



Singapore Manufacturers'  
Federation

新加坡制造商联合会

Connectivity | Steadfastness | Endurance

**Annual Report 2011/2012**

Our Profile

The Singapore Manufacturers' Federation (SMa) is a non-profit organisation that represents the interest of the Singapore manufacturing industry. SMa envisions being a world-recognised manufacturing federation by creating value to its members.

Established since 1932, it has stayed true to its mission in driving the competitiveness and sustainable growth of its members through serving industry-specific needs.

SMa is led by a Council that comprises industry leaders from the manufacturing sector for an elected two-year term. Current membership stands at more than 2,800 corporate members ranging from MNCs to SMEs. SMa carries out a myriad of activities to enhance the competitive edge of its members.

Leveraging on its extensive network of contacts, industry knowledge and Centres of Excellence, SMa is well-placed to represent its members to facilitate communications with the Government and other partners.

- SMa's services include:
- Business leads and matching services
  - Business missions and exhibitions
  - Networking sessions
  - Forums, conferences, seminars and workshops
  - Dialogue with government agencies
  - Standards development
  - Certificates of Origin
  - Capacity and capability building through education and training

Steadfast  
through  
transitions

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## President's Message

Dear Fellow Members,

2011 was an eventful year for the world, Singapore, and SMa. Major events, political, economic and natural disasters changed the world. The uncertainties in Europe, Japan and elsewhere in the world affected all of us. Going forward, the year ahead is still uncertain and much depends on macro factors that are beyond our control. We have to ensure that we remain lean and able to respond and react adroitly - and to remain relevant.

At the EOGM held in November 2011, SMa members unanimously approved to change the name of SMa from Singapore Manufacturers' Federation to Singapore Manufacturing Federation, and also to be known as SMF rather than SMa – to better reflect the reality of the Federation as it is; and as it will have to be – transforming itself for the future. The new logo, to be unveiled at the 80th Anniversary Gala Dinner by the Prime Minister, will complete this symbolic transformation.

Members had also approved the changes to the financial year for the annual report at the EOGM. This annual report will cover our activities of the last 15 months (instead of 12 months) from January 2011 to March 2012.

In 2011, SMa was appointed by SPRING Singapore as Standards Development Organisation (SDO) for the development, promotion and implementation of standards for Singapore in the three categories of Biomedical, Food and General Engineering & Safety Standards. This is the first time SPRING has outsourced Standards Development to an association.

One of the main thrust of SMa in the near future is the formation and the funding by the Singapore Government of Singapore Innovation & Productivity Institute (SiPi). This is the first industry-led knowledge enterprise championing manufacturing excellence through innovation and productivity in Singapore. SiPi collaborates closely with the Singapore government agencies, industry experts, academia and overseas institutions to develop tools, case studies and localise best practices and to lead and promote Innovation led Productivity.

Together with our partners Employment and Employability Institute (e2i) and Republic Polytechnic, Silver Productivity was launched in October 2011 by MOS Teo Ser Luck. SMa was the first to initiate a programme to help companies redesign their workplace to increase productivity for the older workers, increasing their employability and providing them with relevant skills.

Together with WDA, we developed a customised innovation and productivity programme called SME Qiang (an abridged version of the WSQ CPI Manager programme) which would benefit many SMEs.

SMa worked with CASE, Singapore Environment Council (SEC) and Singapore Business Advisors & Consultants Council (SBACC) to further extend the use of the GSI barcode for authentication purposes.

With our partners, Tampines Centre CCC, Northeast CDC and Murdoch University, SMa Institute of Higher Learning will contribute a \$350,000 sponsorship to support nine needy students for a period of three years each.

These are but a few of the many touch points that the Federation has developed in 2011.

Meanwhile, our various Centres of Excellence like CCL and EDC as well as our membership services and our Global Business Group have been very active in helping our members improve their business and explore new business opportunities overseas. We have organised numerous trade missions, exhibitions, business trips, seminars and networking events for our members. This is part of the membership services which SMa continues to value add to our members for the last 80 years since its inception in 1932.

### 80th Anniversary

2012 is our 80th Anniversary and we have lined up a series of events to commemorate this momentous occasion.

We were honoured to have President Tony Tan Keng Yam unveil our official orchid named 'Ascocenda SMF 80th Anniversary' on 27 January 2012.

This orchid was specially chosen for its solid, long-lasting qualities. The burgundy colour of the orchid symbolises noble spirit, maturity and stability of the Federation. The cluster of flowers at the top of the stalk represents the Federation as one body and the flowers represent the various Centres of Excellence and the various Industry Groups. The dots represent the various Sub-Groups of industries.

We had a fundraising golf tournament in July to raise bursary funds for the staff and family of SMa members to pursue a higher education with SMa Institute of Higher Learning. SMa is also in the midst of producing the 80th anniversary commemorative book and a new corporate video.

The climax of the celebration is our 80th Anniversary Gala dinner on 29 September 2012 with Guest-of-Honour Prime Minister Lee Hsien Loong who will unveil the new Federation logo that evening.

I thank all of you members, partners and friends for your continued membership and support leading us to this success for 80 years.

We are committed in creating and adding value for SMa, the members, the community as well as the country.

I look forward to your continued support and to working even closer with you. Wishing all of you every success and happiness.

