann Arts Fund
- Vice-Chairman, Singapore Business Federation (SBF) – China & North Asia Business Group
- Council Member, Singapore-Liaoning Economic & Trade Council
- Council Member, Singapore-Sichuan Trade & Investment Committee
- Council Member, Singapore-Zhejiang Economic & Trade Council
- Senior Advisor, Rizhao International Ocean City
- Senior Advisor, CP Group
- Advisor, China Central Television – Programme “Zheng Da Zong Yi”
- Chairman, Musicians Society of Singapore
- Executive Chairman, International Chinese Culture Exchange Federation
- Honorary President, Choral Association (Singapore)
- Honorary President, Singapore Association of Writers
- Honorary President, Singapore Writers' Society
- Honorary President, Singapore Literature Society
- Honorary Council Member, Singapore Chinese Orchestra

## Mr John Kong

Chairman, Ethics & Corporate Governance Function Committee  
 Chairman, Public Relations & Corporate Communications Function Committee  
 Deputy Chairman, SMF Singapore Innovation & Productivity Institute (SiPi) Pte Ltd  
 Director, SMF Centre for Corporate Learning (CCL) Pte Ltd  
 Group CEO, M Metal Pte Ltd

- Member, Precision Engineering Master Craftsmen (PeMC) Certification Board
- Member, Workplace Safety and Health Council (WSHC) (Metalworking and Manufacturing) Committee
- Member, WSHC (Tripartite Oversight Committee on Workplace Safety and Health) Committee
- Chairman, WSHC (Manufacturing) Building Capability Workgroup
- Member, NPQS Working Committee
- Working Committee Member, Singapore Standards SS631

# COUNCIL MEMBERS SERVING ON GOVERNMENT STATUTORY BOARDS AND ORGANISATIONS

## Mr Bernard Esselinckx

Chairman, Health, Safety, Security & Environment Function Committee  
President & CEO, Senoko Energy Supply Pte Ltd

- Council Member, Energy Association of Singapore (Singapore Chapter of World Energy Council)
- Member, Singapore Institute of Power and Gas Advisory Council

## Mr Alessandro Perrotta

Chairman, Innovation & Productivity Function Committee  
Regional Head, SMF Americas Business Group  
CEO, Interplex Holdings Pte Ltd

- Member, Young Presidents' Organization (YPO) since 2014
- Member, CEO Organisation since 2018

## Mr Patrick Chang

Chairman, Membership & Industry Groups Function Committee  
Managing Director, Paclin Office Products Pte Ltd

- Chairman, Paclin Malaysia Sdn Bhd
- Main Committee, Singapore Business Federation SME Committee
- Honorary Secretary (2018 – 2019), Security System Association of Singapore
- Chairman, MCST 2568

## Ms May Ng

Chairman, Youth Network Function Committee  
Global Director, Regulatory & Quality Consultant, ARQon Pte Ltd

- Group Director, ARQon companies
- Main Committee, ASEANMed
- Medtech Regulatory Advisor/Expert for IPI, A\*STAR's A\*ccelerate DxH Hub, NHIC, NUS Enterprise
- Singapore Representative, China-ASEAN Medical Committee
- US Trade ASEAN Planning Committee

## Ms Joyce Seow

Chairman, Electrical, Electronics and Allied Industries Industry Group  
Group Executive Director, Watson E.P. Industries Pte Ltd

- Council Treasurer, MCST 262

## Mr Simon Li

Chairman, Energy & Chemicals Industry Group  
Chairman, SME Centre@SMF  
CEO, Feoso Oil (Singapore) Pte Ltd

- Executive Chairman, China-ASEAN Chemical Industry Collaboration Committee
- Executive Chairman, China-ASEAN High-tech Collaboration Committee
- Council Member, Singapore-Shandong Business Council
- Economic Advisor, Shandong Rizhao International Maritime City
- Advisor, Nanning International Chamber of Commerce
- Chairman, PR Committee, Singapore-China Business Association
- Advisor, Kowloon Club
- Life Member, Beta Gamma Sigma
- Adjunct Lecturer, Nanyang Centre for Public Administration, Nanyang Technological University (NTU)
- Adjunct Lecturer, Lee Kuan Yew School of Public Policy, National University of Singapore (NUS)
- Non-executive Director, Club Chinois Pte Ltd
- Non-executive Director, Chinois Pte Ltd
- Alternate Director, Feoso (Singapore) Pte Ltd
- Alternate Director, Feoso Oil (Singapore) Pte Ltd
- Alternate Director, Feoso Investment (Singapore) Pte Ltd
- Non-executive Director, Far East Oil Terminal One Sdn Bhd

## Mr Cheong Chung Kin

Chairman, Food & Beverage Industry Group  
CEO, Win Sin Pte Ltd

- Representative, ASEAN Food & Beverage Alliance (AFBA)
- Honorary Chairman, Singapore Association of Food Equipment Manufacturers & Suppliers (SAFEMS)
- Argentier / Honorary Chancellor National – Confrérie de la Chaîne des Rôtisseurs - Bailliage De Singapour

## Mr Kimming Yap

Chairman, Lifestyle Industry Group  
Managing Director, Creativeans Pte Ltd

- Executive Committee Member, Design Business Chamber Singapore
- Council Member, Young Entrepreneurs Association Singapore

## Dr Ong Siew Hwa

Chairman, Life Sciences Industry Group  
Founder and CEO, Acumen Research Laboratories Pte Ltd

- Chairman, BioSingapore
- Member, Biomedical and Health Standards Committee, Singapore Standards Council
- Adjunct Assistant Professor, Department of Immunology and Microbiology, Yong Loo Lin School of Medicine, National University of Singapore (NUS)

## Ms Betty Tan, PBM

Chairman, Packaging Council of Singapore Industry Group  
Deputy Managing Director, Sin Cheong Containers Mfg Co Pte Ltd

- Governing Board Member, Singapore Packaging Agreement
- Board Member, Asian Packaging Federation (APF)
- Board Member, World Packaging Organisation (WPO)
- Board Member, WPO Education

## Mr Brandon Lee

Chairman, Smart Automation Industry Group  
Deputy Chair, Singapore Manufacturing Standard Council - in charge of developing manufacturing standards for future economy  
Director, SME Centre@SMF  
Director, Product Strategy & Commercialisation, INTECH APAC Pte Ltd

- Deputy Chairman, Manufacturing Standards Committee, SMF-SDO

## Mr Low Beng Tin, BBM (L)

Chairman, SMF Centre for Corporate Learning Pte Ltd  
Director, SMF Singapore Innovation & Productivity Institute (SiPi) Pte Ltd  
Managing Director, Assimilated Technologies (S) Pte Ltd

- Honorary Chairman, Nanyang Citizens' Consultative Committee (CCC)
- Deputy President, General Committee, Automobile Association of Singapore (AAS)
- President, National Arthritis Foundation, Singapore
- Council Member, Singapore Road Safety Council (SRSC)
- Patron, Nanyang Community Club Management Committee (CCMC)
- Patron, Nanyang Community Club Building Fund Committee (CCBFC)

## Mr Birch Sio

Chairman, SMF Singapore Innovation & Productivity Institute (SiPi) Pte Ltd  
Director, SMF Centre for Corporate Learning (CCL) Pte Ltd  
Managing Consultant & Director, Concord Associates Pte Ltd

- Member, SMF Standards Development Organisation (SMF-SDO) Committee
- Member, Quality & Safety Standard Committee (QSSC), Singapore Standards Council, Enterprise Singapore
- President, Association of Safety Auditing Firms (ASAF)
- Committee Member, Occupational Safety & Health (OSH) Workgroup of SMF-SDO, on behalf of ASAF

# COUNCIL MEMBERS SERVING ON GOVERNMENT STATUTORY BOARDS AND ORGANISATIONS

## Mr Yeo Cheong Guan

Director, SME Centre@SMF

Managing Director, Eng Bee Paper Merchant Pte Ltd

- Director, Singapore Hokkien Yeo See Association
- Director, Younger Singapore Pte Ltd
- Director, Jiangsu Younger Food Ltd, China
- Director, Yangzhou YangYang Frozen Food Co Ltd, China

## Mr Lim Meng Wee

Deputy Chairman, Health, Safety, Security & Environment Function Committee

Managing Director, SP Consulting (International) Pte Ltd

- Independent Director, PNE Industries Pte Ltd
- Licensed Solemnizer (Registrar of Marriages)
- Vice Chair, Queenstown Inter-Racial and Religious Confidence Circles (IRCC)
- Director, Singapore Christian Home



THE SAF  
MILESTONES

# THE SMF'S ANNUAL GENERAL MEETING AND ELECTION FOR THE TERM 2018-2020

The SMF held its Annual General Meeting (AGM) on 11 September 2018 where Council members were elected for the term 2018-2020.

At the first Council Meeting following the AGM, which was held on the same day, Mr Douglas Foo was re-elected as the President of the SMF. Mr Foo is the Founder and Chairman of Sakae Holdings Ltd.

On being re-elected as President, Mr Foo said, "I am deeply honoured and humbled to be re-elected to lead the SMF for the third term. Together with my newly elected Council that is made up of thought leaders and champions of the various industries, I am confident we will be able to lead the manufacturing industry in Singapore through the disruptive and volatile market."

At the AGM, Mr Foo also shared how the SMF has spearheaded a series of conversations on the Future of Manufacturing in Singapore and his plans to work closely with the government to see to fruition the initiatives that will lead the sector into Industry 4.0. He looks forward to serving the members and to hear from each of them their feedback, ideas, and thoughts.

The key office bearers elected at the first Council meeting following the AGM are:

**President,**  
Douglas Foo,  
Chairman, Sakae Holdings Ltd.

**Deputy President,**  
Dr Bikramjit (Bicky) Singh Bhangu,  
President, SE Asia, Pacific & South Korea,  
Rolls-Royce Singapore Pte Ltd.

**Honorary Secretary,**  
Mr Ryan Chioh,  
Managing Director, FarEastFlora.com Pte Ltd.

**Honorary Treasurer,**  
Mr Saw Ken Wye,  
CEO, CrimsonLogic Pte Ltd.



Voting process during AGM.



SMF President, Mr Douglas Foo delivered his welcome address during the AGM.



SMF members celebrated an early 86th birthday for the SMF, which was incorporated on 20 September 1932.

# TRIPLE CELEBRATIONS AT SMF AWARDS 2018

It was a triple celebration for the SMF during its SMF Awards Ceremony on 26 September 2018. Held at Resorts World Sentosa, the SMF celebrated the winning companies of the SMF Awards 2018, the SMF's 86th Anniversary, as well as the appointment of SMF President Mr Douglas Foo as a Nominated Member of Parliament (NMP).

The SMF Awards Dinner was a glitzy affair, graced by the presence of Mr Heng Swee Keat, Minister for Finance of Singapore as the Guest-of-Honour as well as Mr Sam Tan, Minister of State, Ministry of Foreign Affairs and Ministry of Social and Family Development. 900 distinguished guests from embassies, government agencies, and business communities gathered together to witness the winners receiving their Awards and at the same time, celebrate the SMF's growth over its 86 year history.

In delivering the keynote address for the evening, Minister Heng said, "The SMF has come a long way and has a very rich history of championing Singapore's manufacturing sector, since its inception in 1932. Over the past 86 years, you (SMF) have worked tirelessly to help Singapore companies innovate, increase productivity, transform and expand overseas."

Recognising the importance of collaborating in the ASEAN region, a new category was introduced – the SMF-RHB Collaborative

Partnership Award (ASEAN), to recognise companies that have gone the extra mile to collaborate closely with ASEAN partners.

In total, the SMF Awards saw a total of 17 companies awarded for their innovative, collaborative, and sustainable efforts in the following categories: SMF Business Model Innovation Award, SMF Collaborative Partnership Award, SMF-RHB Collaborative Partnership Award (ASEAN) and SMF Sustainable Growth Award. Out of these 17 companies, two companies won awards in 2 categories.

SMF President, Mr Douglas Foo said, "The SMF Awards aim to encourage companies to grow, think out of the box and venture on the exciting journey of innovation to keep ahead of competition. In today's volatile and disruptive market conditions, companies must be open to change and innovate in order to thrive and soar through challenges. The winners today have shown exemplary leadership and business acumen that other companies can take a leaf from."

Having received the Instrument of Appointment from Singapore President, Madam Halimah Yacob earlier in the day, the SMF surprised Mr Foo with a cake cutting ceremony to celebrate his appointment as NMP – an NMP that will champion the manufacturing sector and build closer relations with ASEAN.



Minister for Finance, Mr Heng Swee Keat, delivered his keynote address during the SMF Awards ceremony. Mr Heng was the Guest-of-Honour for the event.



To celebrate Mr Foo's appointment as NMP, the SMF surprised him with a cake cutting ceremony on stage. Mr Heng and Mr Sam Tan (Minister of State, Ministry of Foreign Affairs and Ministry of Social and Family Development, left of Mr Heng) joined Mr Foo in the cake cutting.

# TGIF@SMF WITH RHB

TGIF@SMF is one of the SMF regular networking and sharing events, with the aim of building a pro-business community amongst SMF members and to share information on latest services and products available for businesses to adopt. Launched in April 2018, it underwent a revamp in February 2019 with a new title sponsor, RHB Bank, and renamed TGIF@SMF with RHB. The event regularly attracts more than 100 company representatives from different industries each month.

Although the TGIF@SMF with RHB is designed to be a casual and relaxed event with good food and drinks, it has also proven to be an effective platform for information sharing to the SMF members. Every month, different government agencies such as Workforce Singapore (WSG), Ministry of Defence (Mindef), and EDB and various corporations are invited to present their initiatives or introduce their services which are beneficial to our members. The SMF's Associated Services also take the opportunity to share the latest information on grants and schemes that are beneficial to the growth of members' companies. At the end of the sharing, many friendships and collaboration amongst members, SMF staff and government agency representatives are forged over a casual BBQ buffet and drinks.



More than 100 company representatives from different industries attended TGIF@SMF with RHB each month.



Various corporations and government agencies were invited to present their initiatives or introduce their services which were beneficial to our members



The SMF welcomed RHB Bank as its title sponsor for TGIF@SMF with RHB.



Collaborations were forged over dinner and drinks.



BBQ dinners and Ramly burgers were highly sought after by attendees.

# MINISTER DIALOGUE SESSIONS

As a manifestation of the SMF's ethos of collaboration, the SMF organises close-door ministerial dialogue sessions regularly throughout the year and invites our members to attend and participate in the sessions to better understand Government policies, economic strategy and direction.

During this fiscal year, the SMF held four dialogue sessions pertaining to four different areas that are highly relevant to the Singapore manufacturing community. These dialogue sessions provided invaluable insights to our members in relation to the reskilling of the workforce, matters on employment, education and trade. For these dialogue sessions, the SMF was honoured to have Minister Ong Ye Kung (Minister for Education), Dr Koh Poh Koon (Senior Minister of State, Ministry of Trade and Industry), and Mrs Josephine Teo (Prime Minister's Office (PMO), Minister for Manpower, Second Minister for Home Affairs), grace the dialogue sessions at the SMF Building where they participated in lively dialogue exchange with a 200-strong crowd. Mr Chan Chun Sing (Minister for Trade and Industry) held an intimate engagement session over lunch with a focused group of a small number of SMF members from different industries in the manufacturing sector.



Minister for Manpower and Second Minister for Home Affairs, Mrs Josephine Teo came to the premises of the SMF on 8 March 2019 where she participated in an informative dialogue session with over 200 participants. During the session, she touched on some initiatives that will help companies tap on an alternative pool of skilled workers who were otherwise neglected or overlooked. Participants also got to share with the Minister some manpower related issues that may be pertinent to their respective industries and companies.



Minister Ong Ye Kung came to the SMF on 4 October 2018 and met some 200 participants made up of members from the SMF, fellow Trade Associations and Chambers (TACs) and Foreign Chambers at the dialogue session. During the session, Mr Ong shared about changes in the education space, particularly in higher education. With the advent of technology, the market is constantly changing. Therefore, he advocated the importance of life-long learning in order for people to move and adapt to the changes.

# SINGAPORE PACKAGING STAR AWARDS 2018



The SMF organised a closed-door dialogue session with Dr Koh Poh Koon, Senior Minister of State, Ministry of Trade and Industry on 26 November 2018. During the session, Dr Koh shared that technology is but a tool to help the companies meet their competitors and introduced the Singapore Smart Industry Readiness (SSRI) Index, which was developed by the Singapore Economic Development Board (EDB) and TÜV SÜD.



Dr Koh, together with the SMF Council and Secretariat, had a lunch meeting to discuss ways to improve the manufacturing sector.



