

CONNECT

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THE POWER OF CONNECTION

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- Discovering Packaging Best Practices in Thailand
- Setting Sight on Higher Standards

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Dear Members

We have just celebrated the 81st birthday of Singapore Manufacturing Federation on 20th September 2013. The change of name last year from Singapore Manufacturers' Federation (SMa) to Singapore Manufacturing Federation (SMF) has shown the Federation transforming itself from an industry association to a national institution with a manufacturing base. At the recent AGM, members have approved the constitution amendments to enhance SMF's corporate governance and accountability.

The Singapore economy is going through restructuring to transit to a more sustainable model of productivity. The manufacturing industry must continue to move up into higher value-added activities, as manufacturing activities have evolved in complexity and are becoming more knowledge and innovation-intensive.

The manufacturing landscape is constantly changing and is already beyond the traditional production towards more high-value manufacturing, including "servitisation" and "manu-services". The line between manufacturing and services is blurring. Manu-services is a new business model whereby manufacturers sell a complementary range of services around their main product. Manufacturers must evolve to incorporate manu-services as part of their offerings to stay competitive.

SMF continues to offer a one-stop platform to enhance business competitiveness for our members, industry and nation. Two satellite SME Centres, managed by SMF, were launched at South West Community Development Council (CDC) and North West CDC. This is an extension of the SME Centre@SMF, which will expand our outreach to assist and advise more businesses in the South West and North West regions of Singapore.

I would like to take this opportunity to express my sincere thanks to our members and partners for their steadfast support all these years. SMF will continue to stay relevant and vibrant, while remaining committed to creating value for our members.

George Huang
President

Singapore Manufacturing Federation



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**Information is correct as of September 2013.*



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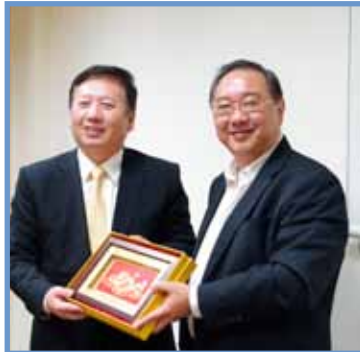
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Visitors to SMF



10 Jun 2013 - President George Huang presented the SMF 80th Anniversary Commemorative Book to Her Excellency Bernadette Cavanagh, High Commissioner of New Zealand, on her visit



11 Jun 2013 – President George Huang presented a token of appreciation to His Excellency, Duan Jielong, Ambassador of the People's Republic of China to the Republic of Singapore



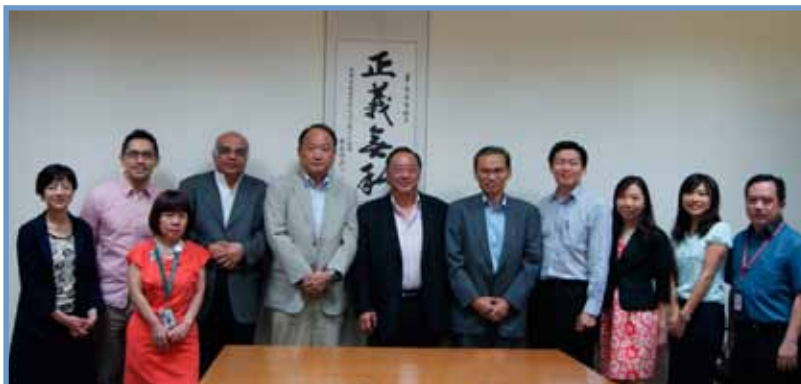
28 Jun 2013 – The SMF Secretariat together with President George Huang and the visitors from British Chamber of Commerce Singapore



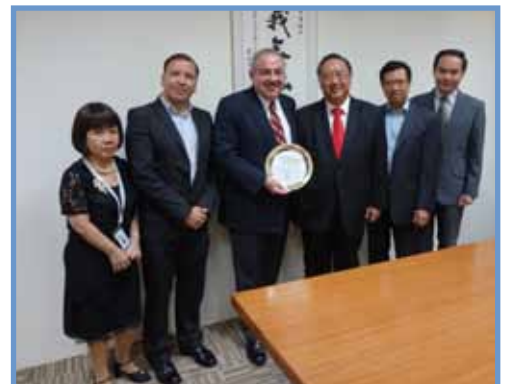
22 Jul 2013 - President George Huang, Council Members and SMF Secretariat with His Excellency Suh Chung-Ha, Ambassador of Republic of Korea to Singapore



24 Jul 2013 - President George Huang and Vice President Simon Li with Her Excellency Minda Calaguian-Cruz, Philippines Ambassador to Singapore and The Honourable Dr. Lilia de Lima, Director-General of Philippine Economic Zone Authority

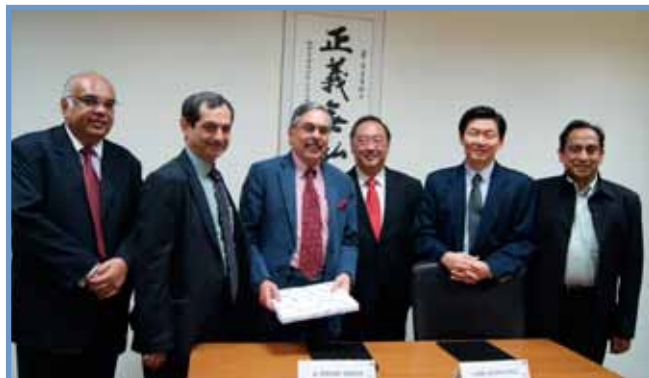


31 Aug 2013 - President George Huang and Mr. Lam Joon Khoi, Secretary-General of SMF, with representatives from International Association of Traffic and Safety Sciences (IATSS) Forum



17 Sep 2013 - His Excellency Rogelio Granguillhome Morfin paid a courtesy call to SMF President George Huang

Local and Overseas Partners



28 Aug 2013 – Signing of Memorandum of Understanding (MoU) between SMF President George Huang and Dr. A. Didar Singh, Secretary General Federation of Indian Chamber of Commerce and Industry (FICCI)



4 Sep 2013 - SMF and China Council for the Promotion of International Trade Shandong Committee (CCPIT Shandong) inked a Memorandum of Understanding (MoU) at the 17th Singapore-Shandong Business Council meeting



13 Sep 2013 - SMF has been appointed the Secretariat for the International Association of Traffic and Safety Sciences (IATSS) Forum; President George Huang inked a Memorandum of Understanding (MoU) with Dr. Yasuhei Oguchi, President of IATSS

International Youth Leadership Training with IATSS

The IATSS Forum is an international training institute that aspires to bring out the best qualities in individuals who will be future leaders in the ASEAN region. SMF will be inviting interested and qualified young people to apply for the 51st and 52nd IATSS Forum. The forum will commence in May-July 2014 and September-November 2014 respectively. Two candidates from Singapore will be shortlisted to participate in a fully funded 57 days programme in Japan per season.

Please visit the official website for more information at <http://www.iatssforum.jp/en/>

For further enquiries, please contact Mr. Jonathan Tan at iatssforum@smfederation.org.sg

SMF's Annual General Meeting

20 September 2013 marked Singapore Manufacturing Federation's (SMF) Annual General Meeting (AGM). Coinciding with the Mid-Autumn Festival and SMF's 81st Anniversary, the festive occasion commenced with a Mid-Autumn Networking Reception at SMF House. Amidst the lantern-filled auditorium, more than 100 attendees were treated to mini-mooncakes.

The AGM began with a welcome address from SMF President Mr. George Huang. "The manufacturing landscape is changing beyond the traditional production towards high-value manufacturing, including the "servitisation" of manufacturing," shared Mr. Huang. He then elaborated on the new SMF constitution changes which resulted from the evolving business playing field. He also unveiled the new Corporate Social Responsibility programme for SMF staff which aims to cultivate a spirit of volunteerism.



SMF Members voting on the new constitutional changes discussed over the AGM

SMF prides itself in being forward-looking and constantly adapting ahead of time to meet the needs of manufacturers. "Currently, industry groupings are changing. Venture investors are recently talking of Technology, Media and Telecommunications. Our industry groupings must also change to be in line with the changing landscape. We will look and see how to do this in the coming year," said Mr. Huang.

He added, "SMF had faced several challenges over the years and it is proof of the resilience of the Federation that we are able to overcome the challenges. We must always



(From L – R) Mr. Low Siew Joon, Managing Partner, Low Yeap Toh and Goon; Ms. Janice Kwok, SMF Senior Director, Council Affairs & Special Projects and Membership & Industry Groups; Dr. Moh Chong Tau, SMF Honorary Secretary; Mr. George Huang, SMF President; Mr. Philip Lee, SMF Honorary Treasurer and Mr. Lam Joon Khoi, SMF Secretary-General, addressing questions on the proposed constitutional changes

turn adversity to opportunity. Like our own logo, we must be flexible and dynamic and change in anticipation of the challenges ahead."

Members proceeded to vote for proposed constitutional changes by the SMF council. In recognition of the importance of manu-service, one of the key changes includes introducing "Manu-Services & Support" as a new category of SMF membership. Another significant change is instituting a Board of Governors to enhance the Federation's corporate governance and accountability.

The AGM closed by celebrating SMF's 81st Anniversary with a huge birthday cake. Attendees then networked over a buffet dinner with a dynamic drum and Chinese Qin performance.



(From L – R) Dr. Moh Chong Tau, SMF Honorary Secretary; Mr. George Huang, SMF President; Mr. Philip Lee, SMF Honorary Treasurer and Mr. Lam Joon Khoi, SMF Secretary-General celebrating SMF's 81st Anniversary

SMF Deputy President Awarded Bintang Bakti Masyarakat (BBM)



Mr Douglas Foo, Deputy President, Singapore Manufacturing Federation (SMF), is one of the winners of the BBM, also known as the Public Service Star Award. The award is in recognition of his contributions as the Chairman of Radin Mas Community Club Management Committee (CCMC) and for being in the Radin Mas CCMC for the past 10 years.

