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A Great Leap Forward for SMA Academy

By Lionel Mong

The Re-launch of **SMA** Medical Technology IG



■ MTIG Chairman, Mr Alok Mishra (left) and SMA Secretary-General, Dr Roger Low at the re-launch of SMA's Medical Technology IG

Mr Alok Mishra, Chairman of the MTIG said, "The re-launched MTIG resulted from a dialogue between SMA, EDB, IE Singapore and SPRING Singapore. The intent is to create a "bridge" organisation that can connect the various stakeholders in the Medical Technology/Biomedical Sciences cluster and to create value through collaboration."

MTIG's new direction will see greater synergy between global and local industry players, government agencies and local research bodies. In particular, it hopes to attract more SME members from the local supporting industry, and to provide a platform for global MedTech companies to partner the local supporting industry. It also hopes to provide an avenue for MedTech companies to access and tap on R&D facilities in the public sector. And lastly, it hopes to create a "knowledge network" between the industry and government agencies.

Bearing in mind that the Biomedical Sciences cluster is one of the fastest growing pillars in the Singapore manufacturing sector, SMA re-launched its Medical Technology Industry Group (MTIG) on 3 October 2003.

This initiative was supported by IE Singapore, EDB and SPRING Singapore. The launch-cum-seminar was attended by 120 representatives from medical MNCs, local SMEs, OEMs and contract manufacturers.

In 2002, output from the biomedical sciences cluster alone was S\$9.7 billion. Accounting for some 20% of the sector's output, the medical technology (MedTech) sub-cluster is growing phenomenally. It is instrumental to Singapore's growth and development as a regional biomedical hub.

At the seminar, speakers from manufacturing MNCs such as Johnson & Johnson Medical and Becton Dickinson shared with the audience their industry perspectives in local procurement and product development.



The Council and Secretariat of the Singapore Manufacturers' Federation (SMA) wish all members and business associates

Merry Christmas *and a* Happy New Year!

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PUBLISHER
Singapore Manufacturers' Federation
The Enterprise #02-02
1 Science Centre Road
Singapore 609077

Tel: 6826 3000

Fax: 6822 8323

Email: hq@smafederation.org.sg

Website: www.smafederation.org.sg

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Global Entrepolis @ Singapore

Business Networking Evening

Global Entrepolis is an international showcase of the latest technologies and innovations. It was a gathering of the world's best and most enterprising minds where 10,000 participants converged, including entrepreneurs, innovators, venture capitalists, leading visionaries and Chief Executives from United States, Europe, Japan, China, India and the Asia-Pacific.

The Singapore Manufacturers' Federation (SMA) together with USTech Centre and the Singapore International Chamber of Commerce (SICC) co-hosted the Business Networking Evening (cEntreNights) on 30 October 2003 at Time Square, Millenia Walk.

The cEntreNights was attended by special invites from EDB, members of SMA, USTech Centre and SICC. The cEntreNights provided the platform and opportunities for delegates, business managers, investors and entrepreneurs to meet, interact and socialise with one another from all over the world.

Business networking has never been so relaxed and fun. The cEntreNights was well attended by more than 500 participants and everyone enjoyed the complimentary free flow of food, beer and wine.



Dr. Roger Low, Secretary-General of SMA (Left) socialises with the participants...



Living with the Dragon and the Elephant

By Vivian Goh

The Chinese economy (dragon) and the Indian economy (elephant) have evolved differently, according to distinguished speaker Professor Tarun Khanna from the Harvard Business School.

There are pros and cons of the two approaches taken by China and India, he said. And because of these differences, Professor Khanna went on to show that there are implications for local entrepreneurs and multinationals operating in these two countries.

Because of the different paths taken by these two countries, Prof Khanna said that no one business strategy applies to both countries. Rather, a company's business strategy should be tailored to suit the Chinese or Indian economy's context.

The above forum by Prof Khanna is part of SMA's continuing efforts to share the latest knowledge with its members. The forum, entitled "The Dragon and the Elephant" was organised on 9 September 2003 at the Ritz Carlton Millenia Hotel.

Professor Khanna has published numerous periodicals, including the Harvard Business Review, the Sloan Management Review, and the European Economic Review. He has also been profiled in The Wall Street Journal, The Economist, the Far Eastern Economic Review, and various worldwide print, radio and TV news programs.

The event attracted some 200 participants who were keen to learn about the business strategies adopted by SMEs and MNCs in China compared to those in India. The High Commissioner of the Republic of India, HE P P Shukla graced the occasion.

Mr Lew Syn Pau, SMA President, presents a token of appreciation to Professor Khanna for sharing his insights with SMA members





■ SMA Deputy President, Mr Edwin Khew having a great time with members from SMA's Automation Technology IG



ATIG's Wine Appreciation Nite

Activities at Sma are not always work and more work.

On 5 September 2003, Edward Whistler International organised a Wine Appreciation Nite for Sma's Automation Technology IG (ATIG) at the Andorra El Tesoro. This is a beautiful Spanish restaurant and wine bar.

With ATIG Chairman Mr Chris Chan's tremendous support, the evening turned out to be a great success.

Mr Edwin Khew, Deputy President of Sma, and Dr Roger Low, Secretary-General of Sma, took time out to grace this event in support of ATIG.

In his opening speech, Mr Khew commended Mr Chris Chan and his team for actively organising interactive events such as this Wine Appreciation Dinner.

Mr Christopher Chew, Chairman of Metal Machinery & Engineering Industry Group, and Mr Peter Toh, Vice-Chairman of Electrical, Electronics & Allied Industries Industry Group, also actively participated in this event.

The stage was set for a night of pure enjoyment and fabulous business networking opportunities. The ambience was cozy, laidback yet fun-filled.

Shiraz, a robust and flavorsome wine took center stage that evening. The gracious host and owner of Andorra and his staff ensured that all guests were well taken care of. All guests were pampered with wonderful wines and a scrumptious dinner.

By Grace Foo

To Shenyang to showcase our equipment manufacturing products

Together with nine companies, Sma participated in the China International Equipment Manufacturing Exposition 2003 (CIEME 2003). This was held from 5 to 10 September 2003 at the Shenyang International Exhibition Center.

Held for the second year in Shenyang, China, CIEME 2003 was organised by Shenyang Municipal People's Government, China Council for the Promotion of International Trade Liaoning Sub-Council, China Council for the Promotion of International Trade Machinery Sub-Council, and Liaoning Economy and Trade Commission.

"Equipment Manufacturing, High and New Technology" was the central theme of the exposition and it highlighted the characteristics of Specialisation, Information, Commercialisation and Internationalisation.

CIEME 2003 had 9 exhibition halls, exhibiting from about 1,800 booths in total, including 224 foreign enterprises from 21 countries and regions.

Sma and the 9 participating Singapore companies had the opportunity to exhibit their products and promote their services. Sma members also had the chance to network and exchange business deals with the local government agencies and companies.

By Winnie Seow



Strategic Partnering Is The Way Forward

As part of Sma's Strategic Action Plan to hold regular industry conferences to showcase current, new and future trends and developments within each industry, the Food & Beverage Industry Group, Plastics & Packaging Industry Group and Lifestyle Industry Group kicked off the first in a series of conferences on 16 September 2003.

The aptly titled conference "Strategic Partnering, The Way Forward" was held at the Meritus Mandarin Hotel and was well-attended by some 180 participants.

Besides entrepreneurs sharing their business experiences, various government agencies, such as the A*Star, AVA, EDB, IE Singapore, IDA, and NEA were also present to share their initiatives.

In addition, workshops were held concurrently to facilitate brainstorming of ideas and to obtain feedback on current industry issues.

The event presented a suitable platform for members to update themselves on new developments both within and between industry groups.

With the success of the first conference, Sma will continue to organise conferences on business topics that will keep members abreast of current developments in the market.

Financial Assistance Schemes To Help Your Businesses

What types of government grants are available to SMEs? And how does one apply for them? These are the usual questions asked by SMEs.

More than 200 SMEs found the answers to these questions and gained a better understanding of various government assistance schemes at the Conference, organized by SMA, on "Financial Assistance Schemes – What the Public Sector Can Do For Your Business" on 12 September 2003.

An earlier survey by SMA revealed that the lack of awareness of the various government grants available was the key obstacle to businesses gaining access to these funds. The conference was therefore organized to help SMEs better understand and tap on the myriad of funds.