Yours Sincerely,

George Huang  
President





**1) Mr George Huang, PBM, DSM**

President, Singapore Manufacturers' Federation (SMa)  
 Chairman, SMa Federation Enterprises Pte Ltd (since 4 Nov 2010)  
 Chairman, SMa Federation International Pte Ltd (since 3 Nov 2010)  
 Chairman, SMa Institute of Higher Learning Pte Ltd  
 Chairman, SMa Centre for Corporate Learning Pte Ltd  
 Trustee, 100,000 SMa Federation Enterprises Pte Ltd's shares  
 Chairman, Board of Directors, GSI Singapore Ltd (since Nov 2009)  
 Chairman, Board of Directors, Singapore Innovation and Productivity Institute Pte Ltd  
 Chairman, SMa-Standards Development Organisation  
*Managing Director, Amoy Canning Corporation (S) Ltd*

**2) Dr Moh Chong Tau, PBM**

Deputy President, Singapore Manufacturers' Federation (SMa)  
 Trustee, 100,000 SMa Federation Enterprises Pte Ltd's shares  
 Trustee, SMa Education & Training Fund  
 Director, SMa Institute of Higher Learning Pte Ltd  
 Director, SMa Federation Enterprises Pte Ltd  
 Chairman, EDC@SMa Pte Ltd  
 Director, SMa Centre for Corporate Learning Pte Ltd  
 Director, Singapore Innovation and Productivity Institute Pte Ltd  
*President & CEO, Makino Asia Pte Ltd*

**3) Dr Ahmad Magad**

Vice-President, Singapore Manufacturers' Federation (SMa)  
*Group Managing Director, II-VI Singapore Pte Ltd*

**4) Mr Poh Choon Ann**

Vice President, Singapore Manufacturers' Federation (SMa)  
 Senior Advisor, Global Business Groups Function Committee, SMa (since 1 Jun 2011)  
 Chairman, Global Business Groups Function Committee, SMa (till 31 May 2011)  
 Chairman, China Business Group, SMa  
*Chairman & CEO, Poh Tiong Choon Logistics Limited*

**5) Mr Simon Li**

Vice President, Singapore Manufacturers' Federation (SMa)  
 Chairman, Global Business Groups Function Committee, SMa (since 1 Jun 2011)  
 Chairman, Membership and Industry Groups Function Committee, SMa (till 31 May 2011)  
 Chairman, China Business Group, SMa  
 Chairman, Energy & Chemicals Industry Group, SMa  
*CEO, Feoso Oil (Singapore) Pte Ltd*

**6) Mr Patrick Chang**

Honorary Secretary, Singapore Manufacturers' Federation (SMa)  
 Chairman, Secretariat Management Committee, SMa  
 Chairman, Public Relations & Corporate Communications Function Committee, SMa  
 Trustee, SMa Education & Training Fund  
 Director, SMa Federation Enterprises Pte Ltd  
 Director, SMa Institute of Higher Learning Pte Ltd  
 Director, SMa Centre for Corporate Learning Pte Ltd  
*Managing Director, Padlin Office Products Pte Ltd*

**7) Mr Douglas Foo, PBM**

Honorary Treasurer, Singapore Manufacturers' Federation (SMa)  
 Chairman, Finance Management Committee  
 Trustee, SMa Education & Training Fund  
 Director, SMa Federation Enterprises Pte Ltd  
 Director, SMa Institute of Higher Learning Pte Ltd  
 Director, EDC@SMa Pte Ltd  
 Director, SMa Centre for Corporate Learning Pte Ltd  
*CEO, Sakae Holdings Ltd*

**8) Mr Renny Yeo, PBM**

Honorary President, Singapore Manufacturers' Federation (SMa)  
 Chairman, Innovation and Productivity Function Committee, SMa (till 31 Aug 2011)

**9) Mr Lim Meng Wee**

Chairman, IT and Technology Development Function Committee, Singapore Manufacturers' Federation (SMa)  
*Managing Director, SP Consulting (International) Pte Ltd*

**10) Mr Michael Chin**

Chairman, Membership and Industry Groups Function Committee, Singapore Manufacturers' Federation (SMa) (since 1 Jun 2011)  
 Chairman, Health, Safety, Security and Environment Function Committee, SMa (till 31 May 2011)  
 Deputy Chairman, Board of Advisors, Singapore Innovation and Productivity Institute Pte Ltd  
*General Manager, Asia Pacific Breweries (S) Pte Ltd*

**11) Mr Birch Sio**

Chairman, Health, Safety, Security and Environment Function Committee, Singapore Manufacturers' Federation (SMa) (since 1 Jun 2011)  
*Managing Consultant & Director, Concord Associates Pte Ltd*

**12) Mr Valerio Nannini**

Chairman, Innovation and Productivity Function Committee, Singapore Manufacturers' Federation (SMa) (till Feb 2012)  
 Chairman, Board of Advisors and Director, Singapore Innovation and Productivity Institute Pte Ltd  
*Managing Director, Nestlé Singapore (Pte) Ltd*

**13) Mr Low Beng Tin, BBM**

Chairman, 80th Anniversary Planning & Coordination Committee, Singapore Manufacturers' Federation (SMa) (since 30 Nov 2011)  
*Managing Director, Oakwell Engineering Limited*

# Executive Committee



# Council Members



**Mr Liang Chong Kang**  
Chairman, Automation  
Technology Industry Group  
Managing Director,  
E.mation Technologies  
Pte Ltd



**Mr Richard Chee**  
Chairman, Building Products  
& Construction Materials  
Industry Group  
Managing Director,  
Richee Engineering Enterprise  
Pte Ltd



**Mr Tsang Kwan Lung**  
Chairman, Electrical,  
Electronics and Allied  
Industries Industry Group  
Director & General Manager,  
GP Batteries International  
Limited



**Mr Rowan Tan**  
Chairman, Fire  
Protection, Safety and  
Security Industry Group  
Managing Director, Far  
East, DORMA Far East  
Pte Ltd