Minister for Trade and Industry, Mr Chan Chun Sing had an engagement session over lunch with a focused group of a small number of SMF members from different industries in the manufacturing sector to gather industry feedback on challenges and opportunities in relations to Industry 4.0.

The Singapore Packaging Star Awards is an annual event organised by the Packaging Council of Singapore (PCS), one of the industry groups under the SMF. The prestigious national awards honour companies for innovative and creative packaging designs and rewards excellence in packaging - in areas of construction and materials usage, design, innovation technology and environmental consciousness.

There are three categories for the awards, namely Commercial Sales & Display, Commercial Transportation & Protection, and Commercial Environmental Sustainable Packaging. Design students were also recognised for their packaging efforts in the Student Sales & Display Category. These categories cover the different areas in the packaging industry and are aimed at encouraging innovative ideas and solutions from manufacturers, designers and students alike. Companies and students that clinched the Packaging Star Awards are eligible to participate in the Asia Star Awards and the World Star Awards.

A total of 22 companies and students were commended for their innovation, sustainable, and creative packaging designs during the Singapore Packaging Star Awards in 2018. Out of the 22 awarded, 12 subsequently proceeded to receive the Asia Star Awards or the World Star Awards. One company - RenewFibre Asia Pte Ltd bagged all three - the Singapore Packaging Award, the Asia Star Award and the World Star Award, under the Commercial Environmental Sustainable Packaging Category.



The judges for the Singapore Packaging Star Awards 2018, together with SMF President Mr Douglas Foo (4th from left), Senior Minister of State Ms Sim Ann (5th from left), and PCS IG Chairperson, Ms Betty Tan (5th from right).



SMF President Mr Douglas Foo and PCS IG Chairperson Ms Betty Tan showed Senior Minister of State for Communications and Information & Culture, Community and Youth Ms Sim Ann some of the winning entries that were showcased at the ceremony.



The Guest-of-Honour, Ms Sim Ann (Senior Minister of State, Ministry of Communications and Information & Ministry of Culture, Community and Youth) delivered the keynote address at the ceremony.



PCS IG Chairperson, Ms Betty Tan, welcomed the guests to the annual PCS Awards.

# SAF DAY 2018

For the sixth consecutive year, the SMF, through its Health, Safety, Security, and Environment Function Committee (HSSE FC), organised the Combined Rededication Ceremony for the East Zone at SIT@Dover on 2 July 2018. This time, the crowd was filled with a sea of blue as the Singapore Navy was a proud partner of the event.

The SAF Day Combined Rededication Ceremony serves to commemorate and remember the many individuals who have played a part in making Singapore a safer home. Some 600 participants including NS men and guests from participating organisations attended the event. The event was graced by Guest-of-Honour, Mr Desmond Lee, Minister for Social and Family

Development and Second Minister for National Development. To pay tribute to our men and women in uniform, the SMF presented a musical tribute that honours and reflects on the various forces over the past 51 years. Performed by the SPOT Pocket Opera Theatre, who hand-picked the songs that are relatable to the different forces with letters written by retired soldiers, the four-part poetry cum musical show spoke of not just the hardship, but the dedication of the different forces as they soldiered to defend the nation.

Participants also viewed a commemorative video featuring SMF commemorative song titled "Did you ever wonder why?" that was commissioned by the SMF for 2017's SAF Day.



The Guest-of-Honour, Mr Desmond Lee, Minister for Social and Family Development and Second Minister for National Development delivered the SAF Day Message.



The SIT@Dover auditorium was filled with a sea of blue with the Navy helming the SAF Day (East Zone).



SMF President, Mr Douglas Foo, delivered his welcome address during SAF Day.



(Front row, fifth from left): Mr Desmond Lee, Minister for Social and Family Development and Second Minister for National Development with SMF Council members and Secretariat staff.

# WORKPLACE SAFETY AND HEALTH INNOVATIONS AWARDS (MANUFACTURING)

The annual Workplace Safety and Health (WSH) Innovations Awards (Manufacturing) is organised by the SMF's HSSE FC and supported by the Ministry of Manpower (MOM) and the Workplace Safety and Health Council (WSHC) to recognise good ideas and best practices in the manufacturing sector and raise awareness of workplace safety and health.

There are two award categories - the WSH Innovation Awards, which recognises companies that demonstrate safety practices in the manufacturing workplace through innovative solutions, and the WSH Awards for Supervisors to honour supervisors who demonstrate care for their workers under their charge by making outstanding efforts to ensure their health and safety in the workplace.

The 10th edition of the WSH Awards was held on 31 August 2018, in conjunction with the SMF's TGIF@SMF networking and sharing event. In total, 12 teams were awarded the WSH Innovation Award, and eight supervisors from five companies received the WSH Awards for Supervisors.



SMF President, Mr Douglas Foo shared the importance of workplace safety and health before the award ceremony.



The WSH Innovation Awards recognised companies that practice safety in the manufacturing workplaces through innovative solutions.



Immediate Past Chairman of HSSE FC, Mr Tay Jih-Hsin (middle) presented the WSH Awards for Supervisors (Manufacturing) to eight supervisors who were recognised for their efforts in ensuring health and safety in the workplace.

# PRESIDENT'S CHALLENGE 2018

In support of the President's Challenge 2018, the SMF co-organised a musical concert by the Purple Phoenix Orchestra to raised funds for the less fortunate on 4 September 2018. Together with A-Smart Holdings, more than \$200,000 were raised for the beneficiaries that were supported by the President's Challenge. The SMF was also honoured to have Singapore President Madam Halimah Yacob and more than 500 beneficiaries gracing the event as they enjoyed the powerful renditions put up by the orchestra.



Singapore President Madam Halimah Yacob (middle) came in support of the President's Challenge 2018 that was organised by the SMF and A-Smart Holdings. SMF President, Mr Douglas Foo (2nd from right) and Executive Director and Group CEO of A-Smart Holdings, Mr Lim Huan Chiang (extreme left) welcomed Madam Halimah to the event.



Some of the beneficiaries that were supported by the President's Challenge came to the event and enjoyed the performance by the Purple Phoenix Orchestra.



The all-girl Chinese band from China, the Purple Phoenix Orchestra, played modern and local music with traditional Chinese musical instruments.



Singapore President Madam Halimah Yacob (middle) together with SMF President, Mr Douglas Foo (7th from right) and Executive Director and Group CEO of A-Smart Holdings, Mr Lim Huan Chiang (5th from left) pictured together with the Purple Phoenix Orchestra.

# PRO-ENTERPRISE PARTNER AWARD

The Singapore Manufacturing Federation (SMF) was awarded the Pro-Enterprise Partner Award by the Singapore Business Federation's Pro-Enterprise Panel on 9 November 2018. This is the second time that the SMF received this award, the first time being 2016.

At this iteration, the SMF received recognition of its efforts to foster a pro-enterprise business environment in Singapore. Five other Trade Associations and Chambers (TACs) as well as NTUC U SME also received this award during the PEP-SBF Awards 2018 from Guest-of-Honour, Mr. Chan Chun Sing, Minister for Trade and Industry.

During the Awards ceremony, Minister Chan shared that collaboration between government agencies and the TACs needs to be strengthened further to form better regulations. "The TACs are on the ground and have in-depth understanding of the industries," he observed. Accordingly, he urged the TACs to build up the capability to understand the needs of the businesses so that they may "make coherent argument and have coherent discussion with the Government agencies."

The Pro-Enterprise Awards are awarded based on the results from the annual Pro-Enterprise Ranking Survey, which was conducted since 2004.



SMF President, Mr Douglas Foo received the Pro-Enterprise Partner Award from the Minister for Trade and Industry, Mr Chan Chun Sing.



Minister Chan shared during his opening address that Government agencies and TACs must strengthen collaboration with each other in order to make better regulations.



(From left to right): Mr Cheong Chung Kin (SMF Council Member, Chairman of Food & Beverage Industry Group), Mr Douglas Foo (SMF President), Mr Chan Chun Sing (Minister for Trade and Industry), Dr Bicky Bhangu (SMF Deputy President), Mr John Kong (SMF Council Member), and Dr Ahmad Magad (SMF Secretary-General).



# BREAKING THE BORDERS

**Breaking the borders  
for our members,  
forging new frontiers  
for our manufacturing  
community.**

## GLOBAL BUSINESS GROUPS

The SMF, through its Global Business Groups (GBG), supports its members and the Singapore manufacturing community to step into other borders via programmes such as tradeshows, business missions, B2B matching sessions, and many others. Through collaborations with ESG, embassies, foreign chambers of commerce, and other trade associations and chambers (TAC), it aims to develop cross-border relations and generate business and investment opportunities for our members.

### TRADE SHOWS

The SMF organises Singapore Pavilions at international trade shows to help local companies showcase their products to an international audience and break into different markets. For this fiscal year, it organised some 40 Singapore Pavilions and led more than 800 Singapore companies around the globe, generating more than S\$780 million in sales by these participating companies.

### INDUSTRIAL TRANSFORMATION ASIA-PACIFIC 2018

One of the trade shows was the Industrial Transformation ASIA-PACIFIC (iTAP) 2018, the inaugural APAC edition by the world-renowned trade show event, Hannover Messe. A total of 42 Singapore companies exhibited under the Singapore Pavilion, showcasing their technologies to an international audience. Held from 16 to 18 October 2018 at the Singapore Expo, iTAP 2018 attracted some 15,000 unique attendees across 55 countries and showcased cutting edge technologies and innovations with focus on additive manufacturing, digital factory, industrial automation and smart logistics.



*Exhibitors showcased cutting-edge technologies and innovation such as 3D printing at the event.*



*One of the technologies exhibited was the Exoskeleton, a specially designed suit that helps workers lift heavy weights.*

# TRADE SHOWS



A total of 117 Singapore food and beverage companies were housed under the Singapore Pavilion at Food and Hotel Asia (FHA) 2018 from 24 April to 27 April 2018. Held at the Singapore Expo, the world leading biennial trade show showcased some of the most extensive range of HoReCa suppliers for the food and hospitality industry in Asia and beyond. During the event, through collaboration with ESG, the SMF invited more than 100 buyers from more than 20 countries and regions to meet Singapore exhibitors for business matching sessions.



The SMF organised a Singapore Pavilion at CommunicAsia 2018, Asia's most established and relevant international ICT event for the telecommunication sector. Held from 26 to 28 June 2018 at Sands Expo and Convention Centre Singapore, it showcases key and emerging communications technologies, including LTE / 4G / 5G, Photonics, Network Equipment, Software-Defined Networking (SDN), Small Cells, Broadband, Wireless Communication, Enterprise Mobility, Satellite Broadband Communications, Connected Devices, Content Delivery Network, IPTV Solutions, and Set-Top Boxes.



The SMF led 28 companies to showcase the latest technologies that save lives and prevent accidents at the biennial OS+H Asia 2018. Held from 29 to 31 August 2018 at Suntec Singapore Convention and Exhibition Centre, it was the region's leading exhibition on workplace safety and health and attracted more than 5,000 trade visitors from 36 countries. (From left): SMF President, Mr Douglas Foo, Minister of State for Manpower, Mr Zaqy Mohamad, and WSH Council Chairman, Mr John Ng.



The SMF held a Singapore Pavilion at WORLDBEX 2019 for the Building and Construction industry. The trade show was held in Manila, Philippines from 13 to 17 March 2019.



The SMF led 20 local companies from the F&B industry to showcase their food products at THAIFEX – World of Food Asia 2018, which was held in Bangkok, Thailand.



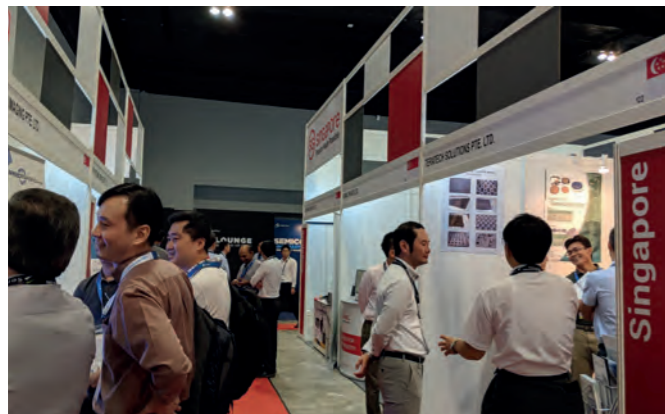
The SMF organised a Singapore Pavilion at IFE 2018 - The 18th China (Guangzhou) International Food Exhibition & Import Food Exhibition 2018 and brought Singapore food products to the audience in Guangzhou, China from 28 to 30 June 2018.



In Singapore, the SMF held a Singapore Pavilion at Tank Storage 2018 from 26 to 27 September 2018.



The SMF organised a Singapore Pavilion at the Manufacturing Expo 2019, which was held from 20 to 23 June 2019 in Bangkok, Thailand.



The SMF organised and managed a Singapore Pavilion that housed a total of 40 Singapore companies at SEMICON Southeast Asia 2018. Held from 22 to 24 May 2018 at Mitec, Kuala Lumpur, this trade show is an ideal place to discover technologies and trends that are driving advances in microelectronics to electronics manufacturing.



The SMF organised a Singapore Pavilion at Cosmobeaute Asia for the Beauty and Wellness industry. This trade show was held in Kuala Lumpur, Malaysia from 9 to 12 July 2018.

# VISITS FROM OVERSEAS FRIENDS

To build international relations, the SMF received close to 400 delegates and ambassadors around the world. Through these visits, the SMF forms connections with international bodies, helping the local manufacturing community cross borders into other markets.

## VIP VISITS



**4 April 2018**  
Vietnam Ambassador



**9 April 2018**  
His Excellency Alexander Mora,  
Minister of Foreign Trade from  
the Republic of Costa Rica (left)



**13 April 2018**  
Austria Ambassador



**17 April 2018**  
Philippines Ambassador



**25 April 2018**  
Iranian Ambassador to  
Singapore H.E. Javad Ansari



**18 June 2018**  
The Ambassador Extraordinary  
and Plenipotentiary of  
Switzerland to Singapore, His  
Excellency Fabrice Maurice  
Ernest Filliez



**20 June 2018**  
The Ambassador Extraordinary  
and Plenipotentiary of Greece,  
Her Excellency Constantina  
Koliou



**21 June 2018**  
Mr Rashesh Shah, President of  
Federation of Indian Chambers  
of Commerce  
and Industry



**24 July 2018**  
Iskandar Halal Park CEO



**10 August 2018**  
Her Excellency Martha  
Lidia Zelayandia Cisneros,  
Ambassador of The Republic of  
El Salvador to Singapore



**27 August 2018**  
Yb Jimmy Puah, Chairman of  
International, Trade, Investment  
& Utilities Committee, Johor (left)



**29 August 2018**  
South Africa Ambassador,  
His Excellency Modise  
Casalis Mokitlane



**11 September 2018**  
Meeting with the Kansai  
Economic Federation  
(KANKEIREN)'s Chairman,  
Mr Masayoshi Matsumoto



**18 September 2018**  
Vietnam Ambassador



**20 September 2018**  
Visit by the Department of  
International Trade Promotion,  
Thailand.



**26 October 2018**  
His Excellency Mahmoud  
Daifallah Hmoud, Ambassador of  
the Hashemite Kingdom of Jordan



**3 December 2018**  
The Ambassador Extraordinary  
and Plenipotentiary of The  
Republic of Peru, His Excellency  
Carlos Raul Vasquez Corrales



**2 January 2019**  
DPRK Ambassador



**4 January 2019**  
His Excellency Dato Zainol  
Rahim Bin Zainuddin, High  
Commissioner of Malaysia  
to Singapore



**17 January 2019**  
Visit by British High  
Commissioner to Singapore



**7 February 2019**  
Canadian Deputy Minister  
and Chief Human Resources  
Officer Visit



**25 February 2019**  
The Ambassador Extraordinary  
and Plenipotentiary of Japan to  
Singapore, His Excellency Jun  
Yamazaki



**18 March 2019**  
His Excellency Kakhramon  
Shakirov, Ambassador of  
the Republic of Uzbekistan  
to Singapore

## INCOMING DELEGATIONS



**13 April 2018** – The SMF hosted a delegation from The General Confederation of Italian Industry (Confindustria), an association from Italy that represents manufacturing and service companies in Italy, and was the co-host of the “Made-in-Italy Showcase to ASEAN Partners” seminar that was held on the SMF’s premises. The delegates were led by the Ambassador of Italy to Singapore, His Excellency Raffaele Langella (front, 3rd from left) and board member of Confindustria, Mr Caprari Alberto (front, fourth from left).



**24 May 2018** - Company reps from China came to visit the SMF to learn about the manufacturing sector in Singapore. This visit was organised by Belt & Road Ventures Pte Ltd.