One of the initiatives that Mr Douglas Foo sought to implement is the re-construction for Radin Mas Community Club. Construction work is slated to be completed by 2016.

Introduced in 1963, the BBM is awarded to any person who has rendered valuable public service to the people of Singapore, or who has distinguished themselves in specific fields such as arts, business and sports.

Promoting Workplace Wellness

Singapore Manufacturing Federation (SMF), in collaboration with Health Promotion Board (HPB), has piloted a new health programme to promote workplace wellness within the manufacturing industry. The pilot programme offers a customised programme to companies to leverage on greater economies of scale through a shared service consortium model. Currently, 12 companies are participating in this initiative.

Participating companies will have a Mental Health Needs Analysis and Assessment conducted to customise the programme to the companies' needs. Some of the key programmes to be rolled out include Basic Counselling@Work, Turning Stresses into Success, Secrets to Achieving Happiness & Well Being and Group Coaching. Through these seminars and talks, participants will learn how to help employees cope with challenges at work, how to identify and alter stress levels and how to increase happiness in individuals.

"We are pleased to be working with SMF to trial this model within the manufacturing industry. The availability of programme customization will suit the needs and operational challenges within this sector well," said Ms. Raelene Hartman, Acting Deputy Director, Centre of Excellence for Healthy Mind, HPB.

On 23 August 2013, the Mental Wellbeing @ Work workshop, a first of the series of centralised workshops for participating companies, was conducted at HPB. The workshop covers key concepts on the impact of employee mental wellbeing on the workplace and how to identify employees in need of support. Participants had a better understanding of the importance of mental wellbeing and practical tips to better support their employees.



Participants at the workshop, Mental Wellbeing @ Work, the first of the centralised series of workplace wellness workshops

"This initiative is a good programme as employees have different levels of stress at work. Sometimes, they may not have an outlet to share the challenges they are facing, so learning how to identify the signs is useful," said Mr. Kelvin Ang, Chief Operating Officer, CSS Industrial Pte Ltd.

"SMF aims to champion manufacturing and serve the needs of the industry. In order to attain business excellence and high productivity, one of the key contributing factors is a healthy and happy workforce. I believe that through this collaboration with HPB, the pilot programme will help to identify useful recommendations for companies to nurture the mental well-being of their staff and to develop a more engaged workforce," concluded Mr. Lam Joon Khoi, Secretary-General of Singapore Manufacturing Federation.

In Recognition of SMF's Contribution to Community



SMF was awarded the Distinguished Defence Partner Award on 2 August 2013 over the Total Defence Symposium 2013, organised by the Ministry of Defence (MINDEF) and Singapore Armed Forces (SAF). The Distinguished Defence Partner Award is given out in recognition to companies that have consistently demonstrated outstanding support for Total Defence.

Mr. Lam Joon Khoi, Secretary-General, SMF, receiving the Distinguished Defence Partner Award from Mr. Chan Chun Sing, Acting Minister for Social and Family Development and Senior Minister of State, Ministry of Defence

Getting Ahead with Continuous Productivity Improvements



(From L – R) Mr. Benjamin Huang, Productivity Manager; Ms. Lee Chun, Business Development Manager; Mr. Simon Swee, Founder and Managing Director; and Mr. Felix Swee, Executive Director, from Sun City Maintenance

As one of the leading cleaning service providers in Singapore, Sun City Maintenance provides quality service. To keep ahead in the cleaning industry, the company focuses on utilising productivity tools and customised technology. Sun City Maintenance has a strong clientele comprising Singapore Airlines (SIA), National University of Singapore (NUS), the Singapore Zoo and Night Safari.

At a networking event two years ago, Sun City Maintenance approached SME Centre@SMF for business advisory services to learn about government schemes relevant to them. Thereafter, a business advisor at the SME Centre@SMF conducted a scorecard on the company's performance. This analysis highlighted the turnover rate being the most pressing issue.

The management team of Sun City Maintenance started to build stronger relationships with their cleaners. Some initiatives include allowing good performers to take six

months leave, holding buffet spreads over special occasions and giving them cash incentives. The company also placed strong emphasis on timely salary payments. These practices eventually became a core competency for Sun City Maintenance.

"Despite the current manpower crunch, we still have employees joining us as cleaners due to positive word of mouth from our current employees. This demonstrates the importance of staff engagement. We are glad that we found out through the scorecard prepared by our business advisor," shared Mr. Simon Swee, Managing Director of Sun City Maintenance.

"Being an SMF member for 9 years, we benefited a lot from networking with other manufacturers. Over the years, discussing business ideas with other members have shaped the company's vision. Some of the projects we were inspired to do from these discussions comprise upgrading our service level, attaining a global tender from the Hongkong and Shanghai Banking Corporation (HSBC) and participating in the pioneer SME Quality Initiatives to Assist, Nurture and Grow (QIANG) training programmes with SMF Centre for Corporate Learning (CCL). From the SME QIANG programme, we incorporated the fishbone framework. This enabled us to reduce employee idle time, thereby cutting costs and increasing work productivity," said Mr. Benjamin Huang, Productivity Manager of Sun City Maintenance.

"Our reputation in delivery and standard of cleaning must always be high. We ensure that we deliver the results that clients want and put full commitment into our service. Furthermore, our clients will recommend us through referrals when we provide good service," concluded Mr. Simon Swee.

Two New SME Satellite Centres Established under SME Centre@SMF

SME Centre@SMF has two new SME Satellite Centres – SME Centre@SouthWest and SME Centre@NorthWest, located at South West Community Development Council (SWCDC) and North West Community Development Council (NWCDC) respectively.

The launch of the SME Satellite Centres is a collaboration with the CDCs to bring SME Centres even closer to SMEs in the heartlands. The two new SME Satellite Centres will provide a greater outreach of business advisory services and outreach seminars to the western region of Singapore.



To find out more, please contact:

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query@smecentre-smf.sg or 6826 3020

SME Centre@SouthWest at:
southwest@smecentre-smf.sg or 6316 1616

SME Centre@NorthWest at:
northwest@smecentre-smf.sg or 6839 4963



Setting Sight on Higher Standards



FSC launched Singapore Standard SS 583: 2013 for Guidelines on Food Safety Management System for Food Service Establishments on 16 August 2013, which serves as a guide to assist establishments in the Food & Beverage Industry to develop and implement a food safety management system

With standards to govern particular specifications of products and services, it ensures that basic expectations on safety, function, performance and design are met. Globally, standards are important in trade as it adds credibility to products which instils consumer confidence. Hence, adopting international standards has a wide-reaching effect to reap economic benefits on a national level, thereby contributing to greater safety and quality.

SMF-SDO administers the development, promotion and implementation of standards for the Biomedical Standards Committee (BMSC), Food Standards Committee (FSC) and General Engineering & Safety Standards Committee (GESSC).

Biomedical Standards Committee (BMSC)

Encompassing pharmaceuticals, biotechnology and diagnostics segments, BMSC aims to better align the committee to the economic development of the biomedical sector by covering the entire value chain from basic research to clinical trials, product and process development, as well as full-scale manufacturing.

“Technology and science is my passion. Coming from the biomedical research background, it is a form of progression for me to move on to contribute to society and support Singapore through working on biomedical standards. I aspire to put Singapore on the map and involve our local researchers on the global playing field,” shared Ms. Jacqueline Monteiro, BMSC Chairman.

Food Standards Committee (FSC)

FSC is setting its sights to develop Singapore into a vital food hub. Currently, the committee is developing, implementing and promoting food standards to nurture and foster growth in productivity, safety and traceability of the local food and beverage industry and the food retail sector.

“To develop effective food standards, FSC seeks industry experts to contribute in Technical Committees (TC) and Working Groups (WG). FSC is also looking towards growing its activities such as the adoption of food standards by the industry. Most importantly, we aim to extend food standardisation and implementation programmes to SMEs,” said Mr. Tan Khieng Sin, FSC Chairman.

General Engineering and Safety Standards Committee (GESSC)

The objectives of GESSC are to standardise products, processes and practices related to industrial safety and general engineering. Through enhancing safety and health at the workplace, developing and reviewing Singapore Standards in this area, this ensures the safety of the life of workers and impacts family dependents.

“Collaboration with key partners is crucial to the success of GESSC and to provide insights on how the industry can leverage on standards to promote a safer and healthier workplace,” shared Mr. Chan Yew Kwong, GESSC Chairman.



GESSC launched the Technical Reference for Recreational Diving TR 32:2012 on 7 January 2012, a good first step towards establishing a desirable safety culture for the local recreational diving industry

SMF CCL Appointed as Programme Partner for SME QIANG by WDA

SMF Centre for Corporate Learning has been appointed as the Programme Partner for the SME QIANG programme for the next 2 years by Singapore Workforce Development Agency (WDA).

The SME QIANG Programme aims to develop skilled productivity champions to act as agents of change to help companies improve their operational efficiency and productivity.



What is SME QIANG?



The Chinese word 强 (Qiang) means strength, power and growth. With these ideals in mind, it forms the basic concept behind the SME QIANG programme: to grow in strength.

SME QIANG is a simpler version of the CPI Manager programme specially made for SMEs. The SME QIANG Programme integrates WSQ training workshops and project implementation to enable SMEs to realise productivity and process improvement within two months. SMEs can also tap on the mentorship scheme, which helps each participating company to develop ways to sustain the productivity gains achieved.

It is structured to minimise disruptions to SMEs' daily operations and to address key concerns in training and development such as limited Time for Training, Measuring Knowledge Transfer and Sustaining Improvements.