**Mr Liau Beng Chye**  
Chairman,  
ArmorShield Holdings  
Pte Ltd



**Ms Annabelle Tan**  
Managing Director,  
Brite Konzept Pte Ltd



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



**Mr George Wong, PBM**  
Managing Director &  
Principal Consultant,  
Hoclink Systems & Services  
Pte Ltd



**Mr Peter Tan**  
Managing Partner,  
JP Asia Capital Partners



**Mr Sunny Koh, PBM**  
Chairman, Food &  
Beverage Industry Group  
Managing Director,  
Chinatown Food  
Corporation Pte Ltd



**Dr Tan Kok Kheng**  
Chairman, Life Sciences  
Industry Group  
Chairman & CEO,  
Mycobiotech Ltd



**Mr Yeo Cheong Guan**  
Chairman, Lifestyle  
Industry Group  
Managing Director,  
Eng Bee Paper Merchant  
Pte Ltd



**Mr Philip Lee**  
Partner,  
KPMG LLP



**Mr Saw Ken Wye**  
(since 18 Jan 2012)  
VP, Public Sector,  
Asia Microsoft Operations  
Pte Ltd



**Mr Tan Boon Chong**  
General Manager/Standards  
and Certification Manager,  
Schneider Electric  
Singapore Pte Ltd



**Mr Wong Choon Kin**  
General Manager,  
Spot Management  
Services Pte Ltd



**Mr Alok Mishra \***  
Chairman, Medical  
Technology Industry Group  
(since 18 Jan 2012)  
Vice President, Strategic  
Marketing & Market Access,  
Johnson & Johnson Pte Ltd



**Mr Gan Chin Yean \*\***  
Chairman, Metal,  
Machinery & Engineering  
Industry Group  
(from Jan-Mar 2012)  
Managing Director,  
Interplex Singapore Pte Ltd



**Mr Albert Lim**  
Chairman, Packaging  
Council of Singapore  
Industry Group  
Director,  
Regional Sales & Marketing,  
Packagers Pte Ltd



**Mr Alex Siow, PPA(P), PPA(G)**  
Head, Enterprise Risk  
Management and Business  
Excellence,  
StarHub Limited



**Mr Tay Jih-Hsin**  
Director, Sales & Marketing  
Swee Hin Power Systems  
Pte Ltd



**Mr Jerry Tan**  
CEO,  
Wanin Industries Pte Ltd



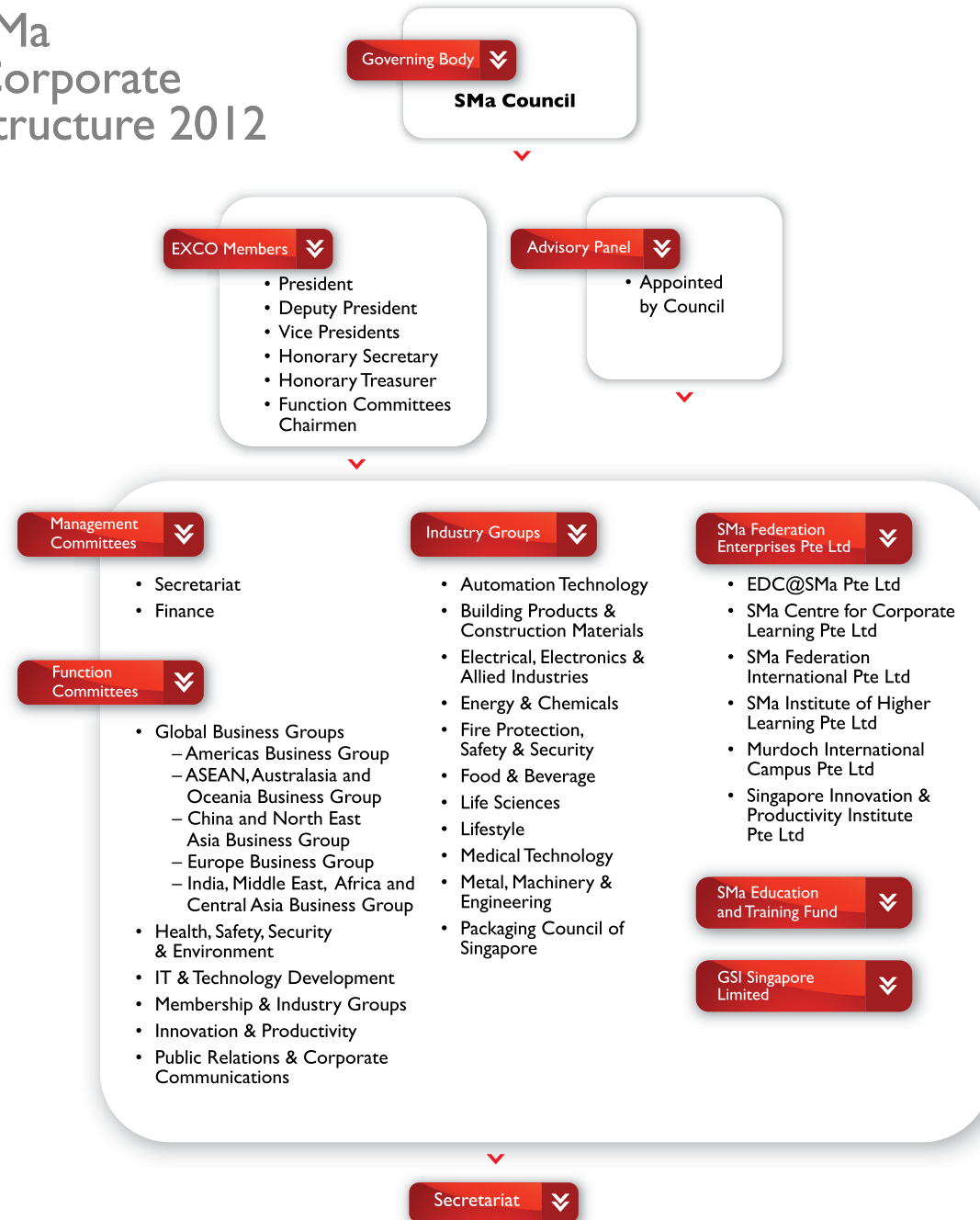
**Mrs Jennifer Yeo**  
Chairman,  
Yeo-Leong & Peh LLC