It was sponsored by the Hongkong and Shanghai Bank (HSBC) and supported by the EDB, IE Singapore, SPRING Singapore, A*Star and the National Environment Agency.

Ms Low Sin Leng, SMA Council Member and Group Chief Operating Officer of Sembcorp Industries Ltd, chaired the session. Speakers from the five government agencies mentioned above covered a wide range of assistance schemes.

The schemes include start-up enterprise development, innovation and development, research incentives, international marketing

assistance, double tax deductions, local enterprise and technical assistance finance and loan insurance, growing enterprises through technology upgrading, innovation for environmental sustainability, among others.

Participants were pleased that the conference presented a good opportunity for them to clarify issues on the appropriate assistance schemes for their businesses, application criteria, eligibility concerns and other matters.



Participants from more than 200 SMEs gained a better understanding of the various government assistance schemes

By Vivian Goh

Business Continuity and Crisis Management – Perception or Reality?

An informative seminar on "Business Continuity and Crisis Management" was conducted on the 29 October 2003 by SMA, SPRING Singapore and DriAsia for SMA members.

Business Continuity and Crisis Management is a holistic management process to identify potential incidents and develop response plans. The objective is to increase an organisation's resilience to business disruption and to minimise their impact.

SPRING Singapore has published a standard on "Requirements for Business Continuity Management" on the 15 July 2003 to meet the needs of organisations that wish to incorporate the BCM programme into their operations. The standard provides a general framework and process for all organisations, regardless of size or industry sectors. It is not prescriptive and can be applied to different organisations working in different environments.

Benefits shared by speakers Mr Low Choo Tuck, Director of SPRING Singapore and Dr Goh Moh Heng, Executive Director of DriAsia covered the importance of prepared for major business disruptions, how to enhance competitiveness, reduce potential economic loss, improve asset protection and corporate governance as well as to learn the skill of projecting a favourable corporate image as a "well-prepared" organizations.

The seminar was rounded off by an interactive session of question and answer, moderated by Mr Eddie Goh, Deputy Chairman of the SMA's Automation Technology Industry Group. For more information on this seminar, please contact Ms Vivian Goh at viviangoh@smafederation.org.sg



Good Design Means Business

By Winnie Seow

With consumers today getting more sophisticated, a company that wants to succeed in the international marketplace has to place greater emphasis on designing its products and services to meet global standards and expectations.

With these trends in mind, the Packaging Council of Singapore (PCS) and the Singapore Manufacturers' Federation (SMA) presented the Singapore Star Award 2003 to manufacturers, designers and students.

This is part of the packaging industry's effort to promote local designs and improve the standard of packaging. The award is endorsed by the International Enterprise Singapore (IE Singapore).

The Singapore Star Award (SSA) 2003 and the Asia Star Award (ASA) 2003 Presentation Ceremony were one of the highlights of The International Design Forum (IDF) 2003's D-Party on 2 October 2003.

This Forum comprised of an exhibition, conference and fringe activities. IDF is a biennial event

organised by IE Singapore. It showcased and profiled innovative and cutting-edge designs, ranging from electronic products to furniture to print and digital graphics.

SMA led the Singapore pavilion, a team of more than 20 companies, at the three-day forum. The event was well-attended by more than 200 participants, including industrialists, brand managers, designers and government officials.

Mr Edmund Cheng, Chairman of the Design Singapore Council and Guest-of-Honour said, "The importance of design, in particular packaging design, is an integral part of companies' business strategies."

Held annually, the SSA is a prestigious award given to honour innovative and creative designs with quality-finished products and packaging. It also serves as a platform to showcase outstanding designs by students that can be adapted for industry use, and for the local designers to exchange ideas on new design trends.

In conjunction with the presentation ceremony at the IDF 2003's D-Party, the Packaging Council showcased all the SSA winning products at the exhibition.

All SSA winners are eligible to participate in the ASA, the Asia-Pacific regional level award, organised by the Asian Packaging Federation (APF). ASA can provide an excellent platform for winners to receive regional exposure.

This year, the award was held in conjunction with the 49th APF Board Meeting and 30th General Assembly, and the Asian Packaging Congress in Sri Lanka, Colombo.



Mr Albert Lim presenting a token of appreciation to Mr Edmund Cheng for gracing the event



Booth of SMA/Packaging Council of Singapore (Singapore Star Award 2003)



Guest-of-Honour of the International Design Forum 2003, BG (NS) George Yeo visiting the SMA/Packaging Council of Singapore Booth

By Gay Peng Kee

Protecting Your Brand – The Next Competitive Advantage!

At a branding seminar on 28 November 2003, more than 50 members of the Singapore Manufacturers' Federation (SMA) and the business community gained a better understanding of the importance of protecting their brand which, in today's competitive environment, could very well be their edge in differentiating themselves or their products from those of their competitors.

The content was delivered by Ms Mavis Tan, a partner at the Intellectual Property and Technology Department of Lee & Lee. A recognised authority in the area of intellectual property and exploitation, Ms Tan gave participants a good overview of what constitutes a brand, the different protection tools, their suitability for different situations and branding as part of their business strategy.

The session also gave a good opportunity for participants to clarify issues on specific brand issues that they had encountered in their businesses.

e-Tendering Concerns Addressed

By Ang Soh Yee

Initial concerns among SMA members on the manner in which the e-bidding exercises would be carried out for JTC's projects have finally been addressed.

These concerns need to be addressed because JTC's One North project, with an estimated construction budget value of several billion dollars, is likely to adopt an "e-bidding" or "reverse auction" tendering system.

To help members gain a better understanding of the factors involved (including the pre-qualification stage) and the evaluation criteria used, SMA's Fire Protection, Safety and Security (FPSS) IG and Building Products, Construction Materials (BPCM) IG organised a special dialogue session with JTC officials on 28 October 2003. This was held at the JTC Summit.

Abecha (a subsidiary of JTC) opened the session with a general briefing on the online bidding system adopted by JTC. JTC officials then shared their experiences on online bidding with the participants.

Close to 30 SMA members attended the dialogue session and had their queries answered during the open discussion. This was led by Alan Lee, Deputy Chairman of FPSS IG Programme and Activities Subcommittee. In all, the FPSS and BPCM Industry Groups benefited from the timely and informative briefing.

Growing Demand for Responsible Care Training

In response to greater awareness and participation in the Responsible Care Programme in Singapore, the Singapore Chemical Industry Council (SCIC) organised a Responsible Care Training Workshop on 4 September 2003. This attracted more than 60 participants.

The focus of the workshop was on the implementation guidelines of the three Codes of Management Practices, namely Distribution, Employees Health & Safety and Community Awareness & Emergency Response.

Members were given an overview of the Responsible Care Programme as well as the obligations of a Responsible Care Signatory. The discussion of the three codes was led

by workshop leaders with vast experiences in the implementation of the codes.

The session provided ample opportunity for interaction between participants, workshop leaders and Responsible Care Coordinators. All exchanged ideas and shared their experiences with one another.

The SCIC, one of the eleven Industry Groups within SMa, will continue to promote the Responsible Care Programme in Singapore. The aim is to address public concerns in the manufacturing, distribution, use and disposal of chemicals. For more information on Responsible Care, please logon to www.scic.org.sg



Experience sharing between workshop leaders and participants...



Dr Tommy Ch'ng of Celanese Singapore Pte Ltd, one of the workshop leaders, shares his experiences with participants

By Emmeline Lam

The Booming Service Sector of Shanghai Luwan District

A successful business symposium to promote the Shanghai Luwan District was organised by the Singapore Manufacturers' Federation (SMa) on 22 October 2003. This booming service sector of the Shanghai Luwan District offers first-class commercial facilities, excellent transportation and telecommunications network.

Approximately 200 participants, mostly from senior management across different business sectors, attended this symposium.

His Excellency, Zhang Zai Yang, District Chief of Shanghai Luwan District and his delegation, impressed the audience by highlighting excellent opportunities to companies in various industries, including retail, franchise, trading, real estate, marketing office, logistics, finance, insurance, shopping complexes, food and beverage, restaurants, etc.

With China's entry into the World Trade Organization as a turning point, Shanghai's trade volume totaled US\$72 billion in 2002, up 19.3% over the previous year 2001. The Luwan District is the ideal choice for companies to set up representative offices, marketing outlets, retail chains, franchises, trading offices, financial services, training schools and other service outlets.