**3 July 2018** – Led by the Shanxi Women Entrepreneurs Association’s (SWEA) President, Ms. Wang Qiaolan (2nd row, 4th from left), the SMF welcomed 28 delegations from SWEA, where they met with SMF President, Mr Douglas Foo (2nd row, 5th from left), Senior Advisor to China Business Group, Mr Poh Choon Ann (2nd row, 5th from right), and the women in the SMF’s Council, Ms Betty Tan (top row, 7th from left), Dr Ong Siew Hwa (top row, 7th from right), Ms Angeline Suparto (2nd row, 1st from right), and Ms Zhang Jia Lin (2nd row, 2nd from right).



**6 July 2018** - The SMF hosted the Chairman of Quang Binh People’s Committee, His Excellency Mr Nguyen Huu Hoai (seated, fourth from left) and his delegates.



**11 September 2018** - The Kansai Economic Federation (KANKEIREN)’s Chairman, Mr Masayoshi Matsumoto (3rd from left), and his delegates met with some of the SMF’s Council members.



**20 September 2018** - Meeting with the delegates from Russia Singapore Business Council.



**26 October 2018** - Seminar on Doing Business and Investment in UAE.



**14 November 2018** - Visit by delegation from Chile.



**05 December 2018** - Meeting with The Standing Committee of Quzhou Municipal People’s Congress.



**21 February 2019** - Meeting with Chairman of World Trade Centre Association.

# CROSS-BORDER SEMINARS



28 February 2019 - Meeting with Chongqing Delegation.



15 March 2019 – As one of the SMF's closest partners, KANKEIREN came to visit the SMF again with a larger group of delegations to discuss business opportunities with representatives of Singapore companies. (Seated from left): KANKEIREN Chairman, Mr Masayoshi Matsumoto, SMF President, Mr Douglas Foo, and KANKEIREN Vice Chairman, Mr Masayuki Matsushita.



22 March 2019 - Meeting with AI Taiwan Delegation.

Besides tradeshows, the SMF organised seminars and conferences to share business knowledge to participants and update them on the latest policies or free trade agreements to help them cross into other markets with ease.



12 April 2018 – The SMF was part of a panel discussion at the second edition of the **High Level Dialogue on ASEAN Italy Economic Relations** where SMF President, Mr Douglas Foo spoke extensively of the robust opportunities to do business in Singapore and presented a 20-minute presentation to the Italian community.



11 May 2018 – Invest Selangor Berhad came to the SMF to share the benefits of investing in Selangor.



19 July 2018 – The SMF held a **Networking cum Business-to-Business (B2B) Matching Session** for Sri Lanka manufacturers from the Electrical, Electronics and Allied Industry. The six Sri Lanka manufacturers were led by Sri Lanka High Commissioner, His Excellency Mr Nimal Weeraratne and Assistant Director of Sri Lanka Export Development Board, Mr Akila De Soyza. Some 30 Singapore company representatives participated in this B2B matching session.



27 August 2018 – Organised by Johor State Investment Centre (JSIC), in collaboration with the SMF and Singapore Business Federation (SBF), and supported by Malaysian Investment Development Authority (MIDA), the SMF hosted this seminar to update the audience on the benefits of investing in Johor.

# MOU SIGNINGS

To further encourage cross-border business growth for both local and international business community, the SMF signed several strategic Memorandum of Understandings (MOU) with local and overseas trade associations and organisations.



**3 September 2018** - SMF President, Mr Douglas Foo was one of the speakers at a roadshow event held by the Port of Tanjung Pelepas, a port in Johor.



**8 November 2018** - The SMF organised a **Networked Trade Platform and Free Trade Agreements Seminar** to help Singapore companies understand the benefits of Free Trade Agreements (FTAs) and resources such as the Networked Trade Platform by the Singapore Customs that are available to Singapore companies. Some 200 company representatives attended this seminar to learn more about the FTAs and ask burning questions on trading overseas. (From left): Ms Foo May Yan (Senior Development Partner, ESG), Mr Ryan Kong (Senior Development Partner, ESG), and Ms Choo Wai Yee (Deputy Director, National Trade Platform Office, Singapore Customs).



**29 January 2019** - The SMF organised a workshop titled **"How to Sell at Trade Fairs"** with Bright Forever Consultants Pte Ltd to help companies maximise their sales at tradeshows. This workshop was offered as a value-added service to companies who were actively taking part in tradeshows under the SMF to help them expand their knowledge on how to successfully engage trade visitors.



**12 March 2019** - The SMF received the Minister High Excellency Nguyen Chi Dung, Viet Nam Minister of Planning and Investment (3rd from left) and his delegates for a **closed-door Roundtable Meeting Discussion**, where more than 20 Senior Management, including SMF President Mr Douglas Foo (2nd from left), SMF Deputy President, Dr Bicky Bhangu, and AmCham Executive Director Ms Ann Yom Steel (1st from left) attended to know more about Viet Nam's National Innovation Center (NIC) as well as areas for potential collaboration and joint investment in sectors such as Artificial Intelligence, Industry 4.0, Robotics, Big Data, IoT, Fintech and Venture Capital.

## SMF Signs MOU with CONFINDUSTRIA (Italy)



**11 April 2018** - The SMF signed a continuance MOU with the **CONFINDUSTRIA**, which was witnessed by Singapore's Deputy Prime Minister Mr. Tharman Shanmugaratnam. The SMF first signed the MOU with CONFINDUSTRIA on 16 April 1997 and this MOU signifies its continued cooperation with them. From left (standing): His Excellency Raffaele Langella (Ambassador of Italy to Singapore), Mr Federico Donato (President of Italian Chamber of Commerce in Singapore), and Singapore Deputy Prime Minister, Mr Tharman Shanmugaratnam. From left (seated): Mr Caprari Alberto (Board Member of CONFINDUSTRIA) and SMF President, Mr Douglas Foo.



**26 April 2018** - The SMF signed two MOUs at the Vietnam - Singapore Business Forum 2018. The two MOUs were signed with **Vietnam Association of Small and Medium Enterprises and People's Committee of Da Nang City** and witnessed by Vietnamese Prime Minister Nguyen Xuan Phuc and Minister for National Development and Second Minister for Finance, Mr Lawrence Wong.



**28 April 2018** - The SMF signed a MOU with the **Philippine Chamber of Commerce and Industry**. The MOU was signed with Chairman of Philippine Chamber of Commerce and Industry, Mr George T. Barcelon and was witnessed by President of the Philippines, Mr Rodrigo Roa Duterte.



**10 May 2018** - The SMF signed an MOU with **Design Business Chamber Singapore (DBCS)**, witnessed by Senior Minister of State, Ministry of Communications and Information & Ministry of Culture, Community and Youth, Ms Sim Ann, during the DBCS Awards Night and Gala Dinner 2018.



**22 May 2018** – MOU signing with **Japan Management Association (JMA)**. MOU was signed with Chairman of JMA, Mr Masami Nakamura.



**3 July 2018** – MOU signing with **The Shanxi Women Entrepreneurs Association (SWEA)**. The MOU was signed with President of SWEA, Ms Wang Qiaolan



**8 November 2018** – MOU signing with the **Amman Chamber of Commerce, Jordan**. The MOU was signed with Chairman of The Amman Chamber of Commerce, His Excellency Senator Issa Murad



**14 November 2018** – The SMF signed an MOU with **Russia Singapore Business Council**, in the presence of Senior Minister of State for Trade and Industry, Dr Koh Poh Koon.



**12 July 2018** – MOU signing with **Korea Federation of Small and Medium Business (Kbiz)**. The MOU was signed with Chairman of Kbiz, Mr Park Sung Taek



**28 August 2018** – SMF President, Mr Douglas Foo, signed an MOU with Dr Sherif El-Gabaly, witnessed by Minister for Trade and Industry, Mr Chan Chun Sing.



**15 November 2018** – This MOU was signed with the **Cambodia Chamber of Commerce** President, Mr Neak Oknha Kith Meng at the SMF Building



**26 November 2018** - the SMF signed an MOU with **ROSTEC**, a state corporation in Russia.



**13 September 2018** – SMF Secretary-General, Dr Ahmad Magad, signed an MOU with **United States Department of Commerce**.



**16 October 2018** – The SMF signed a MOU at iTAP 2018 for “**Supporting Companies to Automate, Learn and Empower themselves (SCALE)**”. This is a partnership with JTC Corporation, ESG, PBA, ABB, SICK, Nordson, SMC Pneumatics, Robotics Automation Centre of Excellence (RACE) and SPETA. The MOU signing was witnessed by Minister for Trade and Industry, Mr Chan Chun Sing



**30 January 2019** - In conjunction with the inaugural “The First Step” forum organised by **Nanyang Technological University Student Union (NTUSU)**, the SMF signed a MOU with NTUSU President, Mr Edward Lim, witnessed by Minister for Education, Mr Ong Ye Kung

# OVERSEAS BUSINESS MISSIONS



**12 March 2019** - The SMF President, Mr Douglas Foo signed this MOU with the Director General of the **Department of Science, Education, Natural Resources and Environment, Ministry of Planning and Investment of Vietnam** at SMF Building.



**12 March 2019** - The SMF also signed an MOU with Chairman of **Yen Bai Provincial People's Committee**, Mr Do Duc Duy, witnessed by Vietnam Minister of Planning and Investment, His Excellency Nguyen Chi Dung.

# OVERSEAS BUSINESS MISSIONS

Over the years, the SMF has organised several outgoing business missions and led many company representatives to countries such as India, Thailand and Malaysia. This is to help these companies discover business opportunities to successfully cross borders and capture the market.



The SMF's Council members, Chairman of SA IG, Mr Brandon Lee (2nd from right) and Chairman of MME IG, Mr James Wong (1st from right), led a delegation of 15 companies to Kuala Lumpur, Malaysia. Mr. Jacob Lee Chor Kok, Chairman of the Federation of Malaysian Manufacturers (FMM) (2nd from left) and Ybhg Dato' Dr. Ir Andy Seo Kian Haw, Vice President of FMM (1st from left) met with the delegation during their business mission.



The delegation visited Packaging Sales & Service (M) Sdn Bhd for a factory visit.

## BUSINESS MISSION TO KUALA LUMPUR

The SMF led a group of 15 companies on a two-day business mission from Singapore to Kuala Lumpur, Malaysia from 21 to 22 May 2018. The SMF's Council members, Chairman of Smart Automation Industry Group (SA IG), Mr Brandon Lee and Chairman of Metal, Machinery and Engineering Industry Group (MME IG), Mr James Wong, led the delegation to explore business and investment opportunities in Malaysia.

During the two-day business mission, the delegation visited Packaging Sales & Service (M) Sdn Bhd and attended a seminar on Industry 4.0.



The delegation toured the factory and learnt of the technologies used in the factory.



Mr Brandon Lee presented "The Adoption of Smart Manufacturing Globally" at a seminar on Industry 4.0 during the business mission

## BUSINESS MISSION TO BANGKOK, THAILAND

The SMF led a group of 11 delegates on a four-day business mission to Bangkok, Thailand from 24 to 27 June 2018. This business mission was supported by The Royal Thai Embassy in Singapore, Department of International Trade Promotion of Thailand and ESG. SMF President Mr Douglas Foo led the delegation to explore business opportunities in Thailand and introduced Thailand 4.0.



# WORKING IN PARTNERSHIP

## BUSINESS MISSION TO NEW DELHI, INDIA

The SMF led a group of six Singapore companies in the Food & Beverage (F&B) Industry to explore business opportunities in New Delhi from 13 to 16 January 2019. While in New Delhi, the delegates visited INDUSFOOD 2019 Trade Fair, which showcased more than 300 Indian companies in the F&B industry. There was also a 2-day pre-arranged B2B matching sessions arranged by the SMF, Trade Promotion Council of India (TPCI), and Neo-Pro, a Consultancy company engaged by the SMF. Towards the end of the business mission, the delegation toured Spencer's Retail and Supermarket, a 32,000 sq ft retail cum supermarket outlet, to gain understanding on operations and purchasing aspects of the supermarket.



The delegation attended many business matching sessions with Indian companies during the business mission



The Singapore delegation visited INDUSFOOD 2019 Trade Fair, which showcased more than 300 Indian companies in the F&B industry

The SMF fronted the Working-in-Partnership (WIP) Programme where it helps the food and beverage (F&B) manufacturing industry capture other markets through the concept of "hunting in packs". Supported by ESG, this programme helps the F&B industry internationalise and put their food products on the shelves at overseas supermarkets.

### SMF SMART App

The SMF launched the SMF SMART App in April 2018 during the Food Hotel Asia 2018, an app that helps consumers/product buyers check the authenticity of the product immediately after purchase.

The SMF SMART app runs on the SMF SMART Product Authentication Platform that is powered by i-Sprint's AccessReal™ solution, a brand protection solution for anti-counterfeiting, track and trace, and consumer marketing. It uses a bank-grade and clone-proof QR code solution, which is used in highly sensitive industries such as financial institutions. This further assures users as the same kind of security measures are applied on the products, proving the authenticity of the product.

### Singapore Pavilion @ China International Import Expo (CIIE) 2018

The SMF led 23 companies under the Singapore Pavilion through the WIP programme to showcase Singapore food products at the China International Import Expo (CIIE) 2018. Held from 5 to 10 November 2018, this prestigious, high level, large scale and multi-sectoral Expo brought together more than 3,000 foreign companies from around the world, offered exhibitors a business platform to connect with over 150,000 domestic and foreign professional buyers.



SMF President, Mr Douglas Foo met with the 23 companies that were under the WIP programme.

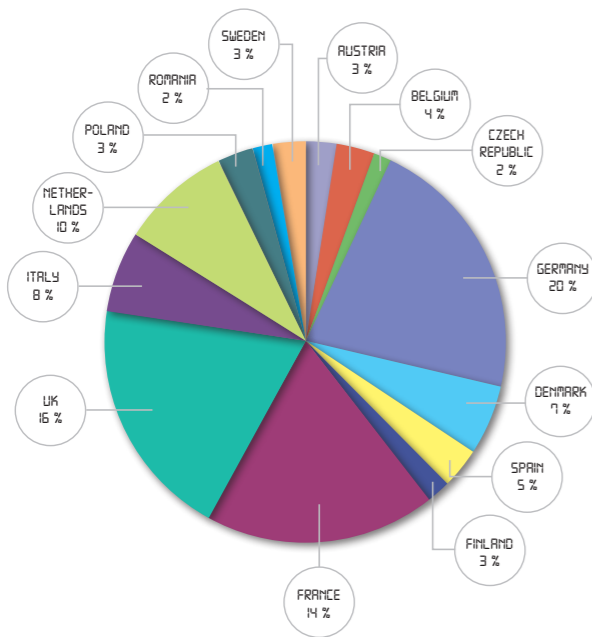


Senior Minister of State for the Ministry of Trade and Industry, Dr Koh Poh Koon visited the booths that were housed under the Singapore Pavilion at the CIIE 2018.

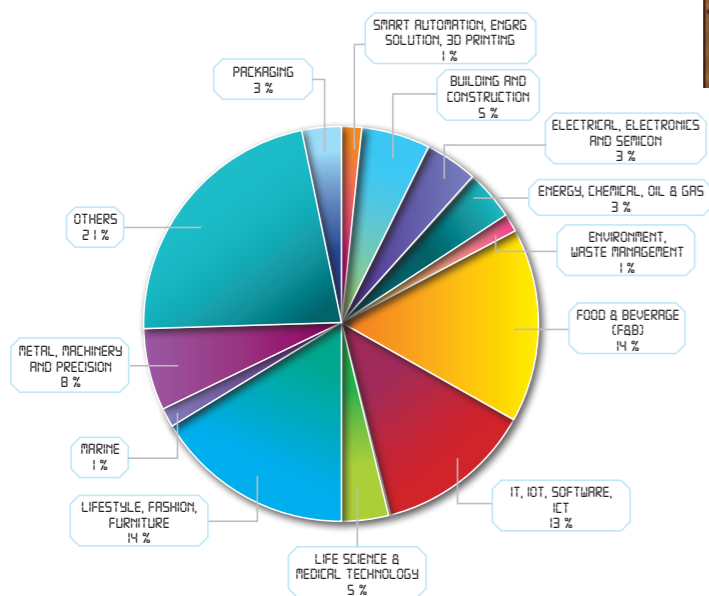
## ENTERPRISE EUROPE NETWORK SINGAPORE

To assist Singapore companies gain access into the EU markets through business and technology partnership opportunities with European companies, the SMF collaborated with ESG and Intellectual Property Intermediary (IPI) to set up the Singapore branch of the Enterprise Europe Network (EEN). To date, over 1000 Singapore companies has registered to join EEN and be part of its database.