\* **Mr Derrick Goh**, Director of Marketing, Olympus Singapore Pte Ltd (Jul 2010 - Sep 2011)  
\* **Ms Jacqueline C. Monteiro**, Senior Manager, Medtronic International Ltd (Oct 2011 - Jan 2012)  
\*\* **Mr James See**, Executive Director, Singco (Private) Limited (Jul 2010 - Nov 2011)

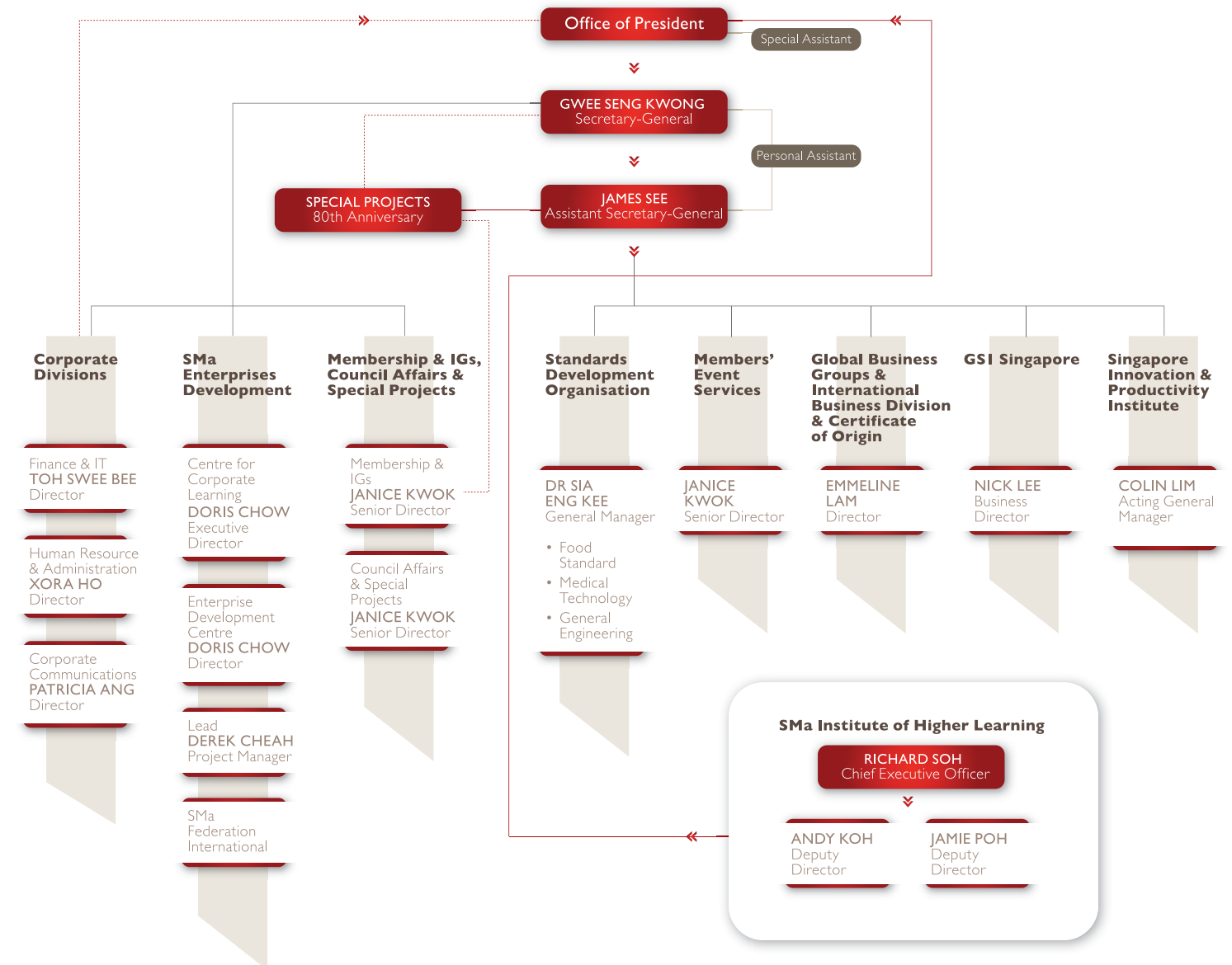
**N.B** Listed in alphabetical order by industry group

**N.B** Listed in alphabetical order by company name

# SMa Corporate Structure 2012



# SMa Secretariat Organisation Structure 2012



# Function Committees

## Global Business Groups

The Global Business Groups (GBG), one of the function committees of SMa, plays an important role in helping the association's members promote and expand their business in Singapore and globally. GBG proactively identifies business opportunities and creates networking platforms and initiatives for members to tap on market opportunities. GBG also assists members in enhancing international competitiveness and branding by organising country conferences, regional seminars, workshops and other industry-specific educational and outreach programmes. From January 2011 to March 2012, GBG has organised over 50 Singapore Pavilions in leading trade exhibitions both locally and overseas, received over 50 business incoming visitors and delegations for networking and business matching, as well as conducted a comprehensive survey of members' needs and requirements in overseas ventures. It is governed by the Global Business Function Committee, which consists of the following office bearers appointed by the SMa EXCO:

### **Chairman**

#### **Mr Simon Li**

Vice President of SMa and CEO of Feoso Oil (Singapore) Pte Ltd

### **Senior Advisor**

#### **Mr Poh Choon Ann**

Vice President of SMa and Chairman and CEO of PTC Logistics Ltd

To enable GBG to lead companies in their business expansions globally, GBG sets up five business groups so that companies can leverage on their expertise:

### **China and North East Asia Business Group**

#### **Co-Chairmen**

#### **Mr Poh Choon Ann**

Vice President of SMa and Chairman and CEO of PTC Logistics Ltd

#### **Mr Simon Li**

Vice President of SMa and CEO of Feoso Oil Singapore (Pte) Ltd

### **ASEAN, Australasia and Oceania Business Group**

#### **Chairman**

#### **Mr Low Beng Tin**

EXCO Member of SMa and Managing Director of Oakwell Engineering Ltd

### **Deputy Chairman**

#### **Mr Sunny Koh**

Council Member and Chairman of SMa Food and Beverage Industry Group and Group Managing Director of Chinatown Food Corporation Pte Ltd

### **Americas Business Group**

#### **Chairman**

#### **Dr Ahmad Magad**

Vice President of SMa and Group Managing Director of II-VI Singapore Pte Ltd

### **Deputy Chairman**

#### **Mr Lim Meng Wee**

EXCO Member of SMa and Chairman of SMa IT and Technology Development Function Committee, and Managing Director of SP Consulting (International) Pte Ltd

### **Europe Business Group**

#### **Chairman**

#### **Mr Peter Tan**

Council Member of SMa and Managing Partner of JP Asia Capital Partners

### **India, Middle East, Africa and Central Asia Business Group**

#### **Chairman**

#### **Mr Alok Mishra**

Council Member and Chairman of SMa Medical Technology Industry Group and Vice President, Strategic Marketing and Market Access of Johnson & Johnson Pte Ltd

### **Deputy Chairmen**

#### **Mr Birch Sio**

EXCO Member and Chairman of SMa Health, Safety, Security and Environment Function Committee, and Managing Consultant and Director of Concord Associates Pte Ltd

#### **Mr Liau Beng Chye**

Council Member and Chairman of ArmorShield Holdings Pte Ltd



## HIGH LIGHTS

### **China and North East Asia Business Group**

#### **Business Missions and Exhibitions**

In July 2011, the Vice Presidents of the SMa, Mr Poh Choon Ann and Mr Simon Li, led the Singapore Delegation on a business mission to the China Shandong Province, visiting cities like Qingdao and Rizhao. In September 2011, Mr Li spearheaded a trip to Tangshan and Tianjin Eco-City whereas a business mission at the end of the year saw the Delegation heading to Shandong Kenli and Weifang.

### **ASEAN, Australasia and Oceania Business Group**

#### **Courtesy Calls**

Under the chairmanship of EXCO Member, Mr Low Beng Tin, the Group was active in organising various outgoing business missions, incoming delegations, factory visits, seminars and meetings for members. It also arranged for VIPs to meet the SMa President for discussions. One of these was the courtesy call to SMa by the Ambassador of the Democratic Republic of Timor-Leste, His Excellency Roberto Sarmento de Oliveira Soares, on 8 September 2011. SMa President Mr George Huang also met with His Excellency Nopadol Gunavibool, Ambassador of Thailand, during a lunch meeting held on 5 October 2011. Mr Low also led a 150-strong member delegation to visit Iskandar in Malaysia.

### **Americas Business Group**

#### **Seminars/Networking Sessions**

In October 2011, the group organised for a high-level Argentinean delegation to have a networking session with its companies. Hosted by the Vice President of SMa Mr Poh Choon Ann, the dinner that followed was attended by the Governor of the Province of Córdoba Mr Juan Schiaretti. A business seminar was also held in conjunction with the networking initiative.

### **Europe Business Group**

#### **Incoming Delegation and Business Calls**

On 6 October 2011, a courtesy call to the SMa was made by the President of the French Chamber of Commerce in Madagascar. Further, officials from Saarland, Germany, made a courtesy call to the SMa on 18 November 2011. Many talks and seminars were also organised.

### **India, Middle East, Africa and Central Asia Business Group**

#### **Seminars/Networking Sessions**

This group actively holds business seminars for its companies, like the "Uzbekistan: Your Gateway to Business and Investment Opportunities in Central Asia", "Business Opportunities for Manufacturers in Sri Lanka" and the Business Opportunities for Manufacturers in Israel" in 2011. The group also co-organised a networking session in February 2012 with the Pakistan High Commission at His Excellency Syed Hasan Javed's residence. The more than 50-strong crowd was made up of SMa members and Pakistani businessmen, who enjoyed a presentation by His Excellency, as well as Ms Ayla Majeed, the Director of the Islamabad Stock Exchange and Mr Azeem M. Azimuddin, Managing Director of ETXS Pte Ltd.

#### **Trade Fairs**

In May 2011, GBG put up Singapore's first country pavilion in IMDEX Asia, the Asia Pacific's only dedicated international maritime defence show. In October, it also led a Singapore Pavilion of 22 companies during the three-day Fire & Disaster Asia 2011, a reputable event that emphasises the importance of implementing disaster prevention measures. The Vietnam Oil & Gas 2011 fair that happened in the same month saw a great turnout and was attended by Ms Nguyen Thi Doan, the

Vice  
President  
of Vietnam.