For more information, please contact Ms Emmeline Lam at telephone number 6826 3077 or at e-mail address: elam@smafederation.org.sg

By Novia Lim

Realising the Full Potential of Electronic Business



Successful e-Business solutions, when deployed effectively, have a significant and positive impact on customer loyalty, brand management, and profit margins.

Yet for many companies, their e-Business initiatives have been a disconnected and resource-intensive affair. This has resulted in fragmented brand images, frustrated customers, and high expenses.

To help companies obtain a better understanding on how to overcome these implementation obstacles and realise the full potential of e-Business, SMa and Intershop Asia Pacific jointly organised a 2-day workshop entitled "Singapore Unified Content Management Workshop" on 18 to 19 September 2003.

Mr Dave Uselton, Senior Strategic Consultant, and Mr Kristain Hanlanm, Senior Business Analyst, highlighted some case studies and shared the benefits of embarking on a Multi-Channel Sales and eProcurement solution with the participants.

Mr Uselton subsequently demonstrated how these solutions could help companies transform both their sales and procurement channels. The workshop ended with an interactive Q&A session, leaving participants with a better appreciation of how they could harness this eBusiness solution to help them transform their business and improve margins.

Topical issues for construction industry covered at a one-day conference

The building and construction industry conference on 'Strategising Businesses in a Maturing Market' was held on 10 October 2003 at Singapore Expo, in conjunction with Build.AsiaPac 2003, the International Exhibitions of Building Services and Construction Technologies for Asia Pacific.

Mr John Lim, Chairman, Building and Construction Authority, was the Guest-of-Honour.

Close to 100 delegates representing all sections of the industry, including developers, architects, contractors, engineers, quantity surveyors, lawyers, government officials, academics, and manufacturers and distributors of building products, among others, attended the conference.

After the opening session in the morning, there were two parallel sessions in the afternoon, one, addressing 'Procurement Systems' and the other, on 'Business Prospects' (in China and India).

In his welcome speech, Dr Lock Kai Sang, President of IES, referred to the very difficult period that the construction industry in Singapore is going through, and how engineers and other construction-related professionals have to increasingly venture overseas to grow, or just sustain



■ A group photo of the conference's organizing committee

or survive. He hoped that the delegates would benefit from the papers on business prospects in China and India, the two economic powers in Asia.

Also welcoming the delegates, Mr Edwin Khew, Deputy President, SMA, said that the enthusiastic turnout demonstrated the keenness to explore and learn about the construction and building opportunities in China and India.

Organised jointly by the Institution of Engineers Singapore (IES) and Singapore Manufacturers' Federation (SMA), the

conference was supported by the Building and Construction Authority, and also by the Real Estate Developers' Association of Singapore, Association of Consulting Engineers, Singapore Contractors Association Limited, Singapore Institute of Architects, Singapore Institute of Surveyors And Valuers, and Singapore Institute of Building Limited.

This is the second such event, relating to building and construction that has been jointly organised by IES and SMA. This cooperation brings closer, the working relationship between engineers and manufacturers.

By Gay Peng Kee



Networking For Success

SMA successfully held another cross-industry networking event on 16 October 2003 at the Amara Hotel. This is the second in a series of networking events sponsored by Starhub.

The event was well attended by some 200 companies in the fields of Automation Technology, Food & Beverage, Lifestyle and Plastics & Packaging.

In his welcome address, Mr Edwin Khew, Deputy President of SMA said "Let's find avenues to cooperate, build relationships and be united to surmount the challenges that all companies in Singapore are facing."

Mr Khew further urged members to leverage on the many platforms that SMA and government agencies had to offer, and to penetrate overseas markets.

The networking event provided a suitable platform for members to network and explore possible business collaborations with companies in other industry groups.

As part of SMA's initiatives to create synergies and facilitate business development opportunities across various industries both locally and regionally, SMA will continue to organise various networking events to meet members' needs.

Resolve Your Disputes Efficiently

If a company is locked in a dispute with its customers or clients, what recourse is available to the company? What are the key differences among litigation, arbitration and mediation? And when do you use them?

More than 50 participants managed to unravel the differences between litigation, arbitration and mediation. These are the 3 common methods of resolving disputes. Participants also learnt to resolve disputes efficiently at the "Dispute Resolution" seminar organised by SMA on 17 September 2003.

Mr Arjinder Singh, from Rajah and Tann, opened the session with a lively presentation on court proceedings, more commonly known as litigation.

Participants were taught to leverage on tactical steps such as Striking Out and provisional remedies such as the Mareva Injunction to their benefit. Mr Singh further highlighted arbitration as an alternative form of settlement and its advantages over litigation.

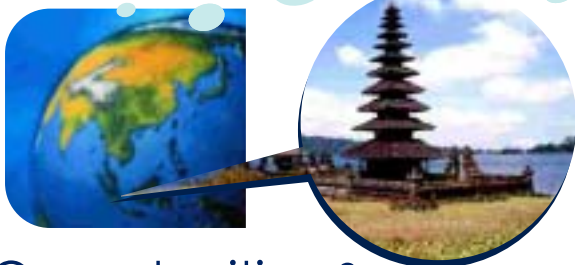
Mr Dennis Loh from CASE presented "Mediation" as an alternative recourse to litigation and arbitration. Participants learned

that mediation does not involve legal action and it is the cheapest and most amicable way of resolving a dispute in the early stages.

Judging by the positive feedback, participants benefited from the informative talk and advice provided by Rajah and Tann and CASE during the interactive Q&A session.



By Emmeline Lam



Opportunities & Challenges for Foreign Investors in Indonesia

Participants who attended a recent seminar on "Focus Indonesia - A 2003 Legal Update" gained valuable insight into the opportunities & challenges for foreign investors in Indonesia. Many foreign investors were attracted to Indonesian economy's impressive growth after the Asian financial crisis.

Having 18 years of experience in Indonesian commercial, corporate and banking fields, seminar speaker Ms Angeline Suparto also examined the legal issues facing business start-ups.

She also touched on topics such as the different types of investment business structures and the setting up of a PMA (Foreign Investment) Company. She then provided up-to-date information and valuable insights into the investment and security environment in Indonesia.

The forum attracted almost 60 participants from a wide range of industries.

For more information, please contact Ms Emmeline Lam at 6826 3077 or email elam@smafederation.org.sg.

By Winnie Seow

Power Up Your Performance



■ The speaker, Kurek Ashley

While SARS and the Iraq war might seem a distant memory, the current economic sluggishness is still a visual reminder of rough times. Keeping an optimistic mindset has never been more important than in times like these.

With that in mind, SMA invited Mr Kurek Ashley to speak at a morale and mind stimulating seminar, "Power Up Your Performance" on 25 September 2003.

Participants learned that everyone has unlimited potential. We can do what we set out to achieve if we focus on achieving the result and take the appropriate action.

Channeling one's energy and refocusing one's mindset on achieving the goal are some key ingredients to achieving the goal itself.

The speaker, Kurek Ashley, conducts powerful motivational and empowerment seminars, that maximizes your teams' energy levels and gets them focused towards achieving the company's goals. He is an International Peak Performance & Success Coach. For the past 20 years, Kurek has shown people from all walks of life, the strategies to take their lives to a higher level, mentally, financially, physically and spiritually. Kurek is hired by companies around the world for his expertise on such subjects as Team Synergy, Peak Performance, Creating Super Sales Force, Corporate Training & Health and Fitness.

A New Cord of Life

By Ang Soh Yee

CordLife Pte Ltd, one of SMA's newest members, is a stem cell biotechnology company. It collects and stores stem cells from umbilical cord blood and from adults under limited conditions. In addition, it conducts research & development (R&D) work on stem cells. Tapping on its expertise in R&D, Cordlife produces a wide range of R&D products.

On 28 August 2003, members of SMA's Metal Machinery and Engineering (MME) Industry Group had a chance to tour CordLife's facilities. During the tour, members gained a better understanding of stem cells, including how they are processed and stored.

One of the highlights was the discovery of the importance of stem cells in the fight against certain diseases. Research shows that stem cells can now treat 72 diseases, a 60% increase over last year's figure of 45.