### EEN DATABASE (SINGAPORE COMPANIES) PREFERRED EU COUNTRIES



### EEN MEMBERS SECTOR GROUP



## THE 11TH EEN ANNUAL CONFERENCE

The 11th Enterprise Europe Network Annual Conference took place in Vienna, Austria from 23 to 25 October 2018. This conference brought together business advisers from more than 600 Network member organisations from more than 60 countries as well as representatives from the European Institutions and key external stakeholders.

This year's edition was organised in partnership with the Austrian Economic Chamber.



## BUSINESS-TO-BUSINESS MEETING WITH INCOMING DELEGATION FROM THE SOUTHWEST OLTEA REGION OF ROMANIA

The SMF welcomed the delegation from Romania, led by the South-West Oltenia Regional Development Agency of Romania on 30 October 2018. A business-to-business (B2B) meeting session was organised by the SMF to provide local companies a valuable opportunity to meet with representatives from Romania and provide a platform to facilitate business discussions between Singapore companies and Romanian companies.



Business-to-business meeting with the delegation from The South-West Oltenia region of Romania.

## SEMINAR ON BUSINESS OPPORTUNITIES IN THE CZECH REPUBLIC + B2B MEETINGS

The SMF welcomed the delegation from the Czech Republic, led by the Business Ties Co. on 22 November 2018. Representatives from the Czech embassy, the Czech Ministry of Trade & Industry and European Chamber of Commerce were on hand to give short presentations on various topics related to the Czech Republic. A business-to-business meeting session was organised by the SMF to provide local companies a valuable opportunity to meet with representatives from the Czech Republic and to provide a platform for business discussions between Singapore companies and Czech Companies.



Representatives from the Czech Republic gave short presentations related to their country

## SINGAPORE MEDICAL, HEALTHCARE & LIFE SCIENCES BROKERAGE EVENT MISSION TO DUSSELDORF

Led by the SMF and supported by ESG and EEN Singapore, a nine-member delegation comprising local healthcare agencies and medical technology companies participated in the B2B Brokerage Event that was held in conjunction with Medica 2018 in Dusseldorf, Germany from 12 to 14 November 2018. This is one of the largest healthcare tradeshows in the world where thousands of healthcare companies gather to exhibit before hundreds of thousands of visitors from the medical industry. A total of 314 companies worldwide participated in the three-day brokerage event where 690 meetings were arranged for business partnership opportunities.



Business-to-business Meetings with the Czech Republic representatives and Singapore company representatives

## BUSINESS OPPORTUNITIES IN ROMANIA AND B2B MEETINGS

Together with the Singapore Furniture Industries Council (SFIC), the EEN Singapore welcomed a delegation from Romania led by the Embassy of Romania on 11 March 2019. Mr Neo Eng Chong, SMF council member and advisor to EEN Singapore together with His Excellency Florin-Marius Tacu, the Ambassador of Romania to Singapore, gave their remarks on bilateral trade relations between Romania and Singapore. Representatives from the Romanian embassy, and the Romanian Association of Furniture Producers (APMR) were on hand to give short presentations on various topics relating to Romania's furniture industry.

A B2B meeting session was also organised by EEN Singapore to provide local companies valuable opportunities to have dedicated one-on-one business meetings with representatives from the furniture industry in Romania.



## ITALIAN INNOVATION SERIES

EEN Singapore and the Embassy of Italy organised the Italian Innovation Series on 18 March 2019. This event provided a platform for Singapore and Italy Scale-up companies to meet and to showcase Singapore as a Scale-up hub for the Asia Pacific Region.



Panel discussion during the Italian Innovation Series.



Singapore companies and Italy companies had a B2B session to explore possible collaborations.

## RUSSIA-SINGAPORE BUSINESS DIALOGUE

The SMF, together with EEN Singapore and Russia Singapore Business Council, organised a Russia Singapore Business dialogue at Science Park 1 on 26 March 2019. This dialogue aimed to extend social and economic cooperation between Russia and Singapore, as well as the development of business partnership between companies and organisations of the two nations.



SMF Vice President Mr Teo Eng Cheong, addressed Singapore and Russia company representatives at the dialogue session.

# PARTNERS OF THE SMF

## PARTNERS OF THE SINGAPORE MANUFACTURING FEDERATION

### SINGAPORE PARTNER ORGANISATIONS

1. Africa-South East Asia Chamber of Commerce
2. American Chamber of Commerce in Singapore
3. American Society of Transportation and Logistics
4. Association for the Advancement of Medical Instrumentation
5. Association of Banks in Singapore
6. Association of Small and Medium Enterprises (ASME)
7. Australian Alumni Singapore
8. British Chamber of Commerce
9. Canadian Chamber of Commerce in Singapore
10. China Enterprises Association
11. Consumers Association of Singapore (CASE)
12. Design Business Chamber Singapore (DBCS)
13. Economic Development Board (EDB)
14. Enterprise Singapore (ESG)
15. European Chamber of Commerce, Singapore
16. EXPERIAN
17. Food Industry Asia (FIA)
18. Food Innovation and Resource Centre, Singapore Polytechnic (FIRC)
19. French Chamber of Commerce in Singapore
20. Health Promotion Board (HPB)
21. Infocomm Media Development Authority (IMDA)
22. Institute of Engineers
23. Institute of Singapore Chartered Accountants
24. Institute of Technical Education (ITE)
25. Intellectual Property Office of Singapore (IPOS)
26. Italian Chamber of Commerce
27. Japanese Chamber of Commerce and Industry Singapore
28. JTC Corporation
29. Korean Chamber of Commerce (Singapore)
30. LASALLE College of the Arts
31. Ministry of Education (MOE)
32. Ministry of Manpower (MOM)
33. Ministry of the Environment and Water Resources (MEWR)
34. Ministry of Trade and Industry (MTI)
35. Nanyang Academy of Fine Arts (NAFA)
36. Nanyang Polytechnic (NYP)
37. Nanyang Technological University (NTU)
38. Nanyang Technological University Student Union (NTUSU)
39. National Environment Agency (NEA)
40. National University of Singapore (NUS)
41. New Zealand Chamber of Commerce (Singapore)
42. Ngee Ann Polytechnic (NP)
43. NTUC Learning Hub Pte Ltd
44. Real Estate Developers' Association of Singapore
45. Republic Polytechnic (RP)
46. Restaurant Association of Singapore
47. RHB Bank
48. SGTech
49. Singapore Armed Forces (SAF)
50. Singapore Association for Private Education (SAPE)
51. Singapore Business Advisors and Consultants Council (SBACC)
52. Singapore Business Federation (SBF)
53. Singapore Chinese Chamber of Commerce and Industry (SCCCI)
54. Singapore Computer Society
55. Singapore Contractors Association Limited
56. Singapore Corporation of Rehabilitative Enterprises (SCORE)
57. Singapore Environment Council (SEC)
58. Singapore Food Manufacturers' Federation (SFMA)
59. Singapore Hotel Association
60. Singapore Indian Chamber of Commerce and Industry (SICCI)
61. Singapore Institute of Management (SIM)
62. Singapore Institute of Manufacturing Technology (SIMTECH)
63. Singapore Institute of Technology (SIT)
64. Singapore International Chamber of Commerce (SICC)
65. Singapore Malay Chamber of Commerce and Industry (SMCCI)
66. Singapore Management University (SMU)
67. Singapore National Employers Federation (SNEF)
68. Singapore Police Force (SPF)
69. Singapore Polytechnic (SP)
70. Singapore Press Holdings
71. Singapore Retailers Association

## PARTNERS OF THE SINGAPORE MANUFACTURING FEDERATION

72. Singapore Shipping Association
73. Singapore University of Social Sciences (SUSS)
74. Singapore University of Technology and Design (SUTD)
75. Singaporean-German Chamber of Industry and Commerce
76. SkillsFuture Singapore (SSG)
77. Specialists Trade Alliance of Singapore
78. Temasek Polytechnic (TP)
79. The Australian Chamber of Commerce, Singapore
80. Workforce Singapore (WSG)
81. WSH Council

### OVERSEAS PARTNER ORGANISATIONS

#### Americas

1. Banco Adolpho Oliveria (represent the Central East Trade Corridor; CETRAC)
2. Camara de Comercio Brasil - Cingapura
3. Camara de Comercio Exterior de Cordoba
4. Camara Nacional de la Industria de Transformacion
5. Canadian Manufacturer's Association
6. Confederacion de Camaras Industriales de los Estados Unidos Mexicanos
7. Confederation College
8. Corredor Centroleste
9. Guadalajara National Chamber of Commerce of Mexico
10. Oklahoma Alliance for Manufacturing Excellence, Inc.
11. Sociedad De Fomento Fabril
12. The Chamber of Commerce of Lima, Peru
13. U.S. Department of Commerce (International Trade Administration)
14. Union Industrial Argentina
15. Trinidad & Tobago Manufacturers' Association
16. The Association for the Advancement of Medical Instrumentation of United States
17. The Mexican Businessmen's Council for International Affairs (Consejo Empresarial Mexicano Para Asuntos Internacionales)
18. The Dade Country Beacon Council
19. The Sociedad de Fomato Fabril (SOFOFA), Chile

#### Europe

1. Bcelona Centre de Disseny (Barcelona Design Centre, BCD)
2. Bulgarian Chamber of Commerce and Industry
3. Camera De Comert Si Industrie Cluj
4. Chamber of Commerce & Industry for Bedfordshire & District
5. Chamber of Commerce & Industry of Brasov
6. Chamber of Commerce and Industry of Romania and of Bucharest Municipality
7. Confederation of Hungarian Employers and Industrialists (MGYOSZ)
8. Confederation of Industry of the Czech Republic
9. Confederation of Italian Industries (Confindustria)
10. Croatian Chamber of Commerce
11. Farindustria, Italy
12. Federation of Belgian Enterprises VBO - FEB
13. Federation of Hungarian Industrialists
14. Hungarian Chamber of Commerce
15. Independent Industrialists and Businessmen's Association (MUSIAD)
16. Romania Prahova County Chamber of Commerce
17. ROSTEC State Corporation
18. Russia Singapore Business Council
19. Scottish Enterprise
20. Swiss-South East Asia Chamber of Commerce
21. Unindustria, Italy

#### ASEAN, AUSTRALIA & OCEANIA

1. Asia Business Creation Platform (ABC)
2. Australian Chamber of Manufacturers
3. Batam Industrial Development Authority
4. Cambodia Chamber of Commerce and Industry
5. Can Tho City of SR Viet Nam
6. Chinese Filipino Business Club, Inc (CFBCI)
7. Da Nang People's Committee of Viet Nam
8. Department of Science, Education, Natural Resources and Environment, Ministry of Planning and Investment of Viet Nam
9. Federation of Malaysian Manufacturers

## PARTNERS OF THE SINGAPORE MANUFACTURING FEDERATION

10. Federation of Thai Industries (FTI)
11. Foreign Investment Agency of Viet nam Ministry of Planning and Investments
12. Indonesian Chamber of Commerce & Industry of North Sumatra
13. KADIN TK. I Sumatera Utara Perwakilan Kotamadya Medan (KADINDA Medan)
14. Kamar Dagang Dan Industri - KADIN (Indonesia Chamber of Commerce and Industry)
15. Kamar Dagang Industri Jawa Barat (Chamber of Commerce and Industry of West Java)
16. Kamar Dagang Industri Sumatera Barat (Chamber of Commerce and Industry of West Sumatra)
17. Makati Business Club
18. Massey University
19. Metal Trades Industry Association of Australia (MTIA)
20. Myanmar Industries Association
21. People's Committee of Quang Binh Province, Vietnam (Quang Binh PPC)
22. People's Committee of Yen Bai Province of Viet Nam
23. Philippines Chambers of Commerce and Industry
24. Philippine Economic Zone Authority (PEZA)
25. Phnom Penh Chamber of Commerce
26. Quezon Chamber of Commerce & Industry
27. Salim Group of Companies
28. SEV Hellenic Federation of Enterprises of Greece
29. Thai Binh Province People's Committee of Viet Nam
30. Vietnam Chamber of Commerce & Industry (VCCI)
31. Vietcombank HQ, Hanoi
32. Vietnam Association of Small and Medium Enterprises (VINASME)
6. China (Guangdong) Pilot Free Trade Zone Nansha Area of Guangzhou
7. China National Chemical Information Center
8. China Wuhan General Chamber of Commerce
9. Chinese National Federation of Industries
10. Committee for the Promotion of International Trade, D.P.R Korea (KOMT)
11. Ehime International Business Association (EIBA)
12. Fuzhou Investment Promotion Organisation
13. Hangzhou Federation of Industry and Commerce
14. Hebei Provincial Business Invitation & Co-operation Bureau of China
15. Hong Kong Chinese Enterprises Association Electronics Committee
16. International Association of Traffic and Safety Sciences (IATSS)
17. International Investment Promotion Agency of Shandong Province
18. Ishikawa Machinery and Electronic Association
19. Japan Management Association (JMA)
20. Japan Productivity Centre
21. Jiangsu Federation of Chamber of Commerce and Industry
22. Kansai Economic Federation
23. Korea Federation of SMEs of the Republic of Korea (KBIZ)
24. Nakao Fusion Institute
25. Nanjing Federation of Commerce and Industry
26. Nantong Federation of Commerce and Industry
27. Ningbo Foreign Economic and Trade Commission
28. Osaka Chamber of Commerce and Industry (OCCI)
29. Shanghai Federation of Industry and Commerce
30. Singapore Chamber of Commerce (Hong Kong)
31. Takasaki Seinenkeisya Kyogikai
32. The Taiwan Electric Appliance Manufacturers' Association
33. Tianjin Association in Singapore
34. Tianjin Chamber of Commerce and Industry
35. Tianjin Federation of Chambers of Commerce and Industry
36. Xiamen Municipal Government of China
37. Xi'an Foreign Investment Centre
38. Yokohama Industrial Institute (YII)

#### CHINA & NORTH EAST ASIA

1. China Association of Industrial Economics (CAIE)
2. China ASEAN Business Council
3. China-ASEAN Expo
4. China Chongqing Bishan District People's Government
5. China Council for the Promotion of International Trade Shandong Committee

## PARTNERS OF THE SINGAPORE MANUFACTURING FEDERATION

### INDIA, AFRICA, MIDDLE EAST AND CENTRAL ASIA

1. Agency for the Promotion of Industry, Tunisia
2. Association of Lebanese Industrialists
3. Bangladesh Chamber of Industries
4. Cairo Chamber of Commerce
5. Ceylon Chamber of Commerce
6. Chamber of Commerce and Industry of Uzbekistan
7. Confederation of Indian Industry (CII)
8. Dubai Chamber of Commerce and Industry
9. Egyptian Businessmen Association
10. Federation of Chambers of Commerce of Egypt
11. Federation of Indian Chambers of Commerce and Industry
12. Federation of Israeli Chambers of Commerce
13. Forum of Indian Food Importers (FIFI)
14. Indian Chemical Manufacturers Association (ICMA)
15. Indian Merchants' Chamber
16. Jordan Amman Chamber of Commerce
17. Jordan Chamber of Commerce
18. Jordan Chamber of Industry
19. Jordanian Businessmen Association
20. Manufacturers' Association of Israel
21. Metropolitan Chamber of Commerce and Industry, Dhaka
22. National Association of Small & Cottage Industries of Bangladesh
23. Nepal Chamber of Commerce (NCC)
24. PHD Chamber of Commerce and Industry
25. The Federation of Pakistan Chambers of Commerce & Industry
26. Maharashtra Industrial Development Corporation (MIDC)
27. The Federation of Bangladesh Chambers of Commerce and Industry (FBCCI)



JOIN FORCES

Leveraging on its extensive network of contacts, Industry Groups and Associated Services, the SMF, as one Federation, helps the manufacturing community forge new frontiers through business support and consultancy.

# MEMBERSHIP AND INDUSTRY GROUPS

The SMF, through its Membership and Industry Groups, engages its members via its 10 industry groups (IG) through a myriad of initiatives and activities such as seminars, networking events and dialogue sessions. These activities enhance engagement between members and external parties which includes other trade associations and chambers as well as government agencies. Through this constant engagement and outreach, the SMF aims to provide members with a conducive platform to network and meet fellow industry peers.

## OUR INDUSTRY GROUPS

The SMF's members hail from both manufacturing and manufacturing-related sectors. To address each sector's unique needs and interests, member companies are categorised into the following IGs:

**Building Products and Construction Materials (BPCM IG)** have members who manufacture, trades and distributes building and construction materials to cater to the construction industry. BPCM IG engages government authorities and statutory boards to ensure a level playing field for Singapore companies. Through collaboration and dialogue with other national organisations and also by working closely with the Building and Construction Authority (BCA), the IG champions the development of the local building & construction materials industry, and for better business conditions and legislations.