Later that year, GBG participated in the Asia Smart Grid, which provided cutting-edge insight into the latest industry developments, as well as a showcase of new products, technologies and services. From 5 to 8 March 2012, a Singapore Pavilion was organised for Defense & Security Asia 2012, one of the leading military shows in the ASEAN region with a record of over 300 exhibitors from 38 countries. All these initiatives by GBG have successfully given Singapore companies great platforms on which to promote their products and services overseas. Overall, GBG organised over 50 trade exhibitions.

# Health, Safety, Security & Environment Function Committee

The Health, Safety, Security & Environment Function Committee (HSSE FC) promotes health, safety, security and environmental practices and standards across manufacturing industries. It promotes and encourages development in HSSE by organising dialogue sessions, seminars and training in conjunction with relevant government agencies, associations and industry experts. Manufacturers are also educated on local and international HSSE standards that may impact their business.

## Chairman

**Mr Birch Sio**  
Concord Associates Pte Ltd,  
Chairman of Health Promotion  
Sub-Committee

## Safety Sub-Committee Chairman

**Mr Rowan Tan**  
DORMA Far East Pte Ltd

## Security Sub-Committee Chairman

**Mr Lim Meng Wee**  
SP Consulting (International) Pte Ltd

## Environment Sub-Committee Chairman

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

## Committee Members

**Mr Liang Chong Kong**  
E.mation Technologies Pte Ltd

**Mr Yeo Cheong Guan**  
Eng Bee Paper Merchant Pte Ltd

**Ms Helen Ang**  
STO Asia Pte Ltd

**Dr Tan Kok Kheng**  
Mycobiotech Pte Ltd

**Mr Gan Chin Yean**  
Interplex Singapore Pte Ltd  
(Jan 2012- Mar 2012)

**Mr Wong Choon Kin**  
Spot Management Services Pte Ltd

**Mr Albert Lim**  
Packagers Pte Ltd

**Mr Richard Chee**  
Richee Engineering Enterprise Pte Ltd

**Mr James Lee**  
Asia Pacific Breweries  
(Singapore) Pte Ltd

**Mr Tsang Kwan Lung**  
GP Batteries International Limited

**Mr Sunny Koh**  
Chinatown Food Corporation Pte Ltd

**Mr Rodney Lee**  
Tacam Steel Pte Ltd

**Mr Hendrie Lee**  
Sing Swee Bee Enterprise Pte Ltd

## Invited Members

**Mr Tay Cheng Peng**  
Chevron Phillips Chemicals Asia Pte Ltd

**Mr Teng Chong Seng**  
Pfizer Asia Pacific Pte Ltd

**Mr Jose Raymond**  
Singapore Environment Council

**Mr Howard Shaw**  
Halcyon Group

**Supt Raymond Chong**  
Singapore Police Force

**Mr William See**  
Temasek Polytechnic

**Ms Susan Chong**  
Greenpac (S) Pte Ltd

**Mr Ivan Ho**  
Singapore Test Services Pte Ltd

**Mr Justin Ng**  
Health Promotion Board

**Mr Richard Soh**  
SMA Institute of Higher Learning

## HIGH LIGHTS



SEAA 2011 Award winners with Minister for the Environment and Water Resources, Dr Vivian Balakrishnan (4th from left), President SMA Mr George Huang (extreme right) & Chairman SEC Ms Isabella Loh (extreme left)



Enthusiastic participants at the warm-up before the walk



Chairman HSSE FC Mr Birch Sio joins participants in Nature Reserve walk

## WSH Awards Convention for Manufacturing 2011

SMA played a part in organising the WSH Awards Convention for Manufacturing, which occurred on 19 May 2011 and was attended by 160 delegates. SMA also promoted the best practices and technologies for improving environmental and occupational health and safety across the manufacturing sectors to raise the WSH standards in Singapore.

## Singapore Environmental Achievement Awards (SEAA)

The SEAA presentation ceremony organised by the Singapore Environment Council and SMA was held at the Shangri-La Hotel and attended by the Minister for the Environment and Water Resources, Dr Vivian Balakrishnan. This annual event recognises corporate leadership and the commitment of companies who successfully marry environmental conservation with sustainable development through their business strategy and practices. It aims to inspire Singapore-based companies to commit to the protection of the natural environment, and encourages them to be transparent about the economic results of their activities.

## National Safety & Security Watch Group Award Ceremony cum Symposium

Held at the Pan Pacific Hotel on 18 November 2011, the event saw DPM Teo Chee Hean and the SMA President, Mr George Huang launching the Manufacturing Industry Safety Security Watch Group (iSSWG), which will serve as a platform for the Home Team to engage the manufacturing industry on safety and security issues.

## Nature Walk at Bukit Timah Nature Reserve

Officiated by HSSE FC Chairman Mr Birch Sio, the enriching trail organised by SMA aimed to promote health and well-being amongst staff in manufacturing companies and was attended by 133 nature enthusiasts.

## Singapore Manufacturers' Federation supporting the National I-QUIT Launch Ceremony

SMA played a part in the launch of the Health Promotion Board (HPB)'s National Smoking Cessation Campaign by helping to profile companies implementing smoking cessation programmes. In turn, HPB helped SMA members roll out quit-smoking initiatives to improve their employees' well-being.

## Nature Walk at Chemperai Trail (MacRitchie Reservoir) on 19 November 2011

In another effort to collaborate with HPB, SMA held a nature walk along the Chemperai Trail, which strengthened the bond between companies in addition to improving the general well-being of employees.

## HSSE's Participation in HPB's 10th National Conference on Workplace Health Promotion from 10-11 November 2011

As HPB is SMA's strategic partner in promoting health amongst its members, SMA actively supported the Board's two-day National Conference on Workplace Health Promotion, where Professor Dame Carol Black, the National Director for Health and Work, UK, was a keynote speaker.