Certainly, the cutting-edge technology and equipment also left an indelible impression on participants. In all, the tour presented a unique learning experience for SMA members, who ordinarily would not have the chance to visit a high-tech laboratory. Such facilities are also rarely found in Singapore.



■ Laboratory testing for the baby cord



■ Storage procedure of baby cord sample



■ Exaction of blood cell from the baby cord

What Are Stem Cells?

Stem cells are special cells that can be found in different parts of the human body. When an injury occurs, these cells spring into action, dividing to become new cells to replace damaged cells. Adult sources come from the bone marrow and increasingly, from the umbilical cord. Unlike stem cells from embryos, these are considered non-controversial sources of stem cells.

Stem cells from the bone marrow and umbilical cord blood generate all the cells of the blood and critical immune system – the white blood cells (fight infection), the red blood cells (carry oxygen), and the platelets (clot wounds).

A stem cell transplant may be necessary when a patient's bone marrow has been damaged by disease. Most of the diseases that can be treated using stem cells are serious ones, such as leukemia, some forms of anaemia, myeloma, and Hodgkin's Disease.

In future, stem cells may even be used to help treat heart disease, diabetes, Alzheimer's Disease and Parkinson's Disease.

Another Singapore Success Story

Despite the current downturn, Clipsal Industries (an SMA member), has been very successful in expanding its business globally. This is mainly because it ensures that its products in three out of the four Clipsal divisions (including those in Singapore) comply with IEC standards.

Complying with IEC standards has indeed helped the company to establish a firm foothold in the international scene.

Mr Tan Boon Chong, Engineering Manager for Clipsal Industries Singapore, and General Manager of Singapore Electrical Testing Services said, "IEC standards very much determine the technical requirements for our products. By participating in IEC Technical Committee meetings, we learn first-hand how standards that are still under development can affect new or existing products."

Mr Tan is clear about Clipsal's policy. "We develop and manufacture the vast majority of our products to IEC standards. We then test their conformity to IEC standards.

If we had not done that a few years ago, we would not be in half the markets we have now expanded into. Continuing to do so is the key to further success."

Clipsal Industries Singapore is a company within the Hong Kong-based Gold Peak Group. It specializes in electrical installation products, particularly wiring devices. This is a field in which it considers itself an international leader.

On a group basis, Clipsal employs some 2,000 people in various countries around the globe and has an annual turnover of about S\$190 million.



Using Disruptive Innovation to Identify High-Growth Markets

Disruption need not lead to destruction. In fact, disruptive change and innovation can help companies build internal competencies in innovation through executive education and consulting services.

That's what Harvard Professor Clayton Christensen, who is the Robert and Jane Cizik Professor of Business Administration at the Harvard Business School, is advocating.

The author of three books, including the bestseller "The Innovator's Dilemma", Professor Christensen recently gave a talk to SMA members on 11 September 2003.

The talk by Mark Johnson was jointly organised by SMA and Innosight, LLC. It was entitled "Disruptive Innovation - Identifying high-growth markets".

Innosight, LLC, is founded by Harvard Professor Clayton Christensen and its President Mark Johnson.

In "The Innovator's Dilemma", Prof Christensen examines the threat of disruptive change and how big and well-run companies fail when faced with disruptive new technologies, innovations and business models.

A wide range of industries were researched on, including hard disks, departmental store retailing, steel-making, personal computers and excavators. Touted as the best business book published in 1997, it won the Global Business Book Award.

Professor Christensen and Mark Johnson have been consultants for many Fortune 500 companies such as Hewlett Packard, EDB, Johnson & Johnson, Lockheed Martin, Intel, Motorola, AIG, Bosch, Merrill Lynch and Eastman Kodak.

SMA will be organising more innovative workshops with Innosight, LLC, in the coming months. For more information, please contact Mr Patrick Ho at 6826 3012 or email patrickho@smafederation.org.sg



Dr Roger Low, Secretary-General of SMA, presents a token of appreciation to the speaker, Mark Johnson.



By Emmeline Lam

Officials of British Midlands with SMA officials after their fruitful meeting.



Distinguished Visitors to SMA

In the month of October 2003, the Singapore Manufacturers' Federation (SMA) had the honour of receiving several VIPs from overseas. Our distinguished visitors include:

- * Delegation from Beijing Zhong Guan Cun, led by Mr Zhang Guilin, Deputy Director, Administration Committee of Zhong Guan Cun Science Park. This park is China's biggest science park with a high concentration of scientific and technological institutions and intellectual resources. There are 39 institutions of higher learning and 213 research institutions in this region.
- * Delegation from the British Midlands, led by Mr Martin Briggs, CEO of British Midlands. The British Midlands is an important manufacturing region of United Kingdom, and is also one of the most successful business communities in Europe.
- * Delegation from China Council for the Promotion of International Trade (CCPIT) led by Mr Yu Xiao Peng, Director General. Mr Jeffery Goh, Council Member and Deputy Chairman of SMA Trade and External Investment Function Committee, chaired the meeting. CCPIT provides trade information and assists in facilitating trade between China and foreign companies.

For more details please contact Ms Emmeline Lam, Senior Director of International Business Division at Tel: 6826 3077, Fax: 6822 8828 or Email: elam@smafederation.org.sg.

By Dennis Toh

A Globally Harmonised System for APEC

The Globally Harmonised System (GHS) on Classification and Labelling of Chemicals and Safety Data Sheets has been identified as one of the top priorities for implementation in the APEC (Asia Pacific Economic Co-operation) countries.

It was first endorsed by APEC at the 1st APEC Chemical Dialogue in May 2002. The intention is to have, on a voluntary basis, as many APEC countries as possible to implement GHS by the end of 2006.

To create greater awareness and understanding of the GHS and its role in the international trade in chemicals, the Singapore Chemical Industry Council (SCIC) organised a workshop entitled "The Globally Harmonised System (GHS) on Classification and Labelling of Chemicals and Safety Data Sheets: A Benefit to Government and Industry?" The session was held on 14 August 2003 at SMA and it attracted over 80 participants.

The speakers were Ms Karon Armstrong, Manager of International Regulatory Affairs of 3M, and Ms Edlin Maskor, Product Safety Analyst for ExxonMobil Chemical Asia Pacific. Both enlightened the audience with an overview of the GHS and addressed existing requirements in Singapore.

The workshop also served as an excellent opportunity for the various stakeholders (industry, regulatory bodies) to exchange views on the implementation of the GHS.

In all, members benefited greatly from the workshop. Many managed to clear their doubts during the informative Q&A Session. The workshop is part of SMA's continuous effort to update members on the regional and global issues that will affect their businesses and operations.

Wine and Cheese Networking Evening for Members

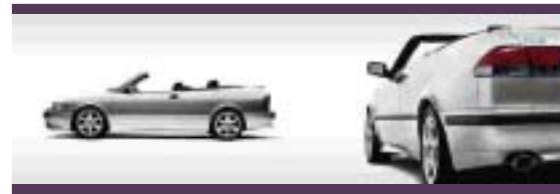
One of the many reasons why companies join SMA is to market themselves and network with other members. Every event organised by SMA is an opportunity for members to gain exposure or to make a worthwhile business connection. Whether you are a morning or evening person, you can participate in our wide variety of events where you get to meet other members of the manufacturing community.

On 28 November 2003, SMA, together with Trans Eurokars, organised an exclusive wine and cheese networking evening for SMA members. All members present were also invited to test-drive

the new "Saab 9-3 Convertible", "Saab 9-5 Aero" and other range of Saab cars. A special price package was offered to members who attended the event.

It was a memorable evening for enjoying the company of car lovers and indulging in a fine selection of wine and delicious food. Members gave a thumbs-up for this networking session.

If you are keen to partner with SMA to sponsor our networking events in 2004, please contact Ms Vivian Goh from the Membership Services Division at 6826 3061 or email to viviangoh@smafederation.org.sg



By Gay Peng Kee

Superbrands!

Congratulations to our SMA members listed below.

The Superbrands Council, a body of established personalities, has come out with "Superbrands Volume 1". This is a book listing all the superbrands in Singapore.



This is in recognition of the leaders who have thrived in a market where consumers are increasingly fickle, and where the range of products and brands are proliferating. Through the forging of emotional bonds with their consumers, these superbrand leaders have managed to stand head and shoulders above the pack.