SMEs are taught to become lean through Lean Culture as well as to leverage on various tools such as value stream mapping and process improvement. This allows them to reduce unnecessary movements and processes, thus, reducing the time taken for the same amount of work and improving overall productivity for the SMEs.

To date, 67 companies from various sectors and industries have signed up for the SME QIANG programme with many others expressing interest.

Clients of the SME QIANG Programme:

*Mr. Lee Kong Peng,
Managing Director of Rohag Singapore Pte Ltd*
"The SME QIANG programme has helped our company to better understand our operation processes. The programme has allowed the team to conduct work studies to identify the counterproductive activities. With the expertise of SMF consultants, the team analysed the set up time of machines and redesigned work processes to maximise the utilisation of labour and machine resources. As a result, there was an increase in productivity, from 10,000 machining hours per month to 12,000 machining hours per month."

*Mr. Jason Lee,
Managing Director of Home's Favourite Pte Ltd*
"Through the SME QIANG programme, we have identified the productivity tools to increase our production capacity. With the purchase of a new machine, we have reduced our manpower from 5 workers to 2 workers for the production of 14 mooncakes instead of 1 mooncake within 30 seconds. Along with improved work processes and staff welfare, we have achieved significant cost savings and our production capacity has increased by 25%. As our productivity journey continues, we are currently looking into mechanising our processes."

*Ms. Sharon Kee,
Project Director of Horsburgh Engineering (F.E.) Pte Ltd*
"Prior to undertaking the SME QIANG programme, we already had an in-house format in place to trace all work in progress; however, it is not detailed enough to stimulate process improvement. With the SME QIANG programme, we are able to tap on the productivity roadmap and leverage on the expertise of the consultants to produce more quantifiable improvements."

To find out more on SME QIANG (Quality Initiatives to Assist, Nature and grow), please contact 6826 3100 or email ccl@smfederation.org.sg

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Embracing Technologies for Productivity Breakthrough

Singapore Manufacturing Federation (SMF) hosted the inaugural Automation Technology Industry Conference on 31 July 2013 at Swissôtel The Stamford. Guest-of-Honour, Minister of State Teo Ser Luck, addressed over 240 participants.



(From L - R): Mr. Billy Wong, Chairman of SMF Automation Technology Industry Group; Mr. George Huang, President of SMF; Mr. Teo Ser Luck, Minister of State, Ministry of Trade and Industry and Mr. David Soon, Regional Managing Director, Advantech Co. Singapore Pte Ltd

The Future of Manufacturing

“The future of our manufacturing sector will depend on our enterprises continuing to move up the value chain, improve on productivity, leverage on innovation and technology. Companies need to automate, optimise their processes in production, operations, warehousing, and distribution and grow internationally to sustain their competitive advantage,” said Mr. Teo Ser Luck, Minister of State, Ministry of Trade and Industry.

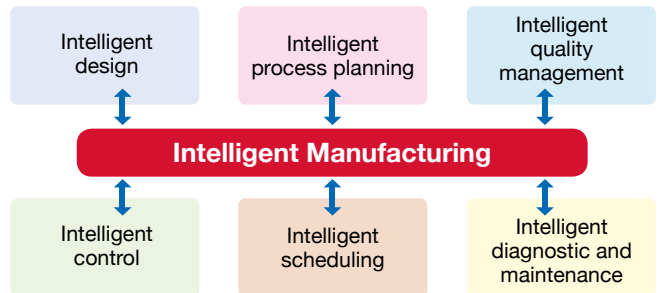
The conference created a platform of awareness on the latest automation technologies to maximise productivity and to build capabilities for the manufacturing industry. Participants discovered the most updated market trends and available solutions to attain productivity breakthroughs and cost savings.

Intelligent Technologies

Embracing intelligent technologies into the manufacturing system was the key message of the day. With the vast amount of business information and shortage of manpower, it is crucial to leverage on machines to synthesise data and execute repetitious tasks quickly and accurately. Nine companies including Microsoft Singapore and Intel Technology Asia took to the stage to speak on the future of manufacturing and intelligent technologies.

Participants learnt about the three key factors of manufacturing in the future- Intelligent, Interconnected and Instrumented. Mr. Satish Lele, Vice-President, Frost & Sullivan,

discussed the future of manufacturing and production. “The key to sustainability in manufacturing is the convergence of intelligent technology and going green in the process of manufacturing,” emphasised Mr. Lele.



Enhancing business capabilities and maximising performance through intelligent manufacturing

Companies need to automate, optimise their processes in production, operations, warehousing, and distribution and grow internationally to sustain their competitive advantage.

Minister of State Teo Ser Luck

Big Data

Global economies are becoming intertwined, business competition is increasing and new technologies are continuously being invented. With the revolutionising of the business landscape, it brings about an information explosion whereby businesses have to keep up to date to stay in the game. Analysing large data sets, known as Big Data, is the new weapon of gaining a competitive edge in the global market place.

“Big data requires new skills, new knowledge and new kinds of decision making. IBM Analytics helps enterprises transform by embedding information-based insights into every process, decision and action,” said Mr. Randy Sng, Business Development Executive, Center of Competency – Manufacturing, ASEAN General Business, IBM Singapore Pte Ltd.

“We hope to use this conference to garner awareness of harnessing the power of automation and advanced technologies in the manufacturing industry as well as promote more interaction amongst the industry to foster stronger relationships and reinforce synergy,” said Mr. Billy Wong, Chairman of SMF Automation Technology Industry Group.

Event sponsors:



Fostering Collaborations, Establishing Connections

Championing manufacturing, Singapore Manufacturing Federation (SMF) is a national institution offering a one-stop platform to enhance business competitiveness. Mr. Sunny Koh, SMF Membership & Industry Group (IG) Function Committee Chairman, and Food & Beverage (F&B) IG Chairman from 2006 to 2012, shares with us the importance of collaboration to stay ahead of competition.

“To get ahead of the game, the management must also be willing to adapt in mindset. To move up the productivity ladder, managers must understand their company processes and take ownership in revamping their companies.”

FORMATION OF INDUSTRY PARTNERSHIPS

“It is important for industry players to take ownership of their industry. Over bilateral trade, respective governments will protect their countries which lead to challenges in customs. By collaborating together, we can form an industry voice to provide feedback for government initiatives in the right direction,” said Mr. Koh.

An SMF member for 11 years, Mr. Koh believes that being involved with SMF enables him to obtain essential first-hand business information. With reference to Free Trade Agreements (FTAs), Mr. Koh feels that having the most updated knowledge is useful for planning his business direction.

MEMBERSHIP & INDUSTRY GROUP FUNCTION COMMITTEE INITIATIVES

In order to assist local companies grow their business, the SMF Membership & IG Function Committee is rolling out a slew of initiatives and events for companies to tap on. In 2013, two closed-door dialogue sessions were organised with Ms. Grace Fu, Minister, Prime Minister’s Office, Second Minister for the Environment and Water Resources and Second Minister for Foreign Affairs; Mr. Tan Chuan-Jin, Acting Minister for Manpower; and Mr. Teo Ser Luck, Minister of State, Ministry of Trade and Industry, to exchange ideas of the impact of government policies on businesses.

Three key initiatives in place are the Working-in-Partnership (WIP) Programme, ASEAN Food and Beverage Alliance (AFBA) and the formation of the Young Business Leaders Sub-Group.

WIP Programme

The Working-in-Partnership (WIP) programme clusters companies for collective listing in retail markets. Leveraging on the WIP framework, SMF member companies have ventured into new markets and entered into direct sales channels through collaborations with an established anchor partner. This initiative allows participating companies to reap economies of scale in cost sharing for promotions, advertising, shipping cost and listing fees. With the trend moving towards retailers doing direct import, it is crucial to change mindsets and group together. Companies should regard “manufacturers as friends rather than competitors”.

AFBA

The alliance, comprising national industry associations from all ten member states of ASEAN, aims to harmonise food policies and standards to enhance the trade

Mr. Sunny Koh, Chairman, SMF Membership and Industry Groups Function Committee

of safe and high quality food. The furniture, toiletries and cosmetics industries which have previously formed such alliances are now reaping the fruits of their labour. The Food & Beverage industry aspires to see similar successful results in harmonisation, labelling and nutrition information. "I hope that other industry groups will also work along this line to achieve harmonisation in the ASEAN. Moreover, ASEAN is a big market worth about \$160 million. There are plentiful business opportunities that industries can tap on as a whole," shared Mr. Sunny Koh.

Young Business Leaders Sub-Group

Going forward, SMF Membership and IG Function Committee will be introducing a young business leaders sub-group in 2014. There are many young business leaders who are either starting out as entrepreneurs or learning the ropes from their family businesses. Hence, it is also important to reach out to this group of leaders and offer them a platform for business solutions. Two young companies that have embarked on the SMF Journey are Made In Candy and Soyato.

"Made In Candy was first featured in the SMF WIP Event, Tasty Singapore Bangkok, together with Tops Supermarket in 2011, as an event show booth. Our primary successes from the partnership led to vast local media support and thereafter, the huge acceptance of our products by the local community. Through SMF WIP, we found a strong and reliable local partner to build a successful overseas business," shared Ms. Emily Lin, Manager, Made In Candy (International) Pte Ltd, an artisan candy startup.

"We continually receive good business advice and opportunities through the Federation's strong membership networks. We met Sunny Koh at SMF, who is facilitating the distribution of our products to reach supermarkets by November this year. He has also provided assistance for us to participate in Anuga 2013, the world's largest international food & beverage trade fair," shared Mr. Alan Phua, Executive Director of Soyato, an innovative healthier choice ice-cream company.

SMF provides a platform for business opportunities through the strong ties forged among industry players.