# IT & Technology Development Function Committee

The role of the IT & Technology Development (IT & TD) Function Committee is to provide guidance to the SMa's Information Technology Division in its role to support SMa members in understanding the latest IT developments and to adopt infocomm technologies. This will enable our manufacturing community to enhance their competitiveness, increase their productivity and to actively engage in the various government initiatives and IT adoption schemes.

The committee will be actively engaged through regular dialogues with both private and public organisations, IT-related seminars, programmes and activities to educate and update SMa members on the latest developments.

## Chairman

**Mr Lim Meng Wee**  
SP Consulting (International)  
Pte Ltd

## Deputy Chairman

**Mr Birch Sio**  
Concord Associates Pte Ltd

## Committee Members

**Ms Annabelle Tan**  
Brite Koncept Pte Ltd

**Mr Liang Chong Kong**  
E.mation Technologies

**Mr Anton Ravindran**  
Rapidstart Pte Ltd

**Mr Liao Beng Chye**  
ArmorShield Holdings Pte Ltd

**Mr Nicholas Aaron Khoo**  
Ages Systems Gelderfarenit Pte Ltd

**Mr Peter Ho Shau Hui**  
Vimigo Associates LLP

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

**Mr Too York Lou**  
SPRING Singapore

**Mr Ling Kerk Sheen**  
IDA Singapore

## HIGH LIGHTS

### Presentation on “Productivity through Infocomm Technology”

Our government has declared a firm commitment to drive innovation and productivity growth with a budget of S\$5.5 billion over the next five years. The iSPRINT scheme from IDA addresses the different areas of infocomm adoption for the SMEs, making it easy and convenient for these enterprises to seek assistance along their infocomm adoption journey. This seminar shared the success stories from companies that have benefited from the grants.

### Network infrastructure for the new office

With the relocation, we are able to rationalise our network infrastructure. SMa will merge the network with SMa Institute of Higher Learning to enable a better sharing of resources; such as network management, printing and file storage. With the rising use of smartphones comes the increased popularity of mobile apps. Hence, the committee is taking the opportunity to launch SMa mobile apps in Q4 2012, with the hope of disseminating timely and personalised information to members.



IT&TD  
Function  
Committee  
Chairman, Mr.  
Lim Meng Wee (right)  
with one of the Seminar speaker,  
Mr Ang Wee Dee (left)



# Membership & Industry Groups Function Committee

The Membership & Industry Groups Function Committee aims to engage with members both sectorially via the 11 Industry Groups (IGs) and across all IGs through relevant activities like seminars and dialogue sessions. It is through such activities that the Committee enhances engagement between members and external parties such as government agencies, other associations and business counterparts. With the activities and events to keep members engaged, the Committee hopes to attract new members to increase its membership base as well as reduce the attrition rate of current members.

## Chairman

### Mr Michael Chin

Asia Pacific Breweries (S) Pte Ltd

## Committee Members

### Mr Liang Chong Kang

E.mation Technologies Pte Ltd

### Mr Richard Chee

Richee Engineering Enterprise Pte Ltd

### Mr Simon Li

Feoso (Singapore) Pte Ltd

### Mr Tsang Kwan Lung

GP Batteries International Ltd

### Mr Rowan Tan

DORMA Far East Pte Ltd

### Mr Sunny Koh

Chinatown Food Corp Pte Ltd

### Dr Tan Kok Kheng

MycoBiotech Ltd

### Mr Gan Chin Yeap \*

Interplex Singapore Pte Ltd  
(Jan 2012 - Mar 2012)

### Mr Yeo Cheong Guan

Eng Bee Paper Merchant (Pte) Ltd

### Mr Alok Mishra \*\*

Johnson & Johnson Pte Ltd

### Mr Albert Lim

Packagers Pte Ltd

\* **Mr James See**, Executive Director, Singco (Private) Limited (Jul 2010 - Nov 2011)

\*\* **Mr Derrick Goh**, Director of Marketing, Olympus Singapore Pte Ltd (Jul 2010 - Sep 2011)

\*\* **Ms Jacqueline C. Monteiro**, Senior Manager, Medtronic International Ltd (Oct 2011 - Jan 2012)



◀ His Excellency, President Tony Tan Keng Yam (right) launching the Federation's orchid named Ascocenda SMF 80th Anniversary with SMA President, Mr George Huang

## Launch of SMA 80th Anniversary and Lunar New Year Celebrations

SMA launched its 80th Anniversary celebrations coinciding with the Lunar New Year celebrations on 27 January 2012, where His Excellency, President Tony Tan Keng Yam was the Guest-of-Honour.

President Tony Tan also unveiled the Federation's orchid named Ascocenda SMF 80th Anniversary and participated in the Lo-hei.

SMA also presented a cheque of S\$31,000 to the Community Chest. This amount raised by SMA Council and Secretariat was initially meant for a congratulatory advertisement on Mr George Huang's conferment of the Public Service Medal (PBM) in 2011. This donation to the Community Chest is to show SMA's appreciation to our Singapore President as Patron-in-Chief of the Community Chest.

The event was attended by more than 500 guests, including dignitaries from the embassies, government officials and SMA members at the SPRING Building.

## Dialogue with Minister of State for Manpower and National Development, BG (NS) Tan Chuan-Jin

About 150 SMA members met with the Minister of State for Manpower and National Development, BG (NS) Tan Chuan-Jin at a dialogue session on 13 October 2011. The concerns discussed included local employees, increase in cost of hiring foreign workers and the dependency ratios imposed on companies for employing foreign workers.

SMA President Mr George Huang proposed that manufacturers could consider banding together as a cluster to overcome the labour issues. Companies could also join forces to brand manufacturing into a more appealing career.