The following are the superbrands that belong to SMA members, listed in "Superbrands Volume 1":

Brand	SMA Member
AMOCAN	AMOY CANNING CORPORATION (S) LTD
AXE BRAND	LEUNG KAI FOOK MEDICAL CO PTE LTD
BONCAFÉ INTERNATIONAL	BONCAFÉ INTERNATIONAL PTE LTD
BP	BP ASIA PACIFIC PTE LTD
COCA-COLA	F&N COCA-COLA (SINGAPORE) PTE LTD
CROCODILE	SINGAPORE CROCODILE (1968) PTE LTD
DUTCH LADY	FRIESLAND (SINGAPORE) PTE LTD
ENERGIZER	ENERGIZER SINGAPORE PTE LTD
EU YAN SANG	EU YAN SANG INTERNATIONAL LTD
GARDENIA	GARDENIA FOODS (S) PTE LTD
IBM	IBM SINGAPORE PTE LTD
KHONG GUAN	KHONG GUAN BISCUIT FACTORY (S) PTE LTD
KING KOIL	MATSUSHITA GREATWALL CORPORATION PTD LTD
LAM SOON	LAM SOON SINGAPORE PTE LTD
MAGGI	NESTLÉ SINGAPORE (PTE) LTD
MILO	NESTLÉ SINGAPORE (PTE) LTD
PRIMADÉLI	PRIMA LIMITED
ROYAL UMBRELLA	PSC CORPORATION LTD
SOBE	PSC CORPORATION LTD
SPH MEDIAWORKS	SINGAPORE PRESS HOLDINGS LTD
SPRING HOME	TEE YIH JIA FOOD MANUFACTURING PTE LTD
STARHUB	STARHUB PTE LTD
TIGER BALM	HAW PAR CORPORATION LIMITED

Gateway to the New Zealand Building Products Market

By Ang Soh Yee



Mr Rowan Tan, Chairman of FPSS IG, presents a token of appreciation to the speaker from New Zealand Trade Development Board

Business opportunities are also available in New Zealand. To help members tap such business opportunities in New Zealand, SMA's Fire Protection, Safety and Security (FPSS) Industry Group recently organised a seminar entitled "Free Trade Agreement between New Zealand and Singapore on a Closer Economic Partnership (ANZSCEP)" on 24 September 2003.

The highlight of the talk was the presentation by Mr Greg Baker, from BRANZ, the leading testing and certification body in Australasia. Mr Baker's talk was entitled "The Gateway to the New Zealand Building Products Market."

In his talk, Mr Baker gave an overview of the New Zealand building industry, its relevant building controls, and discussed the role of BRANZ in the NZ building industry. He further explained the extensive range of services available to Singapore

companies wishing to export building and fire safety products to NZ.

Officials from Singapore's Ministry of Trade and Industry were also present to share how Singapore companies could take advantage of the business opportunities created by the Free Trade Agreement.

Industry feedback was also sought on the ANZSCEP for the purpose of reviewing the FTA.

Mr Robert Skinner from the New Zealand Trade Development Board ended the session by briefing members on the NZ economy and investment opportunities between both countries.

It was a very informative session. SMA members walked away with a better understanding of the NZ economy, its investment climate, and in particular, the NZ building products market.

Effective Communication Solutions for Your Business at **REDUCED COSTS**

The Singapore Manufacturers' Federation, SMa, is constantly looking for value-adding services to help members to overcome new business challenges in the ever-changing economy. With globalisation, the need for reliable and cost-effective communication has never been greater.

On 14 November 2003, SMa, together with one of its members, Howdy Corporation, organised a seminar on "Effective Communication Solutions for Your Business at Reduced Costs".

Seminar participants learnt how they

could start taking advantage of high-speed internet connection in the office and enjoy unlimited international calls at lower rates and receive free digital quality international voice calls. With Howdy communication technologies, these important calls will not be missed when you are out of the office or even out of the country.

Howdy Corporation has 23 years of experience in the electronics business, specialising in analog and digital communication technologies. Some of their clients include Motorola, Panasonic, Sony and several other

companies in the electronics industries. Their strategic partners include Ministry of Information Industry, China, China Rail Com, MCI, Sprint Telecom (USA), SPARQ Telecom (Taiwan), Hanoi Telecom (Vietnam). Howdy Corporation is in the midst of negotiation with potential partners in more countries. Seminar participants were very impressed with Howdy Business and Home Solutions.

For more information on this seminar, please contact Ms Lyn Soon at lynsoon@smafederation.org.sg



By Vivian Goh

Electricity Supply Package and Incentive Scheme for Members



bill of more than \$1,500) will be contestable.

Singapore Manufacturers' Federation (SMa), in collaboration with Tuas Power Supply (TPS), organised a seminar for members on the 28 November 2003 at the Jurong Country Club. The speakers from TPS shared valuable information on the liberalisation of the Singapore electricity market, the implications of electricity pool price on consumers, essentials of an electricity supply contract that works for companies and understanding how fuel prices will affect the electricity cost. TPS has customised an exclusive electricity supply package and incentive scheme for members. The objective of this seminar is to facilitate members with knowledge to purchase electricity at competitive rates with a special incentive scheme in Singapore's newly liberalised electricity market. The proposed incentive scheme is provided to encourage members to purchase electricity from TPS in bulk so that economies of scale with cost savings will be achieved.

For more information on the above, please contact Mr Patrick Ho at 6826 3012 or at e-mail address: patrickho@smafederation.org.sg

Singapore's electricity industry is undergoing liberalisation in phases. From 1 June 2003, industrial and commercial consumers with annual electricity consumption of more than 240,000 kWh (monthly electricity bill of more than S\$3,000) were classified by the Energy Market Authority (EMA) as contestable electricity consumers. Further liberalisation will take place in December 2003; industrial and commercial consumers with annual electricity consumption of more than 120,000 kWh (monthly electricity

Trade and Investment Opportunities in Xinjiang, China

On 10 November 2003, the Singapore Manufacturers' Federation (SMa) organised a business symposium on trade and investment opportunities with the Xinjiang Production and Construction Corps of China for approximately 125 participants who had a keen interest in the business opportunities of this mystical western region of China.

The Xinjiang Production and Construction Corps (XPCC) has played a major role in accelerating the local economic development, promoting unity among ethnic groups, maintaining social stability and consolidating border defence. The audience was honoured to have Mr Lu Ji Jian, Deputy Director of Foreign Trade and Economic Cooperation Bureau, XPCC, leading the mission. He shared with participants the business potential in some industries,

including, infrastructure and construction, agriculture, chemical industry and building material, tourism, foodstuff, textile and garment, etc.

Xinjiang, with an area of 1,600,000 sq km, has witnessed a significant increase in foreign trade. Its total sum of import and export volume has gone up from US \$23 million in 1978 to US \$1700 million in the year 2001, which is an increase of 74 times. Singapore's business investment in Xinjiang amounts to more than US\$3 million today.

For further information, please contact Ms Emmeline Lam at telephone number 6826 3077 or at e-mail address: elam@smafederation.org.sg

By Dr Tan Kee Wee

No Policy Changes for Singapore Investors in Malaysia



Trade mission members standing in front of the Malaysian Prime Minister's Office in Putrajaya

Malaysia has just got a new Prime Minister. But as far as investment and business policies are concerned, especially to Singapore businesses and investors, there are no changes.

Singapore investors and businesses continue to be welcomed with open arms into Malaysia.

Dato' Seri Rafidah Aziz, the Malaysian Minister of International Trade and Industry (MITI), gave Mr Lew Syn Pau, President of SMa, this assurance in early December when they met up for an official discussion.

Mr Lew was then leading a 40-member SMa trade mission, consisting largely of SMa members, to Malaysia between 1 and 3 December 2003.

Besides meeting up with senior officials of MITI, the SMa trade mission also met up with senior officials from the Malaysia External Trade Development Corporation, and Malaysia Industrial Development Authority while they were in Kuala Lumpur.



Mr Lew Syn Pau exchanging gifts with HE, The Right Honourable Datuk Wira Mohd Ali bin Mohd Rustam, Chief Minister of Malacca

Prior to that, the mission also met up with the HE, The Right Honourable Datuk Wira Mohd Ali bin Mohd Rustam, the Chief Minister of Malacca, while they were in Malacca.