**Electrical, Electronics and Allied Industries (EEAI IG)**, a major Industry Group, EEA I is home to a diverse group of members who manufactures and supports development and trade in a wide spectrum of electrical and electronics products and services for use in both consumer and commercial environments. Products manufactured by members include common electrical appliances, PBCA boards and info-communication devices. This IG also supports two dynamic Interest Groups - the Digital Commerce Interest Group which actively seeks out collaborations for members in the digital field and the Testing, Inspection and Certification Interest Group that seeks to champion Singapore standards for adoption. Other unique members also include renowned professional services companies.

**Energy and Chemicals (E&C IG)** is a vibrant cluster of companies in the oil & gas, power generation and chemicals manufacturing & distribution industries. These companies cover almost the entire spectrum of the petroleum supply chain and include downstream industries such as plastics and paints. With a goal to maintain and enhance the reputation of the Oil & Gas Community as well as to ensure that oil & gas and related products of the highest quality be readily available, The E&C Industry group works with public bodies to further the economic development and prosperity of Singapore through the promotion of investment and the advancement of the oil, gas and related industries. It also has a sub-interest group that focuses on Cleaning and Materials Protection.

**Food and Beverage (FB IG)** involves the food & beverage manufacturing and services industries. This IG is instrumental in leading members in dialogues with government agencies and its involvement in various major taskforces that have helped lobby for important changes in the food industry. The FB IG is also active in promoting the Singapore F&B manufacturing and services industries, both at home and abroad, through trade missions and fairs, and through organising networking meetings, and has also been successful in spearheading the listing of participating members' products in overseas supermarkets through the SMF's Working in Partnership (WIP) programme.

**Life Sciences (LS IG)** represents the local generic drug manufacturers and related life sciences trade distributors. This IG was established to maintain and enhance the reputation and credibility of the pharmaceutical industry in Singapore. Members meet regularly with the Health Sciences Authority (HSA) to discuss the latest regulatory issues in the region. The LS IG also promotes and facilitates the growth of the pharmaceutical industry in Singapore through discussion on regulatory issues affecting the industry as well as coordinating and undertaking studies to identify new products and market opportunities.

**Lifestyle (L IG)** was officially formed in September 1988 as a result of the merger of the Fashion & Apparel IG, the Jewellery & Watches IG, and the Furniture IG. Today, the LIG acts as the representative voice of the Lifestyle industry, its suppliers and customers. It encompasses sub-sectors from Beauty & Wellness, Entertainment & Enrichment, Fashion & Accessories, Gifts & Novelties, Health & Fitness, Hobbies, to Home & Furnishing products and supporting services. It has also been actively engaging Singapore's Lifestyle industry through various strategic initiatives with its members, partners and government agencies to transform and grow the industry.

**Medical Technology (MT IG)** strives to be the leading voice for the medical technology industry in Singapore. This active industry group comprises of top global medical technology multinational companies (MNCs) and local small and medium-sized enterprises (SMEs). The MT IG strives to continue building effective relations with government stakeholders and industry partners to move towards a more holistic approach for collaborative opportunities to address the industry concerns in the developments of medical devices to the end users, as well as providing opportunities for industry wide learning and knowledge sharing.

**Metal, Machinery and Engineering (MME IG)** is a cluster of manufacturing companies that conduct metal fabrication, conventional machining and precision engineering activities. The end products from these MME manufacturers are typically parts which are widely used in the assembly of mechanical systems and structures. This vocal and active IG continually organises a variety of activities such as visits to factories that to enrich, educate and stimulate members' interest.

**Packaging Council of Singapore (PCS IG)** focuses on being the representative voice of the packaging industry, its suppliers and customers on issues where collective representation is effective and desirable. To further reinforce sustainable packaging materials, concepts and practices, the Singapore Packaging Star Awards is spearheaded by the PCS to allow the industry to embrace excellence in packaging. The PCS is a proud member of the Asian Packaging Federation (APF) as well as the World Packaging Organization (WPO). To promote packaging industries and services both locally and abroad, the PCS also aims to organise trade missions and joint participations in overseas exhibition annually.

**Smart Automation (SA IG)** is a cluster of member companies in industrial automation, system integration, automation solution and consultancy companies that provide an array of products and services such as general automation, process control, sensors and sensing, vision systems and vision cameras, bar codes & RFID and motion control design, testing and implementation. To achieve its aim of being the voice of the members of in the Automation and Smart Technology sector, SA IG establishes partnership with various government agencies and other key stakeholders in organising numerous trade exhibitions, informative forums, institutional visits, and social events. Through these initiatives, members are kept abreast of latest technologies, governmental schemes and business opportunities.

# INDUSTRY GROUPS COMMITTEE MEMBERS

## Building Products & Construction Materials Industry Group (BPCM IG)

### Chairman

**Mr Jason Kurek**

Allegion (Southeast Asia) Pte Ltd

### Immediate Past Chairman

**Mr Rowan Tan**

dormakaba Singapore Pte Ltd

### 1st Deputy Chairman & Government, Innovation and Productivity Sub-Committee Chairman

**Mr Alan Lee**

South East Metal Industries Pte Ltd

### 2nd Deputy Chairman

**Mr Brian Wong**

Tacam Steel Pte Ltd

### 3rd Deputy Chairman

**Mr David Goh**

Vanguard Fire Systems Pte Ltd

### Technical and Standards Sub-Committee Chairman

**Mr Shawn Chan**

Rockwool Building Materials (Singapore) Pte Ltd

### Members Engagement Sub-Committee Chairman

**Ms Helen Ang**

STO SEA Pte Ltd

### Members Engagement Sub-Committee Deputy Chairman

**Mr Chee Lian Di**

Richee Engineering Enterprise Pte Ltd

### Committee Member

**Mr Birch Sio**

Concord Associates Pte Ltd

### Mr Lim Meng Wee

SP Consulting (International) Pte Ltd

### Mr John Zhang

JLFC Pte. Ltd.

### Mr Richard Chee

Richee Engineering Enterprise Pte Ltd

### Mr Sim Jae Shen

Saint-Gobain (SEA) Pte. Ltd.

### Mr Eddy Lau

Singapore Green Building Council

### Mr Simon Swee Peng Koon

Sun City Maintenance Pte Ltd

### Mr Tony Wong

Tiki International Enterprises Pte Ltd

**Mr Andy Liang**

Zoom Tech Pte Ltd

### Observer:

**Mr John Kong**

M Metal Pte Ltd

## Energy & Chemicals Industry Group (E&C IG)

### Chairman

**Mr Simon Li**

Feoso Oil (Singapore) Pte Ltd

### Deputy Chair and Chairman, Oil & Gas Sub Committee

**Mr Dennis Tan**

Surbana Jurong Infrastructure Pte Ltd

### Chairman, Chemicals Sub Committee

**Mr Roy Tan**

Aik Moh Paints & Chemicals Pte Ltd

### Chairman, Energy & Power Sub Committee

**Mr Toh Seong Wah**

Energy Market Company Pte Ltd

### Vice Chairman, Membership Recruitment Committee Group

**Mr Ng Tze Yik**

Huntsman (Singapore) Pte Ltd

### Vice Chairman, Programs & Events Committee Group

**Dr See Soo Loi**

NSL Chemicals Ltd

### Chairman, CAMP Sub-Group

**Dr Khoo Keng Meng**

Arch Chemicals Singapore Pte Ltd

### Committee Members

**Ms Foo May Ling**

Enviro Gas Pte Ltd

### Mr Senthil Kumar

iSwitch Pte Ltd

### Mr Chau Tak Vui

McKinn International Pte Ltd

### Ms Geraldine Tan

PacificLight Energy Pte Ltd

### Mr Stefano Boscaglia

Senoko Energy Supply Pte Ltd

**Mr Michael Wong**

Tuas Power Supply Pte Ltd

**Ms Ellen Teo**  
Union Energy Corporation Pte Ltd

**Mr Teng Chen-Ji**  
WWRC Singapore Pte Ltd

#### **Electrical, Electronics and Allied Industries Industry Group (EEAI IG)**

**Chairman**  
**Ms Joyce Seow**  
Watson E P Industries Pte Ltd

**Immediate Past Chairman**  
**Mr Tay Jih-Hsin**  
Swee Hin Power Systems Pte Ltd

**Deputy Chairman of EEAIG and Vice-Chairman, Membership Engagement**  
**Mr Tan Beng Koon**  
Fung Yip Electrical (S) Pte Ltd

**Vice-Chairman, IT & Technology**  
**Dr Anton Ravindran**  
Rapidstart Pte Ltd

**Vice-Chairman, Testing, Inspection and Certification (TIC) Interest Group**  
**Mr Sze Thiam Siong**  
SETSCO Services Pte Ltd

**Vice-Chairman, Digital Commerce (DCom) Interest Group**  
**Mr Vincent Lau Koon Tuck**  
Pylon City Pte Ltd

**Committee Members**  
**Mr Wong Keat Tze**  
Advanced Technology Enterprise Pte Ltd

**Mr Terence Teo**  
Anewtech Systems Pte Ltd

**Mr Don Quek**  
Centre Testing International Pte Ltd

**Mr Alan Chua**  
Concorde Security Pte Ltd  
**Mr Toh Kim Teck**  
Foo Kon Tan LLP

**Mr Tan Boon Chong**  
GP Batteries International Ltd

**Mr Seow Han Khye**  
Luma Group Lighting Pte Ltd

**Mr Jeffrey Lee**  
Nidec Sankyo Singapore Pte Ltd

**Mr Thomas Ng**  
NKH Fluid Engineering Pte Ltd

**Mr Robin Soon**  
Schneider Electric Asia Pte. Ltd.

**Ms Melchor Carlot**  
TÜV Rheinland Singapore Pte Ltd

**Ms Chay-Lee Swee Gee**  
TUV-SUD PSB Pte Ltd

#### **Food & Beverage Industry Group (FB IG)**

**Chairman of FB IG, Vice-Chairman for Government Relations sub-work group**  
**Mr Cheong Chung Kin**  
Win Sin (Pte) Ltd

**Deputy Chairman**  
**Ms Cyndy Au**  
Danisco Singapore Pte Ltd

**Vice-Chairman for Functional Health Claims Sub-Work Group**  
**Mr Darwin Lai**  
DSM Singapore Industrial Pte Ltd

**Vice-Chairman for Singapore Code of Advertising Practice / Common Nutrition Criteria Sub-Work Group, Vice-Chairman for Singapore Packaging Agreement Sub-work Group**  
**Ms Lee Gee Chyn**  
Nestle Singapore (Pte) Ltd

**Vice-Chairman for War on Diabetes Sub-Work Group**  
**Ms Jennifer See**  
F&N Foods Pte Ltd

**Vice-Chairman for Pro Enterprise Panel - USME**  
**Ms Claire Ariela Shen**  
Cooking Art Industries Pte Ltd

**Vice-Chairman for ESG sub-work group**  
**Ms Zhang Jia Lin**  
Inflo Health Sciences Pte Ltd

**Committee Members**  
**Ms Verleen Goh**  
Alchemy Foodtech Pte Ltd

**Ms Sharon Tan**  
Coca-Cola Singapore Beverages Pte Ltd

**Ms Eva Tanudjaja**  
Frieslandcampina Singapore Pte Ltd

**Tan Sock Hoon, Yvonne**  
Gardenia Foods (S) Pte Ltd

**Charlotte Lok**  
Herbalife International Singapore Pte Ltd

**Ms Shermin Low**  
MyKenzen Nutrition Services Pte Ltd

**Mr Teri Teo**  
PS Food and Beverage (S) Pte Ltd

**Ms Valerina See**  
Straits Wholefoods Company

**Mr Jeremy Hauw**  
Tuck Lee Ice Pte Ltd

**Mr Eugene Tan**  
Wanin Industries Pte Ltd

#### **Lifestyle Industry Group (L IG)**

**Chairman**  
**Mr Kimming Yap**  
Creativeans Pte Ltd

**Deputy Chairman and Sub workgroup Chair – Exhibition**  
**Mr Theodore Khng**  
Theo10 Pte Ltd

**Sub workgroup Chair – Export**  
**Mr Nick Chua**  
Meitoto Pte Ltd

**Committee Members**  
**Mr Cheong Kai Fon**  
FYT Trading Enterprise Pte Ltd

**Mr CK Mah**  
Magicforest.com.sg (Pte Ltd)

**Mr Ben Goh**  
MS 1947 Pte Ltd

**Ms Jade Yip**  
Shevron Pte Ltd

**Mr Alfred Tan**  
Venvici Pte Ltd

#### **Life Sciences Industry Group (LS IG)**

**Chairman**  
**Dr Ong Siew Hwa**  
Acumen Research Laboratories Pte Ltd

**SPMC Chairman**  
**Mr Mohan Kumar**  
Strides Pharma Global Pte Ltd

**SPTO Chairman**  
**Mr Adam Hamid**  
Naina Mohamed & Sons Pte Ltd

**Committee Members**  
**Mr Manohar Nandiraju**  
ICM Pharma Pte Ltd

**Mr Adam Tan**  
Opto-Pharm Pte Ltd

### Metal, Machinery and Engineering Industry Group (MME IG)

#### Chairman

**Mr James Wong**

O. E. Manufacturing Pte Ltd

#### 1st Deputy Chairman

**Mr Raymond Wee**

SalesTrade Corporation (S) Pte Ltd

#### 2nd Deputy Chairman

**Mr Chan Wai Fung**

Cleifton Precision Pte Ltd

#### Chairman for New Members Recruitment

**Mr Raymond Wee**

SalesTrade Corporation (S) Pte Ltd

#### Deputy Chairman for New Members Recruitment

**Mr John Kong**

M Metal Pte Ltd

#### Chairman for Manpower Development & Engagement with Poly/ITE students

**Mr Chan Wai Fung**

Cleifton Precision Pte Ltd

#### Deputy Chairman for Manpower Development & Engagement with Poly/ITE students

**Mr Alvin Cher Tai Soon**

Almarc Engineering Pte Ltd

#### Chairman for Collaborations within MME members

**Mr Ow Chun Chor**

Star Union Engineering Pte Ltd

#### Chairman for Market Outreach through Joint Exhibitions

**Mr Tan Shi Han**

Taishan Sports Engineering Pte Ltd

#### Deputy Chairman for Market Outreach through Joint Exhibitions

**Mr Ho Kee Nian**

HKN Tanks Pte Ltd

#### Chairman for Family Business Continuity and Sustainability

**Dr Lim Chee Song**

Simplex Pte Ltd

#### Deputy Chairman for Family Business Continuity and Sustainability

**Mr Dave Low**

Willsoon (F.E.) Pte Ltd

#### Committee Members

**Mr Marcus Sia (Chen Cheong)**

Applied Total Control Treatment Pte Ltd

#### Mr Kelvin Tan Keng Hock

Bayswater Shipping & Forwarding Pte Ltd

#### Mr Benny Yeo

catTHIS Pte Ltd

#### Mr Tony Mochala

Chemtron Pte Ltd

#### Mr Siew Yit Foong

Cititech Industrial Engineering Pte Ltd

#### Mr Alvin Neo Hock Yeow

D&H Precision Tools Pte Ltd

#### Mr Chan Hai Kiang

Flexspeed Technology Pte Ltd

#### Mr Van Kim Li

Gtrade Singapore Pte Ltd

#### Mr Tay Chor Kuan

Heidenhain Pacific Pte Ltd

#### Mr Oliver Chong

Kawarin Enterprise Pte Ltd

#### Mr Andy Koh

Linkmet Controls Pte Ltd

#### Mr Yacob Bin Mokti

New Lead Engineering Pte Ltd

#### Mr Dedrick Loo

Sunlink Engineering Pte Ltd

### Medical Technology Industry Group (MT IG)

#### Chairman

**Ms Margareta Laminto**

Johnson & Johnson Pte Ltd

#### Deputy Chairman

**Mr Henry Tan**

Alpha-Health (Asia) Pte Ltd

#### Vice Chairman

**Ms Jacqueline C. Monteiro**

Abbott Laboratories (Singapore) Private Limited

#### Regulatory Services Sub Committee Chairman

**Ms Audrey Lee**

Invisalign Singapore Pte Ltd

#### Ethical Conduct Sub Committee Chairman

**Ms Fiona Goh**

ZimmerBiomet

#### Industry Development Sub Committee Chairman

**Ms May Ng**

ARQon Pte Ltd

#### Committee Members

**Mr Daniel Tan**

Boston Scientific Asia Pacific Pte Ltd

#### Mr Kenneth Cheong

ConvaTec (Singapore) Pte. Ltd.