MOS Tan supported these proposals but also reminded that the industry has to take the initiative in this effort.

HIGH  
LIGHTS



Over 150 SMA members participated in the two-hour dialogue session

# Automation Technology Industry Group

The Automation Technology Industry Group (ATIG) is a close-knit community of automation, system integration, automation solution and consultancy companies that conducts an array of services like general automation, process control, sensors and sensing, vision systems and vision cameras, bar codes and RFID and motion control design, testing and implementation.

The Industry Group Committee convenes for meetings, events and programmes, which foster mutually-beneficial collaborations.

**Chairman**  
**Mr Liang Chong Kang**  
E.Mation Technologies Pte Ltd

**Deputy Chairman**  
**Mr Billy Wong**  
Metrohm Singapore Pte Ltd

**Vice Chairman**  
**Technology Sub-Committee**  
**Mr Goh Eng Kwee**  
Closed-Loop Technology Pte Ltd

**Vice Chairman**  
**Business Development**  
**Sub-Committee**  
**Mr Chris Chan**  
Ultra Industrial Automation Pte Ltd

**Committee Members**  
**Mr Kelvin Tay**  
D Squared Technology Pte Ltd  
**Mr Alvin Tan**  
Sick Optic-Electronic Pte Ltd  
**Mr Gary Goh**  
Spartan System (S) Pte Ltd  
**Mr Lim Meng Wee**  
SP Consulting (International) Pte Ltd



**ATIG Members Networking Night at Asia Pacific Breweries**

On 22 March 2012, Automation Technology Industry Group organised a members networking night at Asia Pacific Breweries (APB). The purpose of the event was to collect feedback from members for future development. Invited guests included SMa EXCO member, Mr Michael Chin, who is the General Manager of APB and Ms Apple Hong, local celebrity and artist.

Members indulged in a variety of beers from the brewery and built stronger friendships and bonds over the buffet dinner. The programme included a presentation by Chart Nexus on investment advisory services.



From Left: Mr Michael Chin (SMa EXCO member) interacts with SMa members attending the event

# Building Products & Construction Materials Industry Group

The Building Products & Construction Materials Industry Group (BPCM IG) organises activities to promote and share best industry practices among its members. It also serves as a platform for the dissemination of government legislation and policies concerning the building and construction industry. The Committee meets regularly to discuss industry developments and issues faced by members. It also plans feedback and dialogue sessions for the members to communicate their issues directly with the relevant government agencies when the industry faces problems.

## Chairman

**Mr Richard Chee**

Richee Engineering Enterprise Pte Ltd

## Deputy Chairman

**Mr Alan Lee**

South East Metal Industries Pte Ltd

## Committee Members

**Mr Liau Beng Chye**

ArmorShield Holdings Pte Ltd

**Ms Annabelle Tan**

Brite Konzept Pte Ltd

**Mr Birch Sio**

Concord Associates Pte Ltd

**Mr Robert Chen**

Crown Alliance Industries Pte Ltd

**Mr Stephen Lee**

JESPLAN Consultants

**Mr Paul Lawrence**

Lisus Technology Pte Ltd

**Mr Davis Ong**

Rockwool Building Materials  
(Singapore) Pte Ltd

**Mr Mike Chin**

SIAC Pte Ltd

**Mr Gan Geok Chua**

Singapore Safety Glass Pte Ltd

**Mr Lim Meng Wee**

SP Consulting (International) Pte Ltd

**Ms Helen Ang**

Sto SEA Pte Ltd

**Mr Tony Wong**

Tiki International Enterprises Pte Ltd



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

An MOU was initiated between BPCM IG and STAS to make way for further working relations and opportunities. SMA is the principal advocate of the manufacturing industry in Singapore, helping its members deal with key issues like productivity enhancement, research and development, technological upgrading and innovation, as well as worker training. STAS complements this by being a registered society whose objectives are to improve standards of commerce and co-operation amongst stakeholders within the construction industry, particularly the specialist trades.

## HIGH LIGHTS

## New Innovations & Technologies in Building Products Seminar

The government mandate for all buildings to meet a minimum environment sustainability standard means industry players need to consider the eco-friendliness of their projects. According to the masterplan created by the Building and Construction Authority, 80 percent of Singapore's buildings need to go green by 2030. To prepare the BPCM industry in meeting this target, experts in the green building project management, as well as SMA member-companies, were invited to share their experience and best practices in product innovation at the New Innovations & Technologies in Building Products Seminar held on 22 September 2011.





# Electrical, Electronics & Allied Industries Industry Group

The Electrical, Electronics & Allied Industries Industry Group (EEAI IG) is one of the largest industry groups. It is further divided into four sub-groups: Consumer Electronics & Electrical Products (CEEP), Information, Communications and Technology (ICT), Industrial Electrical & Electronics Products (IIEP) and the Supporting Industries & Services (SIS).

EEAI acts as the platform for members to voice their concerns on issues that may impact their businesses and to address such concerns on behalf of members. It also presents technical standards relating to electrical, electronics and related products and services to members.

## Chairman

**Mr Tsang Kwan Lung**  
GP Batteries International Limited

## Deputy Chairman

**Mr Winston Wong**  
Chloride Batteries S.E. Asia Pte Ltd

## Sub-Groups Chairmen

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

## Ms Susan Ng

Rayco Technologies Pte Ltd

## Mr Wilson Tan

Singapore Telecommunication Limited

## Mr Tay Jih-Hsin

Swee Hin Power Systems Pte Ltd

## Committee Members

**Mr Lim Say Leong**  
ABB Pte Ltd

## Mr Patrick Lim

ASM Technology (Singapore) Pte Ltd