HE, Dato' Seri Rafidah Aziz, Malaysian Minister of International Trade and Industry, and Mr Lew Syn Pau, President of SMa, taking questions from the floor

At the end of the tightly-packed three-day trip to Malacca and Kuala Lumpur, trade mission members came away impressed with the Malaysian authorities willingness to do business, and feeling confident that many business opportunities could be exploited in Malaysia.



Members of the trade mission and guests in the skybridge of the Kuala Lumpur City Centre

By Peter Soh

People with Disabilities: In need of employment, training and business opportunities

In these challenging economic and business times, SMA remembers people with disabilities who are also in need of employment, training and business opportunities.

Through Bizlink Centre Singapore Ltd, a voluntary welfare organisation set up in 1988 to provide centralised job service for disabled people. SMA members could possibly tie up with the Vocational School for the Handicapped (VSH), whereby employers provide on-the-job training for students on attachment that they could tap at the end of the training period.

The traits of VSH students include skills in basic computer application, skills in office practice and basic service skills. According to Bizlink, the benefits for employers include job counselling, mobility training and career counselling. Office cleaning services could also be provided under the BizClean project launched in 2001.

For more information, please contact Mrs Lua-Lieng Sheau Yea, Manager of the Employment Placement Division with Bizlink Centre Singapore Ltd at telephone number 6249 8120.

What happened to the Paperless Office?

By Vivian Goh

For several decades, many people have proclaimed the imminent arrival of the paperless office. Adding to this, the advent of digital technology seemed to herald the early death of old technology or the use of paper.

In reality, while many organizations have initiated projects to pursue the paperless office, the world has yet to fully embrace this concept.

On the contrary, paper consumption has increased despite the use of the internet, email and digital documents. Why are people still using paper when new technology has become so readily available? How important is paper and what role does it and digital technology play in the modern workplace?

To help organisations devise practical strategies that would better manage the huge volume of both paper and electronic documents circulating daily, SMA jointly organised a seminar with Fuji Xerox Singapore on 25 August 2003.

Mr Willie Lim, Manager for Solutions & Software Marketing of Fuji Xerox Singapore, highlighted that companies should strike a balance between the use of paper and electronic documents, instead of pursuing the much vaunted ideal of the paperless office.

Besides finding the seminar beneficial, every attendee received a free booklet on "Smart Tips to a More Efficient and Productive Office", with compliments of Fuji Xerox Singapore.

SANC Provides Technical Training for GS1 Cambodia

By Rosyati Mohd Said

The EAN International has just appointed the Singapore Article Number Council (SANC), a division of SMA, as the mentor EAN organisation for EAN Vietnam, EAN Thailand, EAN Indonesia, EAN DPR Korea, and most recently GS1 Cambodia.

A technical training programme was held for staff of GS1 Cambodia from 28 July 2003 to 1 August 2003. During their visit to SANC, the Technical Manager, Mr Mara Tan, General Manager, Ms. Keo Chenda, Administration Staff, Ms. Keo Sean and Deputy Chief of the Agriculture Sector of the Cambodia Chamber of Commerce, Mr. Han Vuth, were briefed on the development of SANC, its promotional activities and the various services it provides.

Besides conducting the technical training, SANC also arranged for the delegates to meet up with some SANC members who are bar code equipment suppliers. The delegates had a chance to visit their premises to view solutions for automated retail using the point-of-sales system.

Through this technical training programme, a closer working partnership has been fostered between EAN International, GS1 Cambodia and SANC.



GS1 Cambodia staff, together with SANC staff (1st from right: Mr Tan Jin Soon, Executive Director, SANC)



SMA is Training Our Workforce with the Skills of the Future

The Singapore Manufacturers' Federation, SMA, is proud to announce that the SMA Diploma in Business Administration can now be used as an entry requirement for the second year of the Bachelor of Commerce programme at Murdoch University in Perth, Western Australia.

On top of this, SMA's Training Institute is now an approved centre for the Cambridge International Examination (CIE) Programme. The CIE Programme offers Skills Awards in both Business Administration and Office Administration.

Both SMA Diploma in Business Administration and CIE Programme will commence from November 2003.

The Executive and Enterprise Development (EXCEED) Centre, which is another arm of the SMA's Training Services Division, is also pleased to announce that it has begun running courses on Financial and Legal topics since November 2003. With the increasing number of insolvency and bankruptcy cases, these financial and legal courses would equip SMA members with the knowledge on rights and limits, and enable our members to make good business choices.

TRAINING CALENDAR DECEMBER 2003 & JANUARY 2004

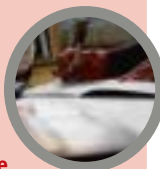
January 2004

Training Institute

- 5 Jan Skills Certificate in Import/Export Documentation/Procedures (Mandarin)
- 6 Jan Supply Chain Execution Technology & Systems
- 8 Jan Top Performance for Admin & Support Staff
- 12 Jan Professional Telephone Skills for Receptionist, Admin & Support Staff
- 12 Jan Manufacturing Logistics
- 13-14 Jan Professional Telemarketing Skills
- 20 Jan Logistics & Supply Chain Strategy
- 13-14 Jan Effective Communication Skills for Secretaries, Admin & Support Staff
- 26 Jan Proactive Time Management for Secretaries, Admin & Support Staff
- 27 Jan High Performance Communication Skills
- 27-28 Jan Writing Effective Business Letters, Memos & Emails
- 29 Jan Reducing Wastes through 5S Programme
- 29-30 Jan The New Economy Professional Salesperson

Executive & Enterprise Development (EXCEED) Centre

- 7-8 Jan Strategic Thinking
- 15 Jan Control and Collect your Debts
- 15-16 Jan Supply Chain & Logistics Performance Management
- 26-27 Jan SKA 6: Power of Project Management
- 28-29 Jan Project Management



SMA Annual Forum on HR Issues

Business is ever changing. Competition in the economy is inevitable and only the fittest survive. Singapore is a unique place where our finest and only natural resource is manpower.

Hence, effective and efficient human resource management is increasingly becoming very important.

To address these issues, the Singapore Manufacturers' Federation (SMA) is organizing an annual forum on "HR Policies and Practices in Singapore" on 15 January 2004.

Human Resource practitioners and Senior Management should attend this forthcoming forum and update themselves to capitalise on current government policies and best thinking.

The forum will provide attendees with the latest in HR policies and best thinking. It will expose them to a carefully selected pool of current knowledge. Attendees will leave the forum armed with new knowledge to assist them in their HR planning for the coming year.

For more information, please contact Sharon Ong at 6826 3049 or email sharonong@smafederation.org.sg



For more information, please contact Alice Cheong at 6826 3040 or e-mail alicecheong@smafederation.org.sg (Training Institute Programmes) and Colleen Chin at 6826 3041 or e-mail colleenchin@smafederation.org.sg (EXCEED Centre Programmes)

A Great Leap Forward for SMa Academy

The Singapore Manufacturers' Federation (SMa) took a great leap forward when the SMa Academy signed a Memorandum of Agreement with the University of Strathclyde in Glasgow, Scotland, UK, on 12 November 2003.

The Vice Chancellor of the University of Strathclyde, Professor Andrew Hamnett, and SMa's Secretary-General, Dr Roger Low, both endorsed their commitment to this partnership.

Under the Agreement, SMa will collaborate with the University of Strathclyde to offer the Master of Science (Manufacturing Operations) programme in Singapore.

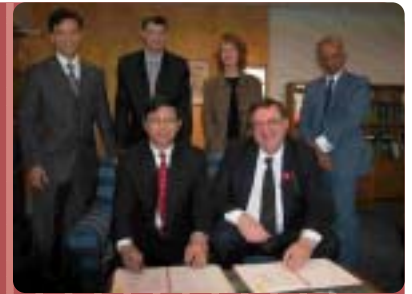
The Master programme will be officially launched in March 2004. It will include 10 course modules and a dissertation. All modules will be taught by professors and lecturers from the University of Strathclyde.

The University of Strathclyde was founded in 1796. It became a University in 1964. By then, the University had evolved and expanded, while remaining true to the vision of its founder, and that is to be a place of useful learning for all.

New experiences, expanding horizons, and fresh opportunities. The University of Strathclyde intends to impart knowledge and skills that are vital in this fast-changing world, to all its students and staff. The university's

student enrollment currently stands at 14,980. They are supported by a staff strength of 3,394.

The university's Department of Design, Manufacture and Engineering Management (DMEM) will be working closely with the SMa Academy to offer this MSc. Programme, starting in March 2004.