#### Ms Kitty Mao Yi Qing

GE Healthcare Pte Ltd

#### Ms Shannon Khoo

Invisalign Singapore Pte Ltd

#### Ms Priscilla Koh

Johnson & Johnson Pte Ltd

#### Mr Rey Zheng

Mediwell Enterprise Pte Ltd

#### Mr Edwin Tay

NeuMed Pte Ltd

#### Ms Yenny Anggoro

Stryker Singapore Pte Ltd

### Packaging Council of Singapore Industry Group (PCS IG)

#### Chairman

**Ms Betty Tan, PBM**

Sin Cheong Containers Mfg Co Pte Ltd

#### Deputy Chairman

**Mr Richard Ng**

Transicom Engineering Pte Ltd

#### Committee Members

**Mr Terrence Hong**

Asiawide Print Holdings Pte Ltd

#### Mr Lloyd Lowe

BASF South East Asia Pte Ltd

#### Ms Susan Chong

Greenpac (S) Pte Ltd

#### Mr Damien Fong

Iceworks Communications Pte Ltd

#### Ms Toh Lili

L'earth (S) Pte Ltd

#### Ms May Yap

LHT Holdings Limited

#### Dr Nelson Cheng

Magna International Pte Ltd

#### Mr Albert Lim

Packagers Pte Ltd

#### Mr Phillip Lee

Sealed Air (Singapore) Pte Ltd

#### Mr Johnny Tan

Sing Mah Wooden Cases Manufacturer Pte Ltd

#### Ms Andelyn Oh

Sin Chew Woodpaq Pte Ltd

#### Ms Joanna Tan

Starlite Printers (Far East) Pte Ltd

#### Mr Tan Jit Khoon

Winson Press Pte Ltd

# NETWORKING

## Smart Automation (SA IG)

**Mr Brandon Lee**  
Intech APAC Pte Ltd

**Deputy Chairman**  
**Mr Mun Kok Woh**  
ASTech Pte Ltd

**Committee Members**  
**Mr Darren Lee**  
Metrohm Singapore Pte Ltd

**Ms Florence Tan**  
ABB Pte Ltd

**Mr David Chia**  
Beckhoff Automation Pte Ltd

**Mr Hendrie Viktor**  
Carl Zeiss Pte. Ltd.

**Mr Zavior Kulandasamy**  
CMR (Far East) Pte Ltd

**Mr Lee Theam Wah**  
Opex Consulting Group LLP

**Ms Jessie Chen (Zi Juan)**  
Rexadvance Technology Pte Ltd

**Mr Daniel Lau**  
Servo Dynamics Pte Ltd

**Mr Tan Keok Boon**  
TecMaven Group Pte Ltd

**Mr Ng Teck Soon**  
Transystem FA Pte Ltd

**Mr Roy Guo**  
Xceltron Technologies Pte Ltd

**Mr Tan Aik Jin (AJ)**  
Zebra Technologies Asia Pacific Pte Ltd

## The SMF CNY Celebration - MedTech Lo Hei 2019

Some 33 representatives from the Medtech industry gathered on 8 February 2019 to celebrate Chinese New Year and toss the "Lo Hei" together. This is the first time that the SMF's Medical Technology Industry Group (MT IG) organised this celebration to appreciate their valued industry partners and to facilitate possible collaborative opportunities in the MedTech ecosystem.

In addition to the Lo Hei, key presenters from the Agency for Science, Technology and Research (A\*Star) and KPMG Singapore provided insights to the MedTech Industry locally and internationally.



Some 33 representatives from the Medtech Industry celebrated Chinese New Year and tossed the Lo Hei together.

## The SMF CNY Celebration - Packaging Council of Singapore Industry Group (PCS IG) Celebrate Chinese New Year 2019

The PCS IG, also organised its annual Chinese New Year celebration for its members over lunch and held a traditional "Lo Hei" to signify an auspicious start of the New Year. Some 40 attendees, including representatives from Siam-Toppan Pte Ltd, gathered for this celebration. During the celebration, Siam-Toppan Pte Ltd shared some of the best practices in the industry and how packaging may adapt to today's more environmentally conscious era. PCS IG Chairperson, Ms Betty Tan, also shared the plans for the IG in 2019, which include a planned trade mission to Indonesia. These efforts are to increase the members' exposure to markets especially within ASEAN.



PCS IG Chairperson, Ms Betty Tan, presented the local Chinese New Year coin booklet to the representatives of Siam Toppan Pte Ltd and Toppan Printing Co Ltd.

## The SMF FB IG Members Networking Night

To kick-start the beginning of 2019, as well as the new term for FB IG Committee, a sharing and networking night was organised for FB IG Members on 8 January 2019. Dr Ahmad Magad, Secretary-General of the SMF and Mr Cheong Chung Kin, Chairman of the SMF FB IG delivered the welcome and opening addresses respectively and shared the direction of the SMF and the FB IG moving forward.

During the networking dinner, the Director Designate for Food Manufacturing from ESG, Ms Bernice Tay, presented the Food Manufacturing Industry Transformation Map (FM ITM) to the members.



F&B members had the opportunity to network with SMF Secretary-General, Dr Ahmad Magad (left).

# SEMINARS

## Singapore Polytechnic Engineering Show 2019 Partners' Networking Evening

The MME IG chairman, Mr James Wong, and some of the IG members attended the Singapore Polytechnic (SP) Engineering Show 2019 Partners' Networking Evening on 17 January 2019. Organised by SP, this event is an exhibition that showcases the creative and innovative engineering projects by SP's final year students. During the event, members viewed the exhibits and interacted with SP students and staff. The event also provided a platform for members to network with industry partners establish contacts for future collaborations.



SMF MME IG Chairman and some of the members visited the SP Engineering Show 2019 on 17th January 2019.



SMF MME IG Chairman, Mr James Wong, tried on the digital VR headset at a demonstration.

SP Precision Engineering students explained and demonstrated the function of their prototypes to SMF MME IG Chairman and some of the members.



SMF MME IG Chairman and some of the member listened attentively to a student on the purpose of adopting and upgrading to 5G.



A SP Precision Engineering student explained and demonstrated the function of their prototypes to SMF MME IG Chairman.



## Future of Manufacturing: Take Action Now or Be Left Behind

The SMF's SA IG co-organised the Future of Manufacturing: Take Action Now or be Left Behind seminar with the Singapore Industrial Automation Association (SIAA) on 27 February 2019. Held at TA Hub, the seminar touched on key challenges that manufacturers are facing, and how to leverage on Industry 4.0 technologies, which is critical for growth and survival. Top manufacturers who have invested and adopted in Industry 4.0 strategies shared how these strategies helped them automate and streamline manufacturing processes —from receiving an e-Commerce orders through manufacturing production to tracking factory performance with business intelligence solutions.



SMF & SIAA Joint Seminar @TA Hub.



The panel discussion during the seminar.

## Packaging Conference 2018 - The Future of Packaging - Packaging Diverse Materials and Application

In order to remain viable to the constantly evolving demands of consumer, industry and regulations, the PCS IG organises a Packaging Conference annually that brings together industry experts to share their knowledge on quality assurance, smart packaging, food safety and increased shelf life as part of the Singapore Packaging Star Awards programme.

On 26 July 2018, the PCS Conference, which was themed "The Future of Packaging - Packaging Diverse Materials and Application", brought together more than 200 like-minded participants to the conference. Recognising the heightened awareness of 'eco' issues such as global warming and pollution, the conference focused on innovating packaging structure and usage of eco-friendly materials to reduce packaging waste.



Industry experts shared their insights on the future of packaging and usage of eco-friendly materials. (Picture above): Mr Randy Ang (Marketing Consultant, Starlite Printers (Far East) Pte Ltd).



PCS Chairman, Ms Betty Tan shared about the Singapore Packaging Star Awards 2018.

# COMMUNITY ENGAGEMENTS

## DIALOGUE SESSION

### SMF FB IG hosted Ministry of Trade and Industry-Pro Enterprise Panel (MTI-PEP) Dialogue Session

The SMF FB IG hosted the Ministry of Trade and Industry – Pro Enterprise Panel (MTI-PEP) Dialogue Session for a focused group of 25 members from the IG and partner corporations on 4 May 2018 at the SMF Building.

Food Manufacturers came prepared with questions and concerns on streamlining regulatory requirements and processes to encourage industry development and new business models in Singapore's food manufacturing industry.

During the session, Senior Minister of State for the Ministry of Trade and Industry & Ministry of Education, Mr Chee Hong Tat presented the MTI-PEP Award to FB IG, in recognition of the SMF's contributions and efforts in working with relevant government agencies such as the Singapore Civil Defence Force (SCDF) and the Agri-Food and Veterinary Authority of Singapore (AVA) in reviewing regulations pertaining to brick-stone walls in the Cold Room.



A focused group of 25 members from the IG and partner corporations participated in the Ministry of Trade and Industry – Pro Enterprise Panel (MTI-PEP) Dialogue Session where Senior Minister of State for the Ministry of Trade and Industry & Ministry of Education, Mr Chee Hong Tat was present to answer the participants' concerns.

## TRAINING

### Biomedical Standards Industry Series 2019

Together with SMF-SDO, the SMF's MT IG co-organised a series of ISO workshops for its members who are interested and ready for standards implementation. These ISOs for the medtech industry have been adopted by Singapore as a Singapore Standard (SS), which means these standards are nationally recognised and established by consensus.

During the workshops, industry experts shared how they have leveraged on standards to address some of their challenges and opportunities in the field of med-tech devices manufacturing and

distribution. Participants also obtained insight on how standards can help their organisations gain market access, improved the quality of products, services and raised in-house productivity.

### SS ISO 13485: 2016 Medical Devices - Quality Management Systems - Requirements for regulatory purposes



More than 40 attendees attended the Standards Adoption Workshop for **SS ISO 13485: 2016 Medical Devices - Quality Management Systems - Requirements for regulatory purposes** on 6 March 2019. ISO 13485 is widely utilised as a pre-requisite for manufacturing and/or distribution of medical devices in many countries. The basic concepts of ISO 13485:2016 were discussed during the workshop and industry experts provided an insight into the use of ISO 13485 as the basis for a quality management system that can be implemented by medical device manufacturers.

### SS ISO 14971: 2017 Medical Devices - Application of risk management to medical devices



Some 50 attendees attended the Standards Adoption Workshop for **SS ISO 14971: 2017 Medical Devices - Application of risk management to medical devices** on 7 March 2019. ISO 14971:2007 specifies a process for a manufacturer to identify the hazards associated with medical devices, including in vitro diagnostic (IVD) medical devices, to estimate and evaluate the associated risks, to control these risks, and to monitor the effectiveness of the controls.

### ISO 10993-1: 2018 Biological evaluation of medical devices



Some 30 attendees attended the Standards Adoption Workshop for **ISO 10993-1: 2018 Biological evaluation of medical devices** on 8 March 2019. ISO 10993 is the key standard used for medical device biocompatibility testing. Biocompatibility testing is required for medical devices that are directly or indirectly in contact with patients, to obtain regulatory approval in most markets. Biocompatibility tests help determine whether a device performs as intended without causing any adverse or harmful effects on patients or users, and mitigate any biological risks posed by the device.

### Model Factory @SIMTech Visit by Smart Automation Industry Group (SA IG)

The SA IG organised a visit to The Model Factory@SIMTech on 12 March 2019 for SA IG and SIAA members. The Model Factory@SIMTech is an actual production environment that allows experiential experimentation and learning of digitalisation technologies for Industry 4.0.



SA IG and SIAA members visited The Model Factory@SIMTech on 12 March 2019.

## MOU SIGNING

### Signing of the Statement of Intent with the Association for the Advancement of Medical Instrumentation (AAMI)

The SMF's MT IG signed a Statement of Intent with AAMI on 13 September 2018 with the intent to collaborate to help local companies and institutions to learn more about various medical technology standards and introduce business matching services. Possible areas for collaboration include co-organising promotional programmes and outreach events that are focused on medical technology with AAMI in Singapore.



MT IG Chairman, Ms Magareta Laminto (seated, left) signed the Statement of Intent with AAMI. The signing was witnessed by SMF Secretary-General, Dr Ahmad Magad (standing, left), and the Under Secretary for International Trade from U.S. Department of Commerce, Mr Gilbert Kaplan.

## ROADMAPPING EXERCISE

### Industry Discussion: Building Future Capabilities for Singapore's MedTech Industry

The SMF's MT IG organised a two-part roadmapping exercise on 10 July 2018 and 4 September 2018 to create a roadmap for Singapore's Medtech Industry. Facilitated by A\*STAR's Operation & Technology Roadmapping (OTR), participants identified current trends and needs in the industry, the skills and capabilities to be developed, as well as the support required to facilitate the growth of a vibrant Medtech ecosystem in Singapore.

More than 70 participants from the medtech industry participated in the exercises to chart the future direction for the industry and brainstormed the deliverables that will put MedTech at the position they wanted in eight years' time.

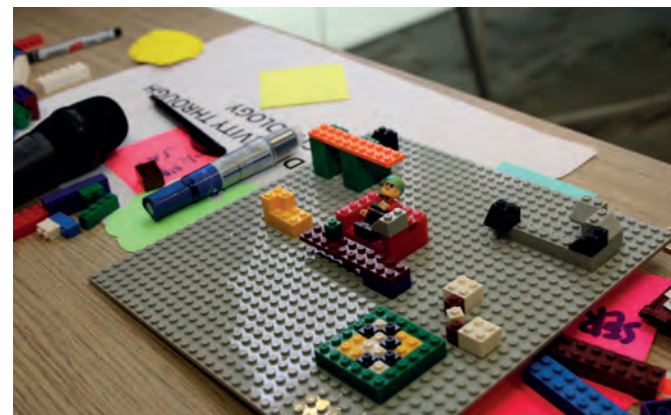


More than 70 participants participated in the roadmapping exercise to chart the future direction of Singapore's Medtech industry.

**SMF Lifestyle Industry Group (LIG) Roadmap 2020 Workshop - Innovate & Grow, Together**

For the term of 2018-2020, the LIG created a new tagline – Innovate & Grow, Together – to bring diversity into unity within the IG.

To kick start this new tagline, the IG held its first roadmapping exercise on 14 December 2018 to lead the whole LIG to embark on this journey of change. Some 30 participants, which included representatives from ESG, Infocomm Media Development Authority (IMDA), SkillsFuture Singapore (SSG) and Design Singapore participated in the workshop. The workshop was facilitated by Creativeans Pte Ltd, and led by LIG Chairman, Mr Kimming Yap.



Lego blocks were used to help participants visualise and build their idea. (Picture above): participants built a dream office that will attract millennial to stay in the company.



LIG Chairman, Mr Kimming Yap, shared his vision for the LIG to be aligned with the Industry Transformation Maps (ITM). He envisioned the group to Innovate – create a difference to differentiate their business; Grow – to find ways to internationalise, reduce cost and increase productivity; and, Together – to grow stronger together as a whole industry group.



Panel discussion with representatives from Design Singapore and ESG, who shared their insights on the latest trends in the Lifestyle Industry.



Some 30 participants from LIG and government agencies participated in the roadmapping exercise to chart the future of the industry.



Deputy Chairman of the LIG, Mr Theodore Khng, presented his ideas to build a brand story and innovate through R&D.

**OVERSEAS MISSIONS**

**Tokyo Business Mission**

PCS IG organised a business mission to Tokyo, Japan from 1 to 6 October 2018, in conjunction with Tokyo Pack 2018, a premier packaging exhibition that showcases technologies related to packaging. The delegates toured the exhibition and learnt about other packaging technologies available in other countries.

The Singapore delegates also met with office bearers of the Asian Packaging Federation (APF) over a business networking lunch while they were there and attended the APF Golden Jubilee and Asia Star 2018 Award Night.



The delegates visited Tokyo Pack 2018, which was held at Tokyo Big Sight.



The delegates attended Tokyo Pack 2018 Welcome reception, which was held together with APF's 50th Anniversary reception.

**Advanced Manufacturing Lead (AMLead)**

Organised by Singapore Polytechnic (SP), in partnership with the SMF, and subsidised by SkillsFuture Singapore (SSG), Advanced Manufacturing Lead (AMLead) programme was a flagship 5-day overseas immersion programme for upper management of local companies, to have a first-hand opportunity to learn from the Best-in-Class Advanced Manufacturing Technology adoption, to improve their productivity and competitiveness. Held from 19 to 23 November 2018, participants had the unique opportunity to visit Bosch manufacturing plants in Germany and attended networking sessions with the senior management at Bosch plants. This is the only programme of its kind in Singapore and is the first time Bosch is sharing its Industry 4.0 practices with business leaders.