FUTURE OF MANUFACTURING

The manufacturing industry is constantly evolving with the introduction of new technologies, evolving economies and changing consumer demands. "Increasing productivity is not always numeric growth. Even decreasing sub-standard products is considered productivity. To stay ahead of the game, the management must also be willing to adapt in mindset. To move up the productivity ladder, managers must understand their company processes and take ownership in revamping their companies. When changes are initiated from the top, results will come faster," concluded Mr Koh.



Dialogue session with Ms. Grace Fu, Minister, Prime Minister's Office, Second Minister for the Environment and Water Resources and Second Minister for Foreign Affairs



The annual dialogue session between Singapore Manufacturing Federation Food & Beverage Industry Group and Agri-Food Veterinary Authority of Singapore



Mr. Alan Phua, Executive Director and co-founder of Soyato, a healthier ice cream that is both flavourful and just contains 100kcal per 100ml



Made In Candy (International) Pte Ltd is founded by Mr. Ruan Lim and Ms. Emily Lim

Passion for the Pharmaceutical Industry

A pharmacist by training, Mr Koe Khoon Poh, founder and Managing Director of ICM Pharma Pte Ltd, established the company in 1970 with a start-up capital of \$5,000. Today, the company is a major supplier of pharmaceutical products to public and private healthcare institutions such as hospitals and polyclinics. ICM Pharma products are available island-wide in the major chain and independent pharmacies and drug stores. ICM Pharma produces a wide range of pharmaceutical products under certified current Good Manufacturing Practice (cGMP) conditions.

Mr Koe works tirelessly for the growth of pharmaceutical industries in Singapore. Under the umbrella of Singapore Manufacturing Federation (SMF), he was the founder Chairman of Singapore Pharmaceutical Council (SPMC), which is the recognised national body representing the local pharmaceutical secondary products manufacturers. He has also initiated and helped to set up Singapore Pharmaceutical Trade Organisation (SPTO), which represents both manufacturers and trading companies, involving marketing and distribution of pharmaceutical products in Singapore. He is currently the Chairman of the Life Sciences Industry Group (LSIG) under SMF. He is also a co-founder of the ASEAN Pharmaceutical Industry Club representing the majority of the ASEAN Pharmaceutical Manufacturing Associations.

Mr Koe joined SMF in 1981 and has been a member since then. He has initiated and taken part in many dialogue sessions with the various authorities and the national regulatory body, Health Sciences Authority (HSA), to push for the attainment of higher standards of pharmaceutical products manufactured and distributed in Singapore and internationally.



"We are glad to be a member of SMF since 1981. It is the mission of SMF to represent the business interests of the Singapore manufacturing sector and to facilitate competitiveness and sustainable growth. As an individual firm, we benefited from SMF's efforts and have established a meaningful network and advanced the pharmaceutical industry collectively," said Mr Koe.

It is the vision of ICM Pharma to produce a range of affordable pharmaceutical and allied products that adheres to the principles of Safety, Efficacy and high Quality. He is promoting a range of minor ailment remedies and makes them available in major pharmacies, medical clinics and drug stores. It saves time and costs for the consumers and helps to boost the business of the pharmaceutical trade and industry.

"Seizing the opportunity is important, with the RIGHT PRODUCTS introduced at the RIGHT TIME, managed by the RIGHT PEOPLE is the key to success in my business," concluded Mr Koe on his three RIGHT philosophies.

Budding Young Entrepreneurs – Tea Ideas

The rich history of Singapore Manufacturing Federation and its ability in keeping up with the times and providing relevant services to manufacturers and the community impressed the directors of Tea Ideas. Both Ms Jacinta Ong and Mr Albert Tan left their full time job in the financial sector to pursue their dreams as entrepreneurs. They were driven by their passion to provide teas that are pure, clean and free from impurities to the market.



Mr. Albert Tan and Ms. Jacinta Ong, Directors of Tea Ideas

"As entrepreneurs, we are always constrained by financial capabilities. Thus, we were attracted by the funding SMF could offer. After joining SMF, we were amazed by the abundance of resources we could tap on. I foresee SMF journeying with us while we continue to carry out the respective phases in our business," said Ms. Jacinta Ong.

We would like to encourage entrepreneurs to visit SMF and seek advice for their business plans before setting up the business. SMF provides the right doctrine, definitely a great platform whereby there is array of services companies could leverage on and bring efficiency and effectiveness in their business advancement.

Mr Albert Tan, Director of Tea Ideas

"After Café Asia 2013 exhibition, we have participated in a trade fair and numerous seminars organised by SMF

One of the unique products from Tea Ideas is their Tea Wands. Tea Wands are infusers designed to brew leaves directly in a cup without the need for teapots, strainers and stirrers. Unlike tea bags, Tea Wands remain firm, allowing ample space for tea leaves to uncurl and release delicate flavours and aromas. When held horizontally, Tea Wands do not drip.

"After our experience with SMF, we would like to encourage entrepreneurs to visit SMF and seek advice for their business plans before setting up the business. SMF provides the right doctrine, definitely a great platform where there is array of services companies could leverage on and bring efficiency and effectiveness in their business advancement," concluded Mr. Albert Tan.

Arming Up to Take On the Manpower Crunch



Mr. John Kong, Managing Director of M Metal Pte Ltd and current Chairman of Singapore Manufacturing Federation (SMF) Metal, Machinery and Engineering Industry Group (MME IG), displaying his new robotic arm

M Metal is a local manufacturer of high-quality steel and non-steel building solutions, a roofing and walling supplier and a building solutions provider from concept to completion. Mr. John Kong, Managing Director of M Metal Pte Ltd and current Chairman of Singapore Manufacturing Federation (SMF) Metal, Machinery and Engineering Industry Group (MME IG), has recently purchased a robotic arm. The idea of purchasing a robotic arm dawned on Mr. John Kong over a networking dinner session with the MME IG, where one other member shared that he had tapped on the Productivity and Innovation Credit (PIC) Scheme to invest in automation.

With this new investment, it increases business productivity, makes work processes safer for his employees as well as allows his workers to focus on more specialised tasks. "The robotic arm cuts our steel decking at ground level and this has completely eliminated risk of working from heights. Two men working on cutting one sheet metal takes around 3 to 4 minutes to complete the job. On the other hand, the robotic arm cuts the metal in 35 seconds. The cutting process is improved by more than 600% with this investment. Simultaneously, by allowing employees to

work on this robotic arm, it serves as job enrichment for them. As such, we see many benefits to this investment in the areas of productivity, safety and staff satisfaction," explained Mr. Kong.

"Our employees spend more time working in our company than with their families. It is important that they go home safely without having to deal with the risk of falling from heights. Productivity at work is important. To be productive, it would translate to working smarter by taking repetitive work and doing it through other means. However, productivity also needs to go hand in hand with safety. I purchased the robotic arm as it can both enhance productivity and improve the safety of my employees," said Mr. Kong.



M Metal employees inspecting the sheet metal

The staff at M Metal are happy to assume more responsibilities with the investment of the robotic arm.

For employees who were chosen to operate the robotic arm, they were also given two weeks of training to better understand safe handling of the machine. "This is a place where I feel that I can grow, as I was given the opportunity to take on a bigger role," shared Mr. Wong Hong Wei, Robotic Arm Operator, M Metal Pte Ltd.

Mr. John Kong does not intend to just stop at using the robotic arm for cutting sheet metal. "The robotic arm has a lot of potential to do a variety of functions, and we are still in the exploratory phase for most of these. However, we do intend to maximize the uses of the robotic arm and we have plenty of ideas in the pipeline," concluded Mr. Kong with a smile.

M Metal Clinches Singapore Environmental Achievement Award 2013

M Metal Pte Ltd was presented the Setsco Singapore Environmental Achievement Award (Manufacturing) on 22 August 2013. The award recognises companies that achieve breakthrough in environmental performance. M Metal conscientiously recycles materials such as steel, timber pallets and glass. With the new robotic arm, this eliminates the smoke and noise of cutting steel which was previously caused by using a circular handsaw.



Guest-of-Honour Dr. Vivian Balakrishnan, Minister for the Environment and Water Resources (6th from left); Mr. George Huang, Chairman, Advisory Committee, Singapore Environment Council (5th from right) and Mr. John Kong, Managing Director, M Metal Pte Ltd (1st from right), together with winners of the Singapore Environmental Achievement Awards Ceremony 2013

Discovering Packaging Best Practices in Thailand



Participants of the Packaging Study Trip & Pack Print Exhibition to Thailand - Chatuchak, Bangkok

From 25 to 29 August 2013, 19 participants went for a packaging study trip to Chatuchak, Bangkok. This was organised by Singapore Manufacturing Federation (SMF) Packaging Council of Singapore (PCS IG) and supported by SPRING Singapore.



Discovering the different types of packaging used in the factory

“As society gets more affluent, we simply cannot ignore creative packaging as a new marketing tool to entice consumers to choose one product over another,” highlighted Ms. Annabelle Tan, Chairman, PCS IG.

The study trip included a two-day seminar, where participants learnt about the role of packaging technology and innovation for the ASEAN Economic Community market. This was followed by the visit to the Pack Print International 2013, a trade

exhibition for the global printing and packaging sectors. Held at the Bangkok International Trade & Exhibition (BITEC), participants had the opportunity to explore technology, products and solutions serving the entire packaging supply chain. Participants also visited Continental Packaging Company, where they were treated to view the automation and packaging processes in Thailand. The trip ended with a meaningful networking session with Thai packaging manufacturers, forging strong business connections and regional ties within the industry.

“The factory visit was an eye opener. The company was very well-run with excellent disciplines that we can learn from. The study trip was very beneficial,” said Mr. Randy Ang, Sales & Marketing Manager, Starlite Printers (Far East) Pte Ltd.