● The signing of the MOA between SMa and University of Strathclyde.

(Left to right, sitting) Dr Roger Low, Secretary-General, SMa, Professor Andrew Hamnett, Principal and Vice-Chancellor, University of Strathclyde

(Left to right, standing) Dr Aloysius Tay, Director of Training Institute, SMa, Mr William J Jon, Head of Design, Manufacture and Engineering Management Department, University of Strathclyde, Ms Janice Brownlee, Director of International and Graduate Office, University of Strathclyde, Mr Raj Balendra, Professor of Manufacturing Engineering, University of Strathclyde

A Home for SMa Academy



SMa Academy, which was officially registered in Aug 2003, will soon move to its new home at Hotel Le Meridien. The 5,000 square feet of teaching space will provide students of SMa Academy a modern and scholarly environment to study and interact.

The facilities offered by the Academy include 4 lecture / executive training rooms, each of which can accommodate up to 60 students. The fully wireless LAN system will enable all students with internet access anywhere in the Academy.

There will be a well-stocked library and online journals. In the near future, classroom replay systems will be installed to enable all lectures to be connected to the world-wide web. A medical clinic, and gymnasium facilities are only a door away.

The Academy will deliver the following programmes in early 2004. They are:

- 1) Bachelor of Commerce (Management & Marketing), from Murdoch University, Perth, Australia
- 2) Bachelor of Business (International Supply Chain Management), from LaTrobe University, Victoria, Australia
- 3) Master of Science (Manufacturing Operations) from University of Strathclyde, Glasgow, United Kingdom

Apart from these programme, SMa Academy will come up with a number of other undergraduate and graduate programmes.

In January 2004, SMa will be announcing the SMa Academy Scholarships and Awards Exercise. Up to 6 undergraduate scholarships and 9 study awards will be offered for the Year 2004 enrollments.

SMa Federation has been providing training to its members and the community since 1966. The SMa Training Services Division is sub-divided into 4 sub-divisions. They are:

- 1) SMa Training Institution – Catering to the blue-collar workers to provide core skills training.
- 2) SMa Executive & Enterprise Development Centre (Exceed) – Catering to the upgrading of skills for executives, up to Senior Management and Enterprise-wide development programmes.
- 3) SMa Academy – Catering to individuals who aspire to further their education.
- 4) SMa Surrogate Training Department – Catering to SME's training needs.

Manufacturing Riding On Technology for Growth

There is no doubt that technology plays an indispensable role in the field of manufacturing. For without technology, manufacturing would not grow as fast.

To update members on the latest developments on the technology scene, three of SMa's Industry Groups (IG) - Automation Technology Industry Group (ATIG), Electrical, Electronics and Allied Industries Industry Group (EEAI), and Metal, Machinery and Engineering Industry Group (MME) - came together and co-organised the Tri-Industry Group Technology Conference.

This was held on 21 October 2003 at the Meritus Mandarin Singapore.

Over 80 participants attended the full-day conference. The participants benefited greatly from gems of wisdom imparted by speakers from International Enterprise Singapore, SIMTech, Data Storage Institute, Nortel Networks, Inteplan Inc, Omron Corporation Japan, SAP Asia Pte Ltd, Apogee Consulting Pte Ltd and Essential Quality Systems, Inc. There were also 5 exhibition booths during the Conference for member companies to exhibit and introduce their products and services.



● SMa Deputy President, Mr Edwin Khew presents a token of appreciation to the Deputy Director of the Technology Business Division of International Enterprise Singapore, Mr Francis Tay

RAJAH & TANN

Address : 4 BATTERY ROAD
#26-01 BANK OF CHINA BUILDING
SINGAPORE 049908
CEO : MR. V. K. RAJAH
Tel : 6535 3600
Fax : 6538 8558
Contact Person : MR. QUENTIN LOH
Email : info@rajahtann.com
Website : www.rajahtann.com

RC HOTELS (PTE) LTD - SWISSOTEL

Address : 2 STAMFORD ROAD
SINGAPORE 178882
CEO : MR. MARKLAND BLAIKLOCK
Tel : 6338 8585
Fax : 6336 8783
Contact Person : MS SHARYN FOO
Website : www.raffletheplazahotel.com

REACH

Address : 44 LENTOR WALK
SINGAPORE 788809
CEO/Contact Person : MR. RAJEEV BHASNI
Email : rajeev@bhast.net

REN CONSULTING INTERNATIONAL PTE LTD

Address : 78 SHENTON WAY
#05-02 SINGAPORE 079120
CEO/Contact Person : MR. RONNIE TAN
Tel : 6423 1178
Fax : 6223 7338
Email : Ronnie.ta@ren.com.sg
Website : www.ren.com.sg

RODYK & DAVIDSON

Address : 80 RAFFLES PLACE #33-00
UOB PLAZA 1, SINGAPORE 048624
CEO/Contact Person : MS HELEN YEO
Tel : 6225 2626
Fax : 6225 1838
Email : mail@rodyk.com
Website : www.rodyk.com

SAP ASIA PTE LTD

Address : 83 CLEMENCEAU AVE
#17-01 UE SQUARE
SINGAPORE 239920
CEO : MR. CHAN WAH LEONG
Tel : 6890 1088
Fax : 6890 1038
Contact Person : MR. BRIAN TAN
Website : www.sap.com

SCHNEIDER ELECTRIC LOGISTICS ASIA PTE LTD

Address : 5 TAI SENG DRIVE
#01-00 STEEL INDUSTRIES BUILDING
SINGAPORE 535217
CEO : MR. STEVEN LEE
Tel : 6286 8679
Fax : 6281 0347
Contact Person : MR. CHIN JIT ENG
Email : katlee@schneider-electric.com
Website : www.schneider-electric.com

SCIMED (ASIA) PTE LTD

Address : 196 PANDAN LOOP
#07-11 PANTECH INDUSTRIAL
COMPLEX SINGAPORE 128384
CEO : MR. KEITH LOW
Tel : 6779 3388
Fax : 6266 3086
Contact Person : MS LINDA PHANG
Email : linda@scimed.com.sg
Website : www.scimed.com.sg

SEAH'S SPICES FOOD INDUSTRIES

Address : BLK 15 WOODLANDS LOOP
#03-40 WOODLANDS EAST
INDUSTRIAL ESTATE
SINGAPORE 738322
CEO/Contact Person : MR. SEAH SEOW KHIANG
Tel : 6759 9551
Fax : 6759 9552
Email : spices@singnet.com.sg
Website : www.singfood.com

SIN CHOOH CHUAN FOOD INDUSTRIES PTE LTD

Address : BLK 3020 UBI AVE 2
#03-105 SINGAPORE 408896
CEO/Contact Person : MS JILL CHIANG
Tel : 6842 4631
Fax : 6842 4631
Email : sinchoochuan_food@asia.com

SIN LEE STATIONERY PLASTIC COMPANY PTE LTD

Address : 2 WOODLANDS SECTOR 1
#05-01 SINGAPORE 738068
CEO/Contact Person : MR. FONG CHOR WENG
Tel : 6755 8887
Fax : 6758 5558
Email : sinleespl@singnet.com.sg

SINGAPORE MARRIOTT HOTEL

Address : 320 ORCHARD ROAD
SINGAPORE 238605
CEO : MR. ROBERT STARK
Tel : 6735 5800
Fax : 6831 4774
Contact Person : MR. SUNIL SHAMODASANI
Email : sunil.shamodasani@marrhotels.com
Website : www.marriott.com/sindt

SINGAPORE PHARMACEUTICAL PTE LTD

Address : 61 KAKI BUKIT AVE 1
#05-31 SHUNLI INDUSTRIAL PARK
SINGAPORE 417943
CEO/Contact Person : MR. ADAM A M MAARDOF
Tel : 6848 4229
Fax : 6848 4192
Email : udh.spl@pacific.net.sg

SMART VENUE INTERNATIONAL PTE LTD

Address : 151 CHIN SWEE ROAD
#10-12 MANHATTAN HOUSE
SINGAPORE 169876
CEO : MR. LIM PANG SEEK
Tel : 6747 1998
Fax : 6841 2900
Contact Person : MR. ZHANG ZHI MIN
Email : enquiry@smart-venue.net
Website : www.smart-venue.net