SP held the Advanced Manufacturing Partners Network on 19 October 2018, which was part of AMLead programme.



Group photo with representatives from SP, the SMF and industry players.

# SMF CENTRE FOR CORPORATE LEARNING (CCL)

For over five decades, the SMF has been providing training programmes to the Singapore business community. To enhance our training programs, the SMF set up the SMF Centre for Corporate Learning (CCL) in 2010. It has since been instrumental in assisting the SMF to meet its mission of helping companies increase their competitiveness by equipping their employees with skillsets and knowledge to perform at optimum levels.

With the belief that people are the most important asset of any organisation, and having built a wide range of comprehensive and holistic corporate learning programmes, the SMF CCL now extends its services beyond the manufacturing industries.

## SERVICE OFFERINGS

The SMF CCL is a one-stop business service provider, offering a holistic suite of training programmes including:

- Upgrading of skills of the manufacturing workforce
- Nurturing of T-Shaped skills for Professionals, Managers, Executives and Technicians (PMETs)
- Driving Productivity Growth
- Seminars, Conferences and Workshops
- Customised In-House Training Solutions
- Career Services, Job Placements and Job Matching
- Training Needs Analysis
- Local & Overseas Training Consultancy

## SMF CCL BOARD OF DIRECTORS

### Chairman

**Mr Low Beng Tin, BBM (L)**

Assimilated Technologies (S) Pte Ltd

### Mr Birch Sio

Concord Associates Pte Ltd

### Mr John Kong

M Metal Pte Ltd

### Dr Ahmad Magad

Singapore Manufacturing Federation

## P-MAX PLACE-AND-TRAIN PROGRAMME

The SMF CCL has been assisting hundreds of SMEs in their talent development plans with Workforce Singapore's (WSG) P-Max place and-train programme to support the business operations of companies.

P-Max helps SMEs to better recruit, train, manage and retain their newly-hired PMETs. It helps these PMETs to better acclimatise to the SME work environment and also enable SMEs to establish better communication channels between supervisors and staff, and adopt progressive HR practices for their newly hired PMETs.



SMF's P-Max trainer shared how SMART Key Performance Indicators (KPIs) are being set to guide and measure work performance

## OPERATE FORKLIFT TRAINING COURSES

SMF CCL's Forklift Training Centre is a pioneer in conducting forklift training and refresher courses in Singapore.



Practical training environment with sheltered warehouse, complete with racking and ramps (No disruption or postponement due to rain)

In line with the WSQ Operate Forklift Competency Standard developed by the industry and facilitated by SkillsFuture Singapore (SSG), Ministry of Manpower (MOM), and the Workplace Safety and Health Council (WSHC), this industry-endorsed standard provides a competency-based approach to training forklift operators and upkeep safety standards at the workplace.

Trainees have to demonstrate their skills and knowledge proficiency before they are considered qualified to operate as forklift operators. The final evaluation of this course will include a theory and practical test whereby the participants will be put to the test to demonstrate their skills and knowledge on the vehicle.

## SME TALENT PROGRAM

The SMF is appointed as one of the Approved-in-Principle (AIP) partners by ESG to administer the broad-based SME Talent Programme (STP).

Engaging interns at an early stage would help SMEs in their search for young talents who may be potential full-time hires. Interns are also able to give companies a modern perspective and help in the company's progression.

STP offers up to 70% of funding support to SMEs to defray the cost of the monthly allowance for interns engaged through the Institutes of Higher Learning (IHLs). Interns will get a competitive monthly allowance of \$800 or \$1000 depending on whether they are from ITE/Polytechnics or Universities respectively.



Group photo of company staff and interns at Aural-Aid Pte Ltd

## SMES GO DIGITAL: DIGITAL PROJECT MANAGEMENT SERVICES



Photo session with the MOI signatories together with Minister for Communications and Information and the Minister in charge of Cyber Security, Mr S. Iswaran, to commemorate the launch of DPMS.

The SMF launched the SMEs Go Digital: Digital Project Management Services (DPMS) at the SG: Digital Industry Day on 21 May 2018. This inaugural event by the Infocomm Media Development Authority (IMDA) brought together key stakeholders to discuss and take action in driving Singapore's transformation towards a Digital Economy, and enable every business to become a digital business. Some 1000 delegates representing government, private and public sectors attended the event.

During the event, SMF President, Mr Douglas Foo signed the Memorandum of Intent (MOI) together with IMDA, ESG, SkillsFuture Singapore (SSG), Workforce Singapore (WSG), and National Trades Union Congress (NTUC). The SMF also set up a booth at the event to encourage SMEs to sign up and embark on a digital journey to transform their business.

DPMS helps SMEs that would like to go digital but do not have the expertise to digitalise. With the SMF as the first Trade Association

and Chamber (TAC) to offer this service, SMEs can tap into the SMF's expertise and resources to guide them as they embark on their digitalisation journey.



SMF President, Mr Douglas Foo interacted with visitors at the SMF's DPMS booth.

## "Microsoft Partners Connect"

Organised by Microsoft in conjunction with IMDA on 28 January 2019, it aims to bring digital solution providers together in leveraging the SMEs Go Digital programme. The SMF's Assistant Secretary-General, Dr Michael Teng, shared with the audience on how Digital Project Management Services (DPMS) could help SMEs better manage the implementation of digital solutions in their business. More than 70 Information Communication and Technology (ICT) vendors attended this event.



The SMF's Assistant Secretary-General, Dr Michael Teng, shared with the audience on how Digital Project Management Services (DPMS) could help SMEs better manage the implementation of digital solutions in their business.

# SINGAPORE INNOVATION AND PRODUCTIVITY INSTITUTE (SIPI)

The SMF's Singapore Innovation and Productivity Institute (SiPi) is one of the three productivity centres appointed by SPRING Singapore (current ESG) in 2012 to drive innovation and productivity in the manufacturing community in Singapore.

Its vision is to be the leading driver of innovative thinking and best practices for manufacturing companies in Singapore. Its mission is to empower manufacturing companies with the mindset and tools to achieve the highest level of innovation and productivity possible.

With a strong team of Lean Six Sigma black belt experts and Business Model Innovation (BMI) experts, SiPi has successfully incorporated its proprietary BMI modules into SMF CCL's Talent Development and SMEs Go Digital: Digital Project Management Service (DPMS) programmes, such as:

- Professional Conversion Programme (PCP Overseas)
- Professional Conversion Programme (PCP Broad-based Manufacturing)
- SMEs Go Digital: Digital Project Management Service (DPMS)
- Roadmap Leading to Industry 4.0
- Licensing of BMI / Corporate Transformation Roadmap (CTR™)

## SIPI BOARD OF DIRECTORS

### Chairman

**Mr Birch Sio**  
Concord Associates Pte Ltd

### Deputy Chairman

**Mr John Kong**  
M Metal Pte Ltd

### Mr Low Beng Tin , BBM (L)

Assimilated Technologies (S) Pte Ltd

### Dr Ahmad Magad

Singapore Manufacturing Federation

## REGIONAL INDUSTRY NETWORKING CONFERENCE (RINC) 2018

The SMF was one of the sponsors for Regional Industry Networking Conference (RINC) 2018, which was held on 9 November 2018 in Singapore Polytechnic Convention Centre. The objective of the conference was to provide a platform for local and regional participants to discuss industry trends, developments and innovations in engineering fields.

Themed "Digital Solutions – Empowering Smart Industry for Advanced Manufacturing", some 600 participants attended this event to hear insights from nine distinguished speakers, which included keynote speaker, SMF President, Mr Douglas Foo, who spoke on "Digital Transformation and Manufacturing in Singapore".



Some 600 participants attended RINC 2018 to hear the latest insights and industry trends in the manufacturing sector.

## PROFESSIONAL CONVERSION PROGRAMME (OVERSEAS) – BMI MENTORING

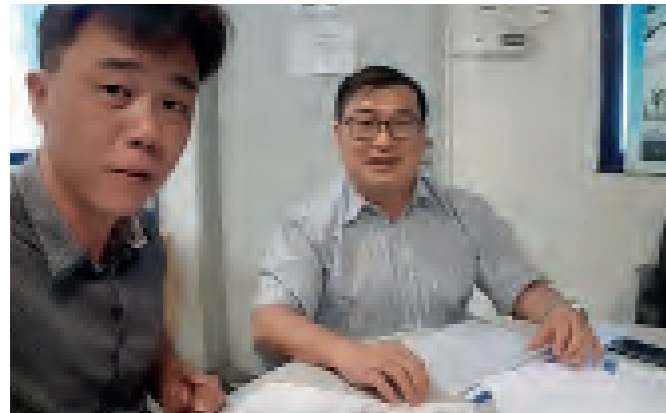
Professional Conversion Programme (PCP) (Overseas) is a programme that is designed to help mid-career professionals, managers, executives and technicians (PMET) reskill with necessary competencies to embark on a career which includes overseas assignments/roles. To enhance the employability of these PMETs, BMI module is injected into mentoring and training programmes. More than 200 PMETs had attended these programmes and found BMI mentoring useful.



More than 200 PMETs have attended programmes and found BMI mentoring useful.

## PCP-BROAD-BASED (MANUFACTURING) - TRAINING

PCP-Broad-based is designed to help mid-career local PMETs re-skill with the necessary competencies to embark on a career in the manufacturing sector. Through SiPi, a two-day training on Business Model Roadmapping is incorporated into the programme. More than 200 PMETs have attended the training and most gave positive feedbacks on the training they had received.



SiPi trainers trained mid-career PMETs on Business Model Roadmapping.

## OVERSEAS LICENSING BMI - JAPAN ODC

Japan ODC is SiPi's first licensee for the BMI programme. ODC's management team attended a four-day session on SMF's premises and were satisfied that the programme has helped convert fuzzy concepts into embodied wisdom that changed the way they worked.



GS1 Singapore is part of a worldwide network of GS1 organisations in over 114 countries with its global office based in Brussels, Belgium. We enable companies to become more efficient in their supply chain by uniquely identifying products, assets, shipments, and physical locations throughout the global supply chain while also enabling trading partners to exchange information critical to their businesses. Applications of GS1 standards are wide ranging. Examples are scanning groceries at supermarkets' point-of-sales for fast check-out, tackling counterfeit issues for online purchases through marketplaces, tracing defective product batches during a recall, as well as locating medical items accurately and quickly to save a life.

### GS1 builds a strong foundation for the industries we serve

As a member-based, not-for-profit organisation, we are the only authorised source for GS1 barcode numbers and standards in Singapore. Our charter is to bring the GS1 standards to the industries to help companies achieve efficient supply chain management. We bring businesses, technology providers and government agencies together. We assist business owners in finding solutions to overcome their supply chain challenges and provide regulators with neutral, user-driven and global perspectives to aid them in developing policies affecting supply chain efficiencies. We enable networking platforms and help to showcase our members, solution providers and industry leaders' supply chain best practices.

### GS1 builds bridges between the physical and digital worlds

GS1 Standards are the most widely used system of standards in the world for supply chain management, covering sectors in retail, food, healthcare, finance, technical industries, transport and logistics. Our standards form the backbone of the supply chain and helps to Identify, Capture and Share information. Businesses can Use these standards in business processes such as traceability and fighting illicit trade.



Mr Seah Kian Peng, CEO of NTUC FairPrice Co-operative Limited, delivering his keynote speech to more than 160 brand owners, suppliers, retailers, e-Tailers, solution providers and government agencies.



#### IDENTIFY

e.g. Serial Shipping Container Code (SSCC)  
(These Identification Keys help to uniquely identify everything from products and services to locations and shipments.)



#### CAPTURE

e.g. Barcode & RFID tags  
(Standards to encode identification data -- expiry dates, batch numbers, quantities.)



#### SHARE

e.g. Verified by GS1 weXchange  
(Platforms that allow product information to flow seamlessly from manufacturer, retailers to consumers.)



#### USE

Traceability  
Fighting Illicit Trade  
Internet of Things

## GS1 SINGAPORE BOARD OF DIRECTORS

### Chairman

**Mr Douglas Foo, BBM**  
Sakae Holdings Ltd

### Deputy Chairman

**Mr Ryan Chioh**  
FarEastFlora.com Pte Ltd

### Directors

**Mr Tan Boon Chong**  
GP Batteries International Limited

**Ms Margareta Laminto**

Johnson & Johnson Pte Ltd

**Ms Toh Hui Leng**

NTUC Fairprice Co-operative Ltd

**Dr Ahmad Magad**

Singapore Manufacturing Federation

As digital and mobile technology empowers the consumers with social media, websites, and mobile apps to search reviews and product information before making a purchase, retailers are leveraging on this changing habit of consumers switching seamlessly between in-store and e-commerce channels to increase their sales. GS1 standards, through barcodes and RFID technologies, are being used by companies to identify, capture and share information about products both in stores and online, giving consumers the omni-channel experience. For example, a consumer can see recommendations on a specific restaurant, download its mobile app to place reservation as well as order their food and be served just in time when they arrive at the restaurant. After their meal, the restaurant service personnel can scan a barcode on the consumer's mobile app that identifies that consumer and provide him with loyalty points that can be redeemed for future purchases.

### ECR Singapore CEO Forum 2018

GS1 standard is not just about enabling speedy grocery store checkout. It has become the global language of business — transforming the way we work and live. Recognising this, GS1 Singapore organised the ECR Singapore CEO Forum 2018 on 26 July 2018. Themed "Business no longer as usual: Acquire & Retain Customers + Minimise Supply Chain Costs in the Age of the Connected Consumer". The forum was spearheaded by the Efficient Consumer Response (ECR) Singapore Council. The aim is to help businesses involving in the retail industry, be able to enhance consumer buying experience and improve supply chain efficiency through the effective use of data analytics.

Attracting more than 160 brand owners, suppliers, retailers, e-Tailers, solution providers and government agencies, the participants came with the hope of gaining more knowledge from industry experts. One of them was POKKA International Pte Ltd which manufactures and markets a wide range of beverages. Having attended the event for a third year, the Product Manager from the Marketing Division of POKKA International Pte Ltd, Mr Jeremy Yeo said that he has "gained a lot of knowledge from the keynote speakers of all the sessions." He further added, "The forum has very specific topics that enable us to understand the market better year-on-year. We look forward to attend the forum every year so that we are updated with the latest market trends, and what our industry partners are doing so that we can better prepare for the future."

Industry experts from Google, Shping™, OpenText, SingTel, FrieslandCampina, NTUC FairPrice, and GS1 Singapore shared their expertise, products, market trends and different perspectives in the user experience and how to connect to the consumers. Ms Janet Chong, Customer Manager of OpenText (Asia) Pte Ltd shared that "There are three things that play a crucial part in consumer experience—whether the product is in stock, the packaging, and the delivery. If any of these points are not met, consumers will be disappointed. Therefore, we need to build a customer centric supply chain."



Delegates getting to know GS1 Singapore's latest Digital Content Creation for products, The DNA Hub.

Another industry expert from FrieslandCampina (Singapore) Pte Ltd, Mr Luc Wong Lun-Hing who is Head of E-Commerce shared his experience on building the e-Commerce business for Dutch Lady and Friso. He explained the importance of data that empowers business owners to respond to consumers' needs and build their branding in the process. "I am very honoured to be invited as a speaker, and to be part of a panel of highly respected speakers, particularly when I have only been in Singapore for the past four months" said Mr Wong, "I really support this kind of forums because it gets people and businesses together. I strongly agree with the CEO of NTUC FairPrice, Mr Seah Kian Peng that through these forums, it will spark new ideas and insights. So I truly hope that my presentation will also contribute to the sharing of new ideas to the people."

GS1 Singapore is the Secretariat of the ECR Singapore Council and for four consecutive years, we have organized this forum covering different topics for the retail sector.



The speakers at the forum together with the ECR Singapore Co-Chairs Mr Tng Ah Yiam (extreme left) and Mr Alain Ong (3rd from right) and GS1 Singapore CEO, Mr Liew Wai Leong (extreme right). Speakers from left to right: Mr Andy Siow (Manager, Technical Services and Operations, GS1 Singapore), Mr Luc Wong Lun-Hing (Head of E-Commerce, FrieslandCampina (Singapore) Pte Ltd), Mr Seah Kian Peng (CEO, NTUC FairPrice Co-operative Limited), Ms Catherine Candano (Head, Data Platforms (South East Asia), Google Analytics 360 Suite), Mr Gennady Volchek (Founder and CEO, Shping™ Singapore Pte Ltd) and Ms Janet Chong (Customer Manager, OpenText (Asia) Pte Ltd).