“It was a very fruitful trip which covers a good understanding of packaging materials technologies and innovations. Participants learned about state-of-the-art technologies and practices from a well-established packaging company. Furthermore, they had the opportunity to network with Thai businessmen for possible regional collaborations,” concluded Ms. Annabelle Tan.

In search for Innovation

The Packaging Council of Singapore welcomes PACE Asia Forum to host their event in Singapore from 5 – 8 November 2013. Speakers representing the small and the large fast-moving consumer goods (FMCG) companies and technology suppliers will take centre stage to address and discuss current pressing packaging issues. Packaging manufacturers from around the world face constant pressure to innovate in an increasingly stricter regulatory environment.

For event details visit: <http://www.arena-international.com/paceasia/>

SMF Welcomes You!

SMF is pleased to welcome the following new members* as part of our family.

1. Acez Instruments Pte Ltd
2. Adder Technology (Asia Pacific) Pte Ltd
3. Advanced Nutraceutical Pte Ltd
4. Alchemyy Pte Ltd
5. Almix Asia/Asphalt Equipment Pte Ltd
6. Aoruma Pte Ltd
7. Baker Hughes Singapore Pte Ltd
8. Beauplus International (Singapore) Pte Ltd
9. BHG (Singapore) Pte Ltd
10. Biomedix Singapore Pte Ltd
11. Cellmer Pte Ltd
12. Cellmore (S) Pte Ltd
13. Chop Ching Hin Pte Ltd
14. Chyra Group Pte Ltd
15. CJ GLS Asia Pte Ltd
16. Combination Lifestyle Pte Ltd
17. CSI Services Pte Ltd
18. Dalfex Corporation Pte Ltd
19. De Dietrich Singapore Pte Ltd
20. Eng Lee Engineering Pte Ltd
21. Estn Metal Engineering Pte Ltd
22. Evermarch Logistics (S) Pte Ltd
23. Espresso System Technology Pte Ltd
24. Eye-Biz Pte Ltd
25. Fagerdala Singapore Pte Ltd
26. FNT Group Sg
27. Foreman Technical Pte Ltd
28. Fram Group (Singapore) Pte Ltd
29. Fujicon Engineering Pte Ltd
30. Fung Yip Electrical (S) Pte Ltd
31. Heatec Engineering Pte Ltd
32. Height Protection Solutions Pte Ltd
33. Herbs & Tonics Gallery Pte Ltd
34. House Of Seafood (S) Pte Ltd
35. I Gadget Technology Pte Ltd
36. Innofresh Distribution Pte Ltd
37. Innova Technology Pte Ltd
38. IPS-Eurotec Asia Pacific Pte Ltd
39. JK Lighting Pte Ltd
40. K G Catering Pte Ltd
41. Kronicles (Singapore) Pte Ltd
42. L'originelle Pte Ltd
43. Linnhoff Technologies Pte Ltd
44. Lozon (S) Pte Ltd (Interim Conversion)
45. Mui Kee Press & Media 5 Pte Ltd
46. Multron Systems Pte Ltd
47. Neurostyle Pte Ltd
48. Nokyon Corporation Pte Ltd
49. Novo Tellus Capital Partners Pte Ltd
50. Nuke Optics
51. Oishi International Pte Ltd
52. Qool Labs Pte Ltd
53. Reytec Pte Ltd
54. Shevron Pte Ltd
55. Singapore Institute Of Management
56. Skycom Satellite Systems Pte Ltd
57. Song Fa Trading Pte Ltd
58. Soyato Foods International Pte Ltd
59. Star Coconuts Pte Ltd
60. Star Coconuts Pte Ltd
61. Sun Glory Pte Ltd
62. Tea Ideas Pte Ltd
63. The Pantry Room Private Limited
64. The Soup Spoon Pte Ltd
65. Transmare-Chemie(Singapore) Pte Ltd
66. U1 Foods Pte Ltd
67. Univals Pte Ltd
68. Usana Health Sciences Singapore Pte Ltd
69. Valore Lifestyle Pte Ltd
70. Wan Ling Medical (Pte) Ltd
71. XP Power Limited
72. Xpac Technologies Pte Ltd
73. Yenom Industries Pte Ltd

*Listed in alphabetical order and accurate as of 19 September 2013.

Be part of SMF today. Email us at membership@smfederation.org.sg for enquiries or log on to www.smfederation.org.sg for more information or to download the application form.

Singapore Manufacturing Federation Certificate of Origin



Singapore Manufacturing Federation
新加坡制造商会

We are committed to delivering fast and quality services at a competitive rate to our customers

About Us

Singapore Manufacturing Federation is authorised by Singapore Customs, pursuant to Regulation 23 of Imports and Exports Regulations (*Cap.272A, R1, 1999 ed.*) to issue the following:

Certificate of Origin (CO)
Electronic Certificate of Origin (ECO)

On-Site Express Services

Endorsement of CO in 20 Mins

Extension of Operating Hours

Photocopying Services

Typing Services for CO Form

Operating Hours

Monday to Friday
9:00am to 5:00pm

Open during lunch hours

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Online Certification

The Electronic Certificate of Origin (ECO) is also available at:

www.certoforigin.com

COLLECTION POINT
SMF CO's Office
2985 Jalan Bukit Merah
Singapore 159457

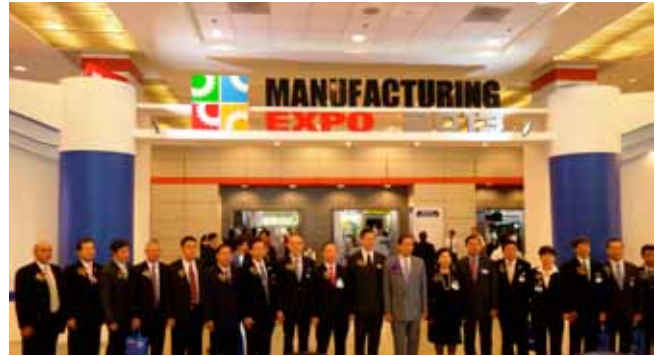


Scan the QR Code for more information

Upgrading Productivity with Technologies

Manufacturing Expo 2013 was held from 20 to 23 June 2013 at Bangkok International Trade & Exhibition Centre (BITEC), Bangkok, Thailand. This annual manufacturing trade fair attracted more than 49,000 visitors from local and regional regions. A total of 13 Singapore Companies participated under SMF's Singapore Pavilion, which covered a total of 189 sqm.

The show has proven to be an ideal ground for upgrading productivity with new technologies. Participants have the opportunity to equip themselves with new technologies to stay ahead of competition. They also have the opportunity to expand their network to the Thai market and to meet future suppliers and partners. Manufacturing Expo 2013 is also one of the marketing platforms for companies to cope with the fiercely competitive, global industry where technology development and deployment is the key to exploiting new markets and winning market share.



Manufacturing Expo 2013

SMF has already acquired the iMAP funding for next year's edition of Manufacturing Expo 2014. SMF will continue to support Manufacturing Expo and other trade shows in regions of interest to members.

A Showcase of Metalworking Technologies



MetalTech Malaysia 2013

The 18th MetalTech Malaysia was held from 21 to 25 May 2013 at Putra World Trade Centre, Kuala Lumpur, Malaysia. The trade fair attracted more than 25,000 visitors. It has steadily grown into the largest international machine tools and metalworking technologies exhibition

in Malaysia. Singapore 26 Companies exhibited under SMF's Singapore Pavilion, covering a total of 414 sqm.

The show is an ideal meeting ground for trade visitors to explore business opportunities and expand their network links. The trade show featured technologies from 9 exhibit profiles such as Sheetmetal Technology, Machine Tools, Softwares & Prototyping Systems, Measurement Technology, Mould & Die, Surface & Heat Treatment, Material Handling & Storage, Welding Technology and Tools & Toolings, conveniently categorized in 6 different halls.

METALTECH serves as a marketing platform for companies to network and exchange business experiences and showcase their products. The electronics manufacturing and machinery industry is one of the largest sectors and also a main economic contributor to Singapore.

THAIFEX - World of Food Asia 2013

THAIFEX - World of Food Asia 2013 took place from 22 to 26 May 2013 at IMPACT Exhibition and Convention Center, Bangkok, Thailand. A total of 17 Singapore companies from the Food & Beverage industry participated under the Singapore Pavilion. Into its 10th edition, THAIFEX - World of Food Asia 2013 has grown in size and content, creating a whole new immersive and enriching experience for visitors and exhibitors. The trade fair attracted more than 27,000 visitors from 125 countries and 1,340 exhibitors.

Participating companies shared that they received new potential business contacts and achieved their objectives for their participation. Many exhibitors showed interest to participate in THAIFEX - World of Food Asia 2014.



14th Malaysian International Food & Beverage Trade Fair

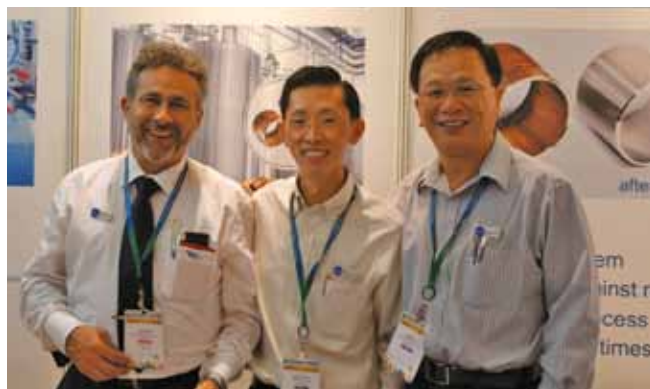
The 14th Malaysian International Food & Beverage Trade Fair (MIFB) was held from 6 to 8 June 2013 at Putra World Trade Center (PWTC), Kuala Lumpur, Malaysia. A total of 23,000 trade visitors and over 350 trade exhibitors from 22 countries participated in MIFB 2013.