SOLIDHEAT INDUSTRIES PTE LTD

Address : BLK 9005 TAMPINES ST 93
#01-266 TAMPINES INDUSTRIAL PARK A
SINGAPORE 528839
CEO : MR. SOH LAI SENG
Tel : 6748 7591
Fax : 6784 7590
Contact Person : MS LYNDRY GOH
Email : sakes@solidheat.com.sg

SOON LIAN HARDWARE (PTE) LTD

Address : 8 JOO KOON ROAD
SINGAPORE 628972
CEO : MR. TAN YEE CHIN
Tel : 6261 8888
Fax : 6863 6888
Contact Person : MR. CHOW TUCK FAI
Email : slgroups@singnet.com.sg
Website : www.soonlian.com

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Address : 61 BUKIT BATOM CRESCENT
#05-02 HENG LOONG BUILDING
SINGAPORE 658078
CEO : MR. CHOW YEE TURK
Tel : 6267 8922
Fax : 6316 7909
Email : ytchow@startech.com.sg

SWISS REINSURANCE COMPANY

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#47-00 OUB CENTER
SINGAPORE 048616
CEO : MR. JOHN LOCKYER
Tel : 6532 2161
Fax : 6532 2075
Contact Person : MS GRACE LIM
Email : Grace_Lim@swissre.com
Website : www.swissre.com

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Fax : 6476 3292
Contact Person : MDM HO SIEW CHIN
Email : tonyint@magix.com.sg

TACT CHEMIE S.E.A. PTE LTD

Address : 30 JOO KOON CIRCLE
SINGAPORE 629059
CEO/Contact Person : MR. ALAN TAN
Tel : 6897 9788
Fax : 6897 9722
Email : tactchemie@pacific.net.sg

TAIPEI INDUSTRIES PTE LTD

Address : 27 LORONG 25A GEYLANG
SINGAPORE 388232
CEO/Contact Person : MRS YANG HWANG MEEI JING
Tel : 6742 0778
Fax : 6741 2607
Email : troop@singnet.com.sg

TRIADIC COMPANY PTE LTD

Address : 263 UPPER PAVA LEBAR
#05-09 DA JIN FACTORY BUILDING
SINGAPORE 534963
CEO/Contact Person : MR. FOO KOK SIN
Tel : 6858 2322
Fax : 6858 2344
Email : ksfuo@triadic.com.sg
Website : www.triadic.com.sg

TUCK LEE ICE WORKS (1957) PTE LTD

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CEO : MR. HAUW WEE
Tel : 6471 1957
Fax : 6472 1900
Contact Person : MR. ALEX CHAI
Email : admin@tucklee.com
Website : www.tucklee.com

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SINGAPORE 069535
CEO : MR. SEET MENG HUA
Tel : 6563 3966
Fax : 6563 3911
Contact Person : MR. ANDY TAN
Email : andy@unimax-center.com

VIASYSTEMS (SINGAPORE) PTE LTD

Address : 371 BEACH ROAD
#13-02 KEYPOINT
SINGAPORE 199597
CEO/Contact Person : MR. WILLIAM WONG
Tel : 6291 4819
Fax : 6291 3316
Email : christopherlee@sing.com.sg
Website : www.viasystems.com

VOXMEDIA PTE LTD

Address : 60 KAKI BUKIT PLACE
#03-01 EUNOS TECHPARK
SINGAPORE 415979
CEO : MR. KHO YEOW HUA
Tel : 6282 7655
Fax : 6283 5231
Contact Person : MR. JOE CHUA
Email : joe@voxmedia.com.sg
Website : www.voxmedia.com

WORLD SPA INDUSTRIES PTE LTD

Address : 32 SUNGEEI KADUT WAY
SINGAPORE 720787
CEO : MR. ZUBEIR SHEFUDDIN
Tel : 6367 0990
Fax : 6367 0660
Contact Person : MR. JERRY GAN
Email : jerry.gan@monarchgroup.com.au

WP DA SILVA & COMPANY

Address : 10 ANSON ROAD
#17-05 INTERNATIONAL PLAZA
SINGAPORE 079903
CEO/Contact Person : MR. WILLIAM DA SILVA
Tel : 6227 8338
Fax : 6227 6788
Email : wpdco@pacific.net.sg

YUNG SHIN PHARMACEUTICAL (S) PTE LTD

Address : 8 KAKI BUKIT ROAD 2
#02-26 RUBY WAREHOUSE COMPLEX
SINGAPORE 417841
CEO : MR. LEE PANG HSIN
Tel : 6741 2466
Fax : 6747 6009
Contact Person : MS. GAN SWEET POH
Email : ysp@yungshin.com.sg
Website : www.yungshin.com.my

ZIMMER PTE LTD

Address : 315 ALEXANDRA ROAD
#03-03 PERFORMANCE CENTRE
SINGAPORE 159944
CEO : MR. STEPHEN OOI HONG LIANG
Tel : 6479 3955
Fax : 6472 6657
Contact Person : MR. LIM SOON KUAN

ZIWELL MEDICAL (S) PTE LTD

Address : 1 UBI CRESCENT
#05-03 NUMBER 1 BUILDING
SINGAPORE 408663
CEO/Contact Person : MR. YEO SIEW MENG
Tel : 6749 1693
Fax : 6749 2371
Email : zyw@zwell.com.sg

ZYFAS MEDICAL CO

Address : 102E PASIR PANJANG ROAD
#02-10/11 LITTLINK WAREHOUSE
COMPLEX SINGAPORE 118529
CEO : MR. MOHAMED TAHIR
Tel : 6275 7757
Fax : 6275 2287
Contact Person : MS. JULIA MOHAMED
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A Successful Platform for Global SMEs

■ SMA President, Mr Lew Syn Pau addressing the delegates...



■ Guest-of-Honour, BG (NS) George Yeo mingles with the delegates at ISBC



■ Delegates listen attentively during one of the plenary session



■ Delegates enjoying the sumptuous food at the ISBC Gala Dinner



■ Delegates mingle during the tea-break session...

Global small and medium enterprises (SME) went home satisfied that they had participated in a congress that would truly boost their businesses.

"I believe that the participants benefited a lot from the congress. I am optimistic about the future of Asia", Dr Eiji OGAWA, President, Chukyo University (Japan).

"Most of the Korean SMEs were interested in events such as ISBC 2003 and benefited from it. They better understood the global trends affecting SMEs. The organisation of the congress was OK", Mr YOUM Han Soon, President, Korea Expanded Polystyrene Industry Co-operative (South Korea).

"The Congress is interesting, inspiring and enjoyable. Singaporean hosts are exciting", Mr Hanns Eberhard Schleyer, Chairman of the ISBC International Steering Committee (Germany).

The three individuals above were attendees at the 30th International Small Business Congress (ISBC) from 21 to 24 September 2003. This was held at the Singapore International Convention and Exhibition Centre.

An annual conference, ISBC champions the importance of small businesses and recognises their contributions to a country's economic development. The event provides a platform for business associations, entrepreneurs, small businesses and government officials to learn about business solutions, forge new contacts and engage in new businesses.

The congress was jointly organised by the Singapore Manufacturers' Federation (SMA), SPRING Singapore, IE Singapore and the Association of Small and Medium Enterprises (ASME).

BG (NS) George Yeo, Minister for Trade and Industry, graced the occasion as the Guest-of-Honour.

In his welcome address, Mr Lew Syn Pau, President of SMA said that increasing globalization have created new markets and drastically changed existing ones. To stay relevant, Mr Lew said that SMEs must seek new niches and opportunities.

The theme of the congress was "Enterprise Unlimited: Opportunities and Challenges in Global Markets". It is a reminder of the vast opportunities available to business enterprises and the challenges they face in the global economy. Some 1000 delegates congregated over the course of 4 days to listen to various speakers from successful business backgrounds across the globe.

For the first time, the Congress featured an SME Entrepreneurs Forum and a Finance Fair. At the forum, participants had the chance to listen to enterprising local SMEs such as Hyflux. At the Finance Fair, companies were exposed to a wide array of financing instruments, including new means of raising capital.

Throughout the 4-day congress, delegates had the chance to sample some of Singapore's attractions such as the Jurong Bird Park and Sentosa Island. The Congress culminated in a Gala Dinner which was nothing short of fun and laughter.



■ Promoting Singapore culture to foreign delegates during ISBC