### The DNAHub

GS1 is about identification and data is the new oil. With the change in consumer behavior towards omni-channel experience, we have seen an increasing need for e-tailers, retailers and brands to provide transparent and accurate product information to consumers who demand a seamless e-commerce shopping experience. However, trusted data and a more efficient B2C data exchange infrastructure are needed to make this possible. The ability to identify, capture and share data underpins the mission of GS1 and indeed lies at the very foundation of the way our standards work to increase transparency, speed and trust. That is why GS1 Singapore has launched The DNAHub in 2018. The DNAHub provides a one-stop service (weCONNECT) to help companies create quality digital product content (weCREATE) and to achieve seamless content management (weXCHANGE).

GS1 weCONNECT is a pre-approved Digital Solution under Enterprise Singapore (ESG) with up to 70% funding support. It provides an attractive avenue for companies to invest in developing their digital product content and easily kick-start their e-commerce business.

GS1 weCREATE encompasses high resolution product photography, compilation of accurate and trusted data information, creation of mobile hero images and SEO copywriting.

GS1 weXCHANGE is a cost effective solution that aims to simplify the exchange of Trusted Product Data between brand owners, manufacturers, retailers, e-marketplaces and consumers. Powered by Syndy, it is a unified platform that enables businesses to easily and efficiently generate product information according to retailers' templates required for ecommerce product listing. Through API connection and enabled by various data sources, businesses can easily store, manage, update and share product data for both internal and external use. This helps companies gain cost savings and operational efficiency when sourcing for product information.



With this transformative initiative, consumers will soon be able to get the right product data, resulting in increased satisfaction and trust.

To help companies embark on GS1 weCONNECT service easily, monthly workshops are conducted. Since our launch in November 2018, we have outreached and engaged more than 100 companies.



Mr Alvin Goh, Business Development Manager, GS1 Singapore, conducting the GS1 weCONNECT workshop at The DNAHub.

# SME CENTRE @ SMF

SME Centre @ Singapore Manufacturing Federation (SME Centre@SMF) was established in May 2005 as one of the Centres of Excellence of the SMF. Supported by ESG, SME Centre@SMF provides small and medium enterprises (SMEs) with easy access to business advisory to help them start, sustain and grow their businesses. The first-stop SME Centres provide services including business diagnosis, information on government schemes and capability workshops.

## SME CENTRE @ SMF BOARD OF DIRECTORS

### Chairman

**Mr Simon Li**

Feoso Oil (Singapore) Pte Ltd

### Deputy Chairman

**Mr Melvin Tan**

Cyclelect Holdings Pte Ltd

**Mr Neo Eng Chong**

Makino Asia Pte Ltd

**Mr Brandon Lee**

INTECH APAC Pte Ltd

**Mr Yeo Cheong Guan**

Eng Bee Paper Merchant Pte Ltd

**Dr Ahmad Magad**

Singapore Manufacturing Federation

## SME CENTRE CONFERENCE ON 16 MAY 2018

The SME Centre Conference is an annual event for small and medium enterprises (SMEs) to learn how to grow their business and network with well-respected business leaders as well as knowledge experts.

Jointly organised by the SME Centres, which includes SME Centre@SMF and supported by ESG, the conference seeks to expose SMEs to fresh business ideas and management model through insights and experiences of industry leaders and experts. The SME Centre Conference is also a valuable channel for SMEs to gain practical and valuable information about business outlook and trends.

The Conference theme 'Go Grow Globalise—Transform Your Business in a Digital Economy' aimed to achieve the following objectives:

1. Help SMEs explore ways to incorporate new technologies into different business development areas
2. Raise awareness of SME Centre-led programmes and potential collaborations among key stakeholders

More than 800 participants attended the conference, which was held at Resorts World Convention Centre at Resorts World Sentosa on 16 May 2018. The conference brought insightful knowledge and insights of the changing business environment and trends of today through C-level speakers to the attendees.



More than 800 participants attended the SME Centre Conference 2018.



Guest of Honour, Minister Mr Chee Hong Tat, Senior Minister of State, Ministry of Trade and Industry & Ministry of Education, delivered the opening address at the conference.

## EMBRACING AND EMBARKING ON SEARCH ENGINE MARKETING WORKSHOP

SME Centre@NorthWest, a satellite centre of SMEC@SMF, ran the "Embracing and embarking on Search Engine Marketing Workshop" for over 40 SME participants at North West Community Development Centre on 13 September 2018. Located at Woodlands Civic Centre building, participants learnt the ins and outs of Search Engine Marketing (SEM) and how to use SEM to increase revenue/marketing channels for their businesses.



Participants at the SME Centre@NorthWest workshop.

## SME GROWTH 101 WORKSHOP: HELPING SMES TO GO, GROW AND GLOBALISE

Another satellite centre of SMEC@SMF, SME Centre@SouthWest, ran the "SME Growth 101 workshop: Helping SMEs to Go, Grow and Globalise" for over 60 SME participants at South West Community Development Centre on 25 January 2019. Located at JTC Summit building, the capability workshop saw participants learnt how to get their business ready for the future economy through innovation and transformation.



Participants at the SME Centre@SouthWest workshop.

# SINGAPORE PMC CERTIFICATION PTE LTD (SPMCC)

SPMCC was inaugurated on 1 June 2016 and is a fully owned subsidiary of SMF Enterprises. SPMCC has been ISO/IEC 17024 accredited since 2 November 2016. It manages and administers the Practising Management Consultant (PMC) Certification Scheme, which is licensed from Singapore Advisors and Consultants Council (SBACC) to SPMCC.

SPMCC's mission is to provide and advance the professionalism of management consulting by having in place internationally recognised and valued standards of performance and conduct for its certified PMCs. In essence, its objectives are to raise the stature, professionalism and standards of management consulting practices; to implement, manage, promote and administer certification schemes for PMCs; and to organise, promote and support activities that facilitate the professional development of our certified PMCs.

## SPMCC BOARD OF DIRECTORS

### Chairman of SPMCC

**Mr Saw Ken Wye**  
CrimsonLogic Pte Ltd

### Ms Isabella Loh

Singapore Business Advisors and Consultants Council (SBACC)

### Mr Lee Tiong Heng

Deloitte & Touche LLP

### Dr Ahmad Magad

Singapore Manufacturing Federation

## BRIEFING OF DPMS INITIATIVE TO PMCS

With the introduction of Digital Project Management Services (DPMS) in 2018, certified consultants are now in demand to guide SMEs on the digitalisation journey. DPMS helps SMEs that plan to go digital but do not have the expertise to digitalise. With the SMF as the first Trade Association and Chamber (TAC) for this service, SMEs can tap into the SMF's expertise and resources and have the support of certified consultants to guide them as they embark on their digitalisation journey.

Two sessions were held with PMCs in 2018 to familiarise the cohort with the new initiative and the role they are able to play to lend their expertise to companies as certified consultants. The sessions concluded with rousing discussions on the potential for PMCs to contribute to this national initiative.

Key members of the SPMCC and the SMF management were on hand to brief the PMCs including, Chairman of the SPMCC Certification Board, Ms Isabella Loh, Chairman of SPMCC, Mr Saw Ken Wye, and Assistant Secretary-General of the SMF, Dr Michael Teng.



Chairman of SPMCC, Mr Saw Ken Wye briefed PMCs on DPMS to get them familiarised with this initiative.



PMCs listening intently to the sharing session.

# SMF STANDARDS DEVELOPMENT ORGANISATION (SMF-SDO)

The SMF Standards Development Organisation (SMF-SDO) is supported by Enterprise Singapore (ESG) and endorsed by the Singapore Standards Council (SSC) to manage the development, promotion and implementation of standards and to participate in relevant international standardisation activities. To date, the SMF-SDO has established a total of 232 standards and manages 114 active committees across four Standards Committees.

These Standards Committees are the Biomedical and Health Standards Committee (BHSC), the Food Standards Committee (FSC), the Quality & Safety Standards Committee (QSSC) and the Manufacturing Standards Committee (MSC).

Building on the SMF's capability to engage partners, the SMF-SDO has succeeded in identifying subject matter experts and stakeholders, and subsequently engaging them as the SMF-SDO's Standard Partners. To date, the SMF-SDO has actively engaged the relevant expertise of more than 500 Standard Partners.

Working together with Standard Partners and ESG, the SMF-SDO has effectively administered the development and promotion of standards to meet the needs of the various industry sectors.

In FY2018/2019, SMF-SDO has established 41 new standards and completed periodic review of 6 existing standards. SMF-SDO also organised 36 outreach events to promote standard awareness to the industries.

## SMF-SDO STEERING COMMITTEE

### Chairman

**Mr Tan Boon Chong**

### Industry Representatives

**Mr Cheong Chung Kin**

Win Sin (Pte) Ltd

**Ms Heidi Goh**

Edwards Lifesciences (Singapore) Pte Ltd

**Mr Brandon Lee**

Intech APAC Pte Ltd

**Mr Sze Thiam Siong**

SETSCO Services Pte Ltd

**Mr Birch Sio**

Concord Associates Pte Ltd

### Singapore Manufacturing Federation (SMF) Representative

**Dr Ahmad Magad**

Singapore Manufacturing Federation

### Standards Committee Representatives

**Dr Yong Chern Chet**

Chairman, Biomedical and Health Standards Committee

**Dr Allan Lim**

Chairman, Food Standards Committee

**Er Go Heng Huat**

Chairman, Quality & Safety Standards Committee

**Dr John Yong Ming Shyan**

Manufacturing Standards Committee

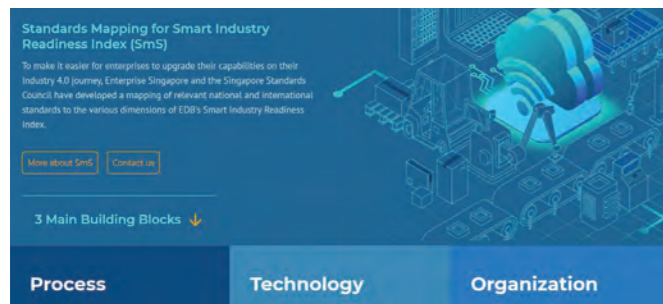
### Enterprise Singapore Representatives

**Mr Sim Choon Siong**

**Mr Cheong Tak Leong**

## STANDARDS MAPPING FOR SMART INDUSTRY READINESS INDEX (SmS)

Singapore is keeping up with the rapid changes as the world embraces digital revolution and technology transformation. To support Singapore's effort to drive the adoption of digital and smart technologies across all industry sectors, SMF-SDO launched the Standards Mapping for Smart Industry Readiness Index (SmS) in October 2018, an intuitive online platform to provide the manufacturing sector with good practices to address key requirements for interoperability, reliability, safety and cybersecurity. The SmS is mapped to the index's eight areas of focus – operations, supply chain, product lifecycle, automation, connectivity, intelligence, structure & management, and talent readiness. This platform also highlighted 60 international standards which support the adoption of smart manufacturing, robotics, automation and cybersecurity. Together with Singapore experts, SMF-SDO has shared the SmS platform at the Asian Productivity Organisation's Workshop and Practitioners' Group Meeting on Standardisation of Industrial Automation held in New Delhi, India in March 2019. The demonstration garnered a lot of international interest among delegates, including the United States, Germany, Japan, Taiwan, India, Malaysia, Laos and Vietnam.



The SmS maps relevant national and international standards to the various dimensions of EDB's Singapore Smart Industry Readiness Index (SIRI) to help enterprises build their capabilities in Industry 4.0.



(From left): Professor Fumihiko Kimura (Japan), Mr Wael William Diab (USA), Dr Andreas Hauser (Singapore) and Mr Max Ellerich (Germany).



Some 15 participants from seven countries had a fruitful exchange, as they shared their country's development in Industry 4.0.

## LAUNCH OF WORLD FIRST TECHNICAL REFERENCE FOR AUTONOMOUS VEHICLES

Driverless vehicles may become the future of global land transportation. With the future in mind and to support Singapore's Smart Nation initiatives, SMF-SDO, together with the Land Transport Authority (LTA) and key industry stakeholders, embarked on a journey to set fundamental requirements for deployment of autonomous vehicles (AV).

Launched on 31 January 2019 by Mr Loh Ngai Seng, Permanent Secretary for Transport and Chairman of the Committee on Autonomous Road Transport for Singapore (CARTS) during the CARTS networking event, the four-part Technical Reference 68 (TR 68) serves as a set of provisional national standards to guide the industry in the development and deployment of AVs. It was developed under the purview of SSC's Manufacturing Standards Committee (MSC) to prepare for the pilot deployment of autonomous vehicles in Punggol, Tengah and Jurong Innovation District in the early 2020s. The standards cover four key areas of AV deployment: vehicle behavior, vehicle functional safety, cybersecurity, and data formats. Overseas experts were also consulted during the development process. These efforts were supported by the SSC, LTA and SMF-SDO.



Mr Loh Ngai Seng, Permanent Secretary for Transport and Chairman of CARTS, announced during the CARTS networking event on the launch of the TR 68.



The MSC working group under SMF-SDO.



The Deputy Director of ESG Quality & Excellence Standards, Mr Jason Tan (left) and Principal Manager of SMF-SDO, Mr Choi Kwok Keong (right) showcased the set of TR 68 during the CARTS networking event.

# MANAGEMENT AND FUNCTION COMMITTEE MEMBERS

## MANAGEMENT COMMITTEES

### SECRETARIAT MANAGEMENT COMMITTEE

#### Chairman

**Mr Ryan Chioh**

FarEastFlora.com Pte Ltd

#### Deputy Chairman

**Mr Saw Ken Wye**

CrimsonLogic Pte Ltd

#### Committee Members

**Dr Ong Siew Hwa**

Acumen Research Laboratories Pte Ltd

**Mr Patrick Chang**

Paclin Office Products Pte Ltd

**Mr Melvin Tan**

Cyclelect Holdings Pte Ltd

### FINANCE MANAGEMENT COMMITTEE

#### Chairman

**Mr Saw Ken Wye**

CrimsonLogic Pte Ltd

#### Deputy Chairman

**Mr Lee Tiong Heng**

Deloitte & Touche LLP

#### Committee Members

**Mr Ryan Chioh**

FarEastFlora.com Pte Ltd

**Mr Birch Sio**

Concord Associates Pte Ltd

**Mr Henry Tan**

Nexia TS Pte Ltd

### RISK REVIEW MANAGEMENT COMMITTEE

#### Chairman

**Mr Saw Ken Wye**

CrimsonLogic Pte Ltd

#### Advisor

**Mr George Huang**

Amoy Canning Corporation (S) Ltd

#### Committee Members

**Mr Bernard Esselinckx**

Senoko Energy Supply Pte Ltd

**Mr Darren Lee**

Metrohm Singapore Pte Ltd

**Mr Jason Kurek**

Allegion (Southeast Asia) Pte Ltd

**Mr Neo Eng Chong**

Makino Asia Pte Ltd

## FUNCTION COMMITTEES

### GLOBAL BUSINESS GROUPS FUNCTION COMMITTEE

#### Chairman

**Dr Bicky Bhangu**

Rolls-Royce Singapore Pte Ltd

#### Deputy Chairman

**Mr Poh Choon Ann, PBM**

Poh Tiong Choon Logistics Limited

#### Advisors

**Mr Douglas Foo, BBM**

Sakae Holdings Ltd

President, Singapore Manufacturing Federation

**Mr Teo Eng Cheong**

Surbana Jurong Limited

Vice President, Singapore Manufacturing Federation

**Mr Renny Yeo, BBM**

Singapore Manufacturing Federation

Emeritus President

### AMERICAS BUSINESS GROUP

#### Regional Head

**Mr Alessandro Perrotta**

Interplex Holdings Pte Ltd

### ASEAN AUSTRALASIA AND OCEANIA REGIONAL BUSINESS GROUP

#### Regional Head

**Ms Angeline Suparto**

Angeline Suparto Law Corporation

### EUROPE REGIONAL BUSINESS GROUP

#### Regional Head

**Mr Neo Eng Chong**

Makino Asia Pte Ltd

### INDIA, AFRICA, MIDDLE EAST AND CENTRAL ASIA REGIONAL BUSINESS GROUP

#### Regional Head

**Mr Adam Hamid**

Naina Mohamed & Sons Pte Ltd

#### Committee Members

**Mr Low Beng Tin, BBM (L)**

Assimilated Technologies (S) Pte Ltd

**Dr Ong Siew Hwa**

Acumen Research Laboratories Pte Ltd

**Mr Saw Ken Wye**

CrimsonLogic Pte Ltd

**Mr Melvin Tan**  
Cyclelect Holdings Pte Ltd

**Mr Simon Li**  
Feoso Oil (Singapore) Pte Ltd

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