MIFB 2013 offers a blend of richness and mixture of Malaysian and multinational F&B products and services. The fair attracted quality buyers and top decision makers from around the world to explore unlimited potentials from the lucrative Food and Beverage global marketplace.



MIFB is well recognised by F&B industry players from Malaysia and beyond. Into its 14th year, the MIFB series has been growing in size, quality and exhibits. Its proven track record, popularity with visitors and success for exhibitors indeed makes it one of the most anticipated events of its kind in the region.

INTERPHEX Asia 2013 Opening Doors to the Pharmaceutical Industry



NEU Industries was delighted to meet a good network of clientele at the fair

INTERPHEX Asia, as part of the worldwide INTERPHEX family of events, is one of the single platforms that accentuate all pharmaceutical and biopharmaceutical technologies, services, innovations to the right blend of industry professionals. Both exhibitors and visitors were inspired by leading experts in the pharmaceutical and biopharmaceutical community to innovate.

Singapore Manufacturing Federation (SMF) led 26 local exhibitors under the Singapore Pavilion to INTERPHEX Asia 2013 which was held from 1 to 2 July at Marina Bay Sands. This year, SMF members witnessed many returning members in INTERPHEX Asia due to the good exposure they had over the past years.

"This is our fourth year participating in INTERPHEX Asia. Responses were overwhelming, and customers from overseas came to this tradefair specially for our products. We are delighted to receive great feedback. As an SMF member, besides the regular updates from SMF, we are given an abundance of opportunities for business exposure. SMF has provided us with helpful and informative advice from the staff stationed at SME Centre @ SMF. It is a good avenue to seek advice on partnership to increase productivity," said Mr. Paul Neui, Director, Neu Industries Pte Ltd.

NEU Industries specialises in providing technologically advanced cleaning detergents and equipment to meet the demands of laboratories and manufacturing pharmaceutical companies. The innovative pH neutral derouging, aqueous cleaning and reprocessing of tableting tools have enabled companies to lower their operational expenditures while making the workplace safer and healthier.

23rd Taipei International Food Show

The Singapore Manufacturing Federation (SMF) organised a Business Mission to the 23rd Taipei International Food Show from 25 to 30 June 2013. The Singapore delegation comprised 12 companies and 14 participants from the F&B, F&B machinery and F&B packaging industries. The delegates visited the 4-day Asia's Super 5-in-1 Food Expo during their stay in Taipei.

The 2013 Taipei 5-in-1 Food Expo was held at Nangang Exhibition Hall and TWTC Exhibition Hall 1, where 1,557 food manufacturers used 3,637 booths to link an estimated 60,000 visitors from Taiwan and over 100 countries.



Singapore Delegation at Taipei Food Show

Mobility-Driven Technology at Asia's largest ICT and Media Platform

Singapore Manufacturing Federation (SMF) took the lead in coordinating the Singapore Pavilion at both CommunicAsia2013 and BroadcastAsia2013 held from 18 to 21 June at Marina Bay Sands, Singapore. A total of 69 local exhibitors participated in the established trade fairs under the Singapore Pavilion, providing a spring board for our home-grown enterprises to showcase their products to the global arena.

There were positive responses from the exhibitors in the previous years and many returned this year. Most exhibitors were pleased with the number of attendees that the event attracted, with many able to generate strong leads from this tradefair. "Being an SME, the cost subsidies that SMF provides benefits the company. SMF activities are useful for the business. We are looking forward to participate with SMF for future trade fairs, business missions and talks," said Mr. Terry Teh, Business Development Manager of Advinno Technologies Pte Ltd, an SMF member with the Electrical, Electronics and Allied Industries Industry Group (EEAI IG).

"Datavideo has been participating in BroadcastAsia for the past 15 years. It is an important exhibition as it is the only Broadcast show in Southeast Asia. We are also happy with the subsidies we received as a member of Singapore Manufacturing Federation (SMF)," shared Mr. Frank Lin, Managing Director of Datavideo Technologies (S) Pte Ltd.



Dr. Yaacob Ibrahim, Minister, Ministry of Communications and Information (3rd from left) and Mr. Lam Joon Khoi, Secretary-General of SMF (1st from right) touring the exhibition grounds



Mr Raymond Wee, Managing Director, SalesTrade Corporation, launching the latest product – "Live video transmissions"

to broaden our clientele base by joining BuildTechAsia 2013. We are glad to receive satisfactory customers over the three days exhibition," said Mr Raymond Wee, Managing Director, SalesTrade Corporation.

"This is the first time we are participating in Asia Lighting 2013. We offer a wide range of products that require low energy usage with guaranteed savings. We are delighted with the great response we have received. As an SMF member, we could enhance our business through networking with the other members locally and even internationally. We could also leverage on the abundance of opportunity SME offers. SME provides assistance schemes which aided in our business expansion," shared Mr. Simon Tiong, Managing Director, Greenmax Lighting Pte Ltd.

BuildTechAsia2013 and AsiaLighting 2013

BuildTechAsia2013 and AsiaLighting 2013 were held concurrently at the Singapore Expo from 31 July 2013 to 2 August 2013. Running for the third year, BuildTechAsia2013 showcased premiere building construction technologies as well as the latest products and trends in the market.

Through this exhibition, BuildTechAsia2013 facilitated business opportunities and allowed greater penetration into sectors of growth where building, infrastructure and construction are needed such as power generation, transmission and distribution, water and sanitation, pharmaceutical, petrochemical and manufacturing. AsiaLighting 2013 displayed a variety of technologies, products and services specifically from the industrial lighting and modern lighting fields. Participants comprised contractors, distributors, designers, engineers, heads of procurement and importers. BuildTechAsia2013 and AsiaLighting2013 attracted more than 50 and 20 exhibitors to participate with the Singapore Pavilion, organised by Singapore Manufacturing Federation (SMF).

"This is the second year we are participating in BuildTechAsia 2013. Last year, we managed to witness the market's need through the expo. This year, we would like

IndoRenergy 2013

IndoRenergy 2013 Expo and Forum was held from 3 to 5 July at Jakarta Convention Center, Indonesia. With the support of IE Singapore, Singapore Manufacturing Federation (SMF) took the lead to organise a Singapore Pavilion for Singapore exhibitors.

IndoRenergy 2013 is highly relevant to companies actively involved in all areas of the renewable energy industry; wind (onshore and offshore), wave, tidal, hydro, hydrogen and fuel cells, solar and biofuels. Over 6,000 delegates and trade buyers congregated at IndoRenergy 2013. The Expo showcased over 200 exhibitors from 23 countries on the latest solutions and technologies for Solar, Wind, Photovoltaic, Geothermal, Sea and Water.

Swee Hin Power Systems Pte Ltd, manufacturer of Industrial Battery Chargers, recently set up an office in Jakarta.



Mr. Tay Jih-Hsin, Managing Director, Swee Hin Power Systems Pte Ltd (right), together with his Sales Manager at IndoRenergy 2013

Mr. Tay Jih-Hsin led the Singapore Pavilion and brought seven other exhibitors to meet international and local business contacts. "IndoRenergy provides the platform for exhibitors to promote market awareness of their products. Furthermore, exhibitors were able to network and build up their business contacts," said Mr. Tay Jih-Hsin, Managing Director, Swee Hin Power Systems Pte Ltd.

Cosmobeaute Asia 2013 Bringing the World of Beauty

Into its 9th year, Cosmobeaute Asia took place between 15 to 18 July 2013 at Putra World Trade Centre, Kuala Lumpur, Malaysia. A total of 44 Singapore companies exhibitors under Singapore Manufacturing Federation (SMF) Singapore Pavilion participated, covering a total of 800sqm.

Showcasing beauty, spa, nail & skin care products and equipment at the fair, Cosmobeauté Asia reaffirmed its esteemed stature in Malaysia's beauty trade exhibition industry as a very reliable beauty trade exhibition.

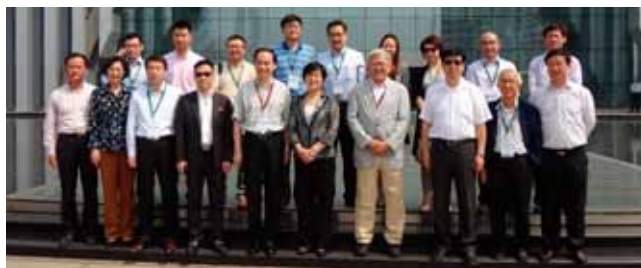
"Cosmobeaute Asia is an important trade fair that we will not miss. This trade fair is professionally organised, most importantly, it is a Business-to-Business trade fair," said Mr Eric Chan, CEO of YENA Trading Company, Singapore pavilion leader at Cosmobeaute Asia fair.

Both exhibitors and visitors gave positive feedback on the success of Cosmobeaute Asia 2013. "This is the 6th consecutive year we are participating in Cosmobeaute Asia. We have also received great response from the visitors. We have set up a new office in Malaysia and this trade fair is a good platform for our company to obtain new sales leads." said Ms. Florence Lee.

Singapore pavilion welcomes Ms. Adeline Quek (2nd from right), Centre Director of IE Singapore station in Kuala Lumpur, Malaysia, who is receiving a token of appreciation from Singapore pavilion leader Mr. Eric Chan, CEO of YENA Trading Company



Exploring Business Opportunities to Shandong, China



A Visit to Rizhao Planning Exhibition Hall

Singapore Manufacturing Federation (SMF) organised a Business Mission to China Shandong Province from 20 to 27 May 2013.

The delegation visited three cities in Shandong, namely, Rizhao, Linyi and Tai'An. The main purpose of the mission is for Singapore companies to explore business opportunities in Shandong Province, especially in the development of Rizhao International Ocean City and Linyi International Trade City.

The Singapore delegation comprised 11 companies and 14 participants, with interests in urban development, ocean related industries, logistics and related environment protection industry. The business mission was co-led by Mr Simon Li, Vice President and Chairman of China Business Committee, SMF, and Mr Poh Choon Ann, Vice Chairman of China Business Group, SBF. Dr Zhang Wei, Deputy Chairman of CCPIT accompanied the visits in Rizhao and Linyi.

Meetings were held with the Provincial Government and Municipal Governments. This was followed by visits to the economic and technological development zones and industrial parks and local companies.



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Striving for Greater Knowledge and Achievements



Mr Spencer Teng, Murdoch Alumni President of the Singapore Chapter, (1st from left) at the Graduation Ceremony in Perth

The Editorial Team took the opportunity to have a close-up session with Mr. Spencer Teng, Murdoch Alumni President of the Singapore Chapter.

Spencer attained his MBA offered by SMF Institute of Higher Learning in 2010. Taking up the Murdoch MBA has helped him to sharpen his skills and deliver better results in his job as a regional sales manager at Erico Limited.

“I have always wanted to pursue an MBA. However the idea was shelved several times due to the extensive travelling required from my job. Nevertheless, my wife and I decided to embark on higher education with the passion of acquiring greater knowledge,” said Spencer.

“After researching on various MBA programmes offered by different universities, we were impressed with the extensive course outline of the MBA programme offered by Singapore Manufacturing Federation (SMF) Institute of Higher Learning. The programme offered was on a part time basis and caters perfectly to the busy schedules of working executives like us. Examinations were held locally over weekends and weekday evenings at the end of every learning cycle,” said Spencer.

The course work covered a wide spectrum of topics from every business angle. It delves into key functional areas such as marketing, accounting, strategic business management, leadership, training and development and more specialised units such as risk management, entrepreneurship & innovation and business consultancy.

At work, superiors and colleagues observed the change in Spencer with now he managed business in different ways. This change was attributed to the gain in knowledge from the MBA programme. Murdoch MBA programme provides comprehensive exposure to key analytical tools that are required for making sound business decisions.

“During the course of my studies, I have built strong relationships with my course mates and in particular, my team members. They have been a group of excellent and wonderful people. We learnt from each others’ strengths and working experiences while accommodating each others’ weaknesses. The strong bonding and motivation we have for each other makes our learning days enjoyable and fulfilling,” said Spencer.

“Effective time management is critical and essential to juggle between work and studies. I am grateful to have the understanding and support from my family and team members. Without them, my learning experience may not be fulfilled,” said Spencer to students who are planning to embark on an MBA programme.

“Being the Murdoch Alumni President of the Singapore Chapter, my role is to work with the team to plan for future events that cater to specific faculties. This will enhance greater connectivity among Alumni within the same specialisation. With my Alumni team members, we would like to explore overseas events to establish and build greater networks,” concluded Spencer.



Intellectually stimulating, rigorous and offering a cutting edge programme - The Murdoch MBA equips you with the necessary business knowledge to keep pace with the dynamic and fast-changing business environment.

Why Murdoch @ SMF Institute

- Ranked in Top 5% of universities globally in 2012-2013 (QS World University's World Rankings)
- Ranked 57 in top “100 universities under 50” by Times Higher Education, 2013
- Graduates have Networking Opportunities with 3000 members from Singapore Manufacturing Federation

Programme Highlights

- Taught by Murdoch University Professors and supported by local practitioners
- Complete in 12-15 months on a part time basis
- Flexi-Time Table as Programme Modules are conducted in modular basis

Tri-Star's Productivity Journey with Singapore Innovation & Productivity Institute (SiPi)



Tri-Star Industries Pte Ltd, one of the leaders in the local oil and gas supply market today, leverages on Singapore Manufacturing Federation (SMF) to strengthen their capabilities through SMF's Centres of Excellence. With 70 staff locally, and 600 staff and associates globally, Tri-Star Group is well-equipped with its strong portfolio of products serving robust industries such as oil and gas, chemical and power.



Mr. Harold Lim, Vice-Chairman for Tri-Star Industries and Champion for Lean Six Sigma initiatives, reaped significant productivity improvements through working with SiPi

23 Years of SMF Service

In 1990, Tri-Star joined SMF as a member in the Metal, Machinery and Engineering industry group to strengthen the representation of the metal-working industry in manufacturing sector. Seeing the wide variety of extended benefits as part of the membership with SMF, the company also enjoyed benefits such as access to latest information on national policies and engages in government-industry dialogues.

Next Level of Engagement – Building Capabilities with SiPi

Year 2011 marked a turning point for Tri-Star. The management established the need for sustainable growth through capabilities building internally to bring its product and service to the next level in quality, delivery and value. Subsequently, Tri-Star was introduced to SMF's productivity arm, Singapore Innovation & Productivity Institute (SiPi), where SiPi led the company on a one-year journey to achieve productivity improvements, and more importantly, acquire problem-solving knowledge.

SiPi and Tri-Star first went through a comprehensive lean diagnostics to study and highlight the gaps and areas for improvements at the corporate and shop floor level. Following the management's endorsement and prioritisation of improvement areas, Tri-Star went through an intensive journey of tools, concept training and on-site coaching where the employees are guided to work on four focused projects.

Benefits of SiPi's Customised Programme

"The project coaching allowed Tri-Star to execute 'quick-win' improvements such as immediately identifying and removing waste, improving efficiency, delivery and even reducing utilities usage during knowledge transfer," shared Mr. Harold Lim, Vice-Chairman for Tri-Star Industries and Champion for Lean Six Sigma initiatives.

The company also noticed other benefits on customer relations and company image as they embarked on productivity initiatives. "In the oil and gas industry, we deal with larger companies and MNCs who have had in place their Lean and Six Sigma improvement practices. When they learned that we are embarking on Lean Six Sigma journey, they gave us great encouragement and we found that communication and relations with these companies are now stronger, as our engineers can talk to their staff in the same language," concluded Mr. Lim.

FOR ASSISTANCE IN IMPLEMENTATION OF PROGRAMMES AND MORE INFORMATION, PLEASE CONTACT:

SMF Singapore Innovation & Productivity Institute (SiPi)

2985 Jalan Bukit Merah, Singapore 159457

O: (65) 6826 3111 / 3000

E: enquiry@siipi.org.sg

W: www.siipi.org.sg

Business Model Innovation: Redefining Possibilities



Business Model Innovation (BMI) is crucial for entrepreneurs and managers to implement, thereby creating a stronger value proposition through strategic market segments and value chain management. **A global survey of more than 4,000 senior managers by the Economist Intelligence Unit found that majority (54%) favoured new business models over new products and processes as a future competitive edge.**

Locally, BMI is often perceived as 'the game' only for bigger market players due to the initial resource investment. However, research from IBM in 2006 shows that the Return on Investment (ROI) from utilizing BMI is 25 times better as compared to merely investing in product or process innovation. From the survey, only 17% of the respondents are applying BMI. This clearly shows that BMI is under-explored. **To achieve enterprise transformation, companies should not look at solely productivity or innovation. Instead, companies should focus on innovative productivity and productive innovation through Business Model Innovation.**

Examples of Business Model Innovation

- Nokia overtook Motorola because the former found a business model to better itself in design. However, Apple then swiftly gained the largest market share in the mobile phone market because its iPhone allowed for users to customise their needs and identity through iTunes store and the proliferation of applications. This

success was due to the creation of an 'eco-system' that proved to be profitable business model for Apple.

- Amazon's success compared to traditional bookstores is attributed to its online retail platform for new and old books, as well as other household products. The platform allows other retailers to collect commission from every purchase. Hence, it does not maintain inventory on slower-selling products. Instead, it can expand its choices of products available to customers without a corresponding increase in overhead costs.
- Google overtook all the other major search engine providers such as Yahoo and MSN despite being a late-comer in the market. Its success is attributed to its business model, which provides unique services to both individuals and businesses. Furthermore, Google invested heavily in technology to produce service offerings such as Adwords, Earth, Analytics, Adsense as well as simple and reliable search features.

Unlike process or product innovation, business model innovation is difficult to imitate as it may involve a change in corporate culture and mindset of senior management.

Singapore Innovation & Productivity Institute (SiPi) invites SMEs to attend the annual Singapore Innovation & Productivity conference – SIPC 2013, to learn more about BMI.

Contributed by the SiPi Editorial Team

Singapore Innovation & Productivity Conference

**Business Model Innovation:
Redefining Possibilities**

Guest of Honour:
Mr Tan Chuan-Jin
Acting Minister for Manpower

25 October 2013

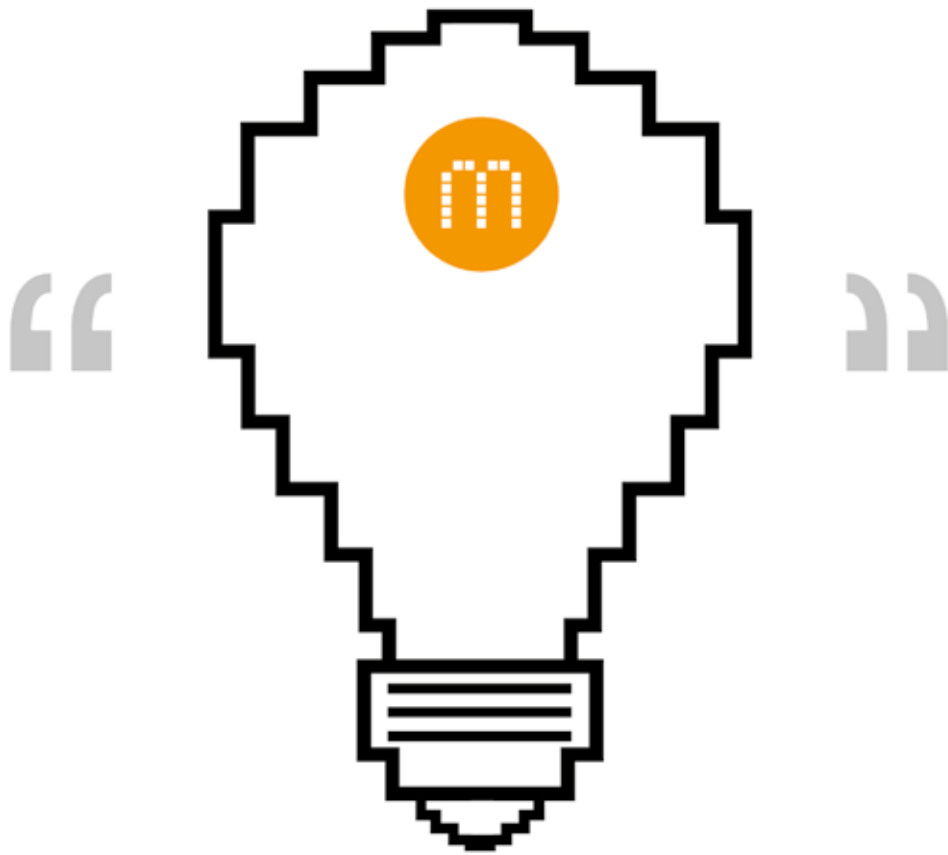
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Highly subsidised and supported by SPRING Singapore and WDA, this conference features 10 thought leaders and speakers at 10 times the value to your business at only one-tenth the original cost!

Event : Singapore Innovation and Productivity Conference (SIPC) 2013
Date : 25 October 2013 (Friday)
Time : 8.30am – 6.00pm (Registration begins at 8.30am)
Venue : Grand Copthorne Waterfront Hotel, Grand Ballroom, Level 4

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Bar Coding an Essential for All Food Manufacturers



“Be the change you want to see in this world”



Mr. Heng Guan Hou, Director, Sukha House Pte Ltd

Mr. Heng Guan Hou, Director of Sukha House Pte Ltd, strongly believes that organic food is the key to being healthier.

Mr. Heng followed his passion and set up The Sukha House in January 2005. He embarked on importing natural health products such as organic brown rice, sugar honey, cereal and snacks from Thailand. Most of the products distributed by Sukha House are certified organic, Good Agriculture Practice (GAP), Non-Genetically Modified Organisms (GMO) or have achieved the OTOP premium 5-Star award.

“I came across GS1 Bar Coding through an online webpage. Bar Coding on our products is an essential element in our business. We need the Bar Codes on our products to market them in the supermarkets. Bar Coding is definitely a must

for all food importer, wholesaler and distributor,” shared Mr Heng, who joined GS1 Singapore in 2008.

Bar Coding is an essential tool used by manufacturers to market their products to local retailers and export to overseas market. Bar Coding facilitates in the process of capturing immediate sales information at the point-of-sale and locate products accurately. As the GS1 prefix number allocated is unique and recognised globally, it allows organisations to track and trace their goods across the supply chain, anywhere in the world.

“I have participated in the bar code workshop organised by GS1 Singapore. I would like to explore on QR code and warehouse automation and productivity which can bring further benefits and convenience to my business. The staff at GS1 have always been extremely helpful in our enquiries. They have offered great assistance to our new staff on the bar code process and procedure. I would definitely encourage enterprises to join GS1 as a member,” concluded Mr. Heng.

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Working Safely with Machines

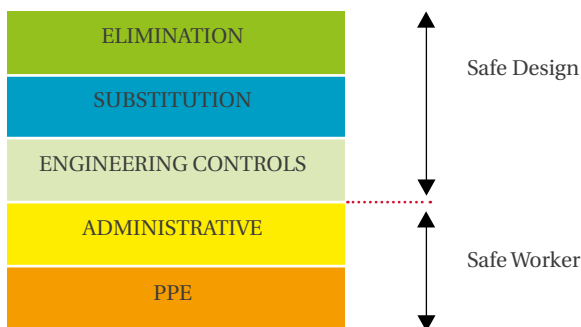
Workers heard a colleague scream for help when the dough mixing machine was turned on. They watched in horror when their colleague was drawn into the machine just as it started churning. This accident occurred in 2012 in a local food manufacturing factory. Be it a life lost or an arm severed, every injury is a stark reminder of the importance of working safely with machines.

In the manufacturing industry, a significant number of workers suffer from bodily injuries each year. The top 3 incident types that commonly occur when working with machines are Caught In or Between Objects, Fires and Explosion, and Struck by Moving Objects. To prevent these injuries, it is critical that workers receive the necessary training and are sufficiently competent to carry out proper workplace safety and health (WSH) risk assessment for all work activities involving machines.

Risk assessment involves three key steps: (1) Hazard Identification, (2) Risk Evaluation, and (3) Risk Control. When working with a machine, risk assessment should cover normal machine operation, routine activities like machine inspection, cleaning and preventive maintenance as well as non-routine episodes involving machine breakdown and repair.

Possible risk control measures for safe use of machinery include:

Hierarchy of Controls



- e.g. use of automation to reduce man-machine interaction
- e.g. by replacing with a safer machine or manufacturing process
- e.g. use of fixed machine guards and presence detection devices
- e.g. use of permit-to-work system and lock-out tag-out procedures
- e.g. use of safety goggles, safety gloves, and safety footwear

The use of a safety checklist is a good way to facilitate hazard identification and ensure basic precautionary measures are in place at the start of each work day and prior to starting each work activity. The following is a simple Activity Based Checklist (ABC) for “Working Safely with Machines” which companies may consider using:

Safety Checks		Please tick (✓)	if no, action required by:			
		Yes	No	NA	Name	Date
Emergency shutdown switch for each machine is within operator's reach.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Name: _____	Date: _____
Machine guard is installed on moving parts of machine.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Name: _____	Date: _____
Workers check for irregularities on machine before operation.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Name: _____	Date: _____
Workers are briefed on the hazards and risks of working with machines.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Name: _____	Date: _____
Workers wear earplugs when working with noisy machines.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Name: _____	Date: _____
Workers' clothes are fitted and their long hair is tied to prevent either from being caught in machines.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Name: _____	Date: _____
Good housekeeping is maintained in machine area.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Name: _____	Date: _____
Work area is well lit.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Name: _____	Date: _____

* This checklist may not cover all aspects of work activities in your workplace. You should review the checklist when there are changes in any work activity. NA - Not applicable.

WSHCOUNCIL

The checklist is available for download (in English and Chinese versions) in PDF format at WSH Council website www.wshc.sg under Resources > WSH Publications and Guidelines > Activity Based Checklist. Companies are advised to customise the checklist to fit specific workplace conditions.

This article is brought to you by the Workplace Safety and Health Council (<http://www.wshc.sg>).

WSH Awards Encourage Innovative Safety Practices

Held at Marina Bay Sands Convention Centre on 30 July 2013, the Workplace Safety and Health (WSH) Awards 2013 Ceremony was officiated by Dr. Amy Khor, Minister of State, Ministry of Health and Ministry of Manpower. An annual event held for the 7th year, a total of 192 WSH Awards were presented this year. These awards give recognition to companies that have achieved excellent WSH performances through sound and effective management of WSH issues at their workplace.

“Countries cannot afford to neglect safety and health as to do so will undermine their ability to create a vibrant and stable economy that can provide good and safe jobs for their citizens. Businesses will bear the brunt of a poor safety record. They will be badly affected and disrupted by accidents. Lives will be lost and workers injured. The journey to keeping workers safe and healthy is a long and continuous one. We need to stay on course to fulfil our responsibility to every worker,” Dr. Khor shared.

In support of the annual event, Singapore Manufacturing Federation (SMF) organised the WSH (Manufacturing) Innovation Awards. These awards recognise companies and teams with innovative practices or solutions which have improved safety and health in the workplace. Three gold winners emerged from the WSH (Manufacturing) Innovation Awards 2013 – Team B.A.S.I.C from the Polyolefin Company (Singapore) Pte Ltd, ESH Elite Team from AFPD Pte Ltd and Team Wafer SAW from REC Wafer Pte Ltd.

The participating teams felt that embarking on safety projects for the WSH Innovation Awards helped them to understand more about safety. This also creates a culture



Winners of the WSH (Manufacturing) Innovation Awards 2013

of safety and innovate products and methods to strengthen the safety processes of their respective teams.

“SMF Health, Safety, Security and Environment Function Committee (HSSE FC) will continue its effort to engage the manufacturing sector through the SMF Industry Groups by leveraging on our strong strategic alliances and partnerships with relevant authorities such as Ministry of Manpower (MOM) and Workplace Safety and Health Council (WSHC), agencies, institutions and companies to organise more dialogue sessions as a platform to provide feedback on HSSE legislations, policies and industry standards with the aim of promoting a safer manufacturing work environment,” concluded Mr. Birch Sio, Chairman of SMF HSSE FC.

Safeguarding Public Health



The inaugural Health Products Regulatory Conference, themed “Enhancing Scientific and Regulatory Collaboration in Safeguarding Public Health”, aimed to strengthen communication and collaboration with all stakeholders to protect and advance public health. Held from 9 - 10 September 2013 at Grand Copthorne Waterfront Hotel, the event was organised by Health Sciences Authority and supported by Singapore Manufacturing Federation.

Walking to Greater Health

85 participants took a breezy mangrove boardwalk on 7 September 2013. The Health Walk @ Labrador Park was organised by Singapore Manufacturing Federation Health, Safety, Security and Environment Function Committee to promote healthy living and staff bonding for SMF members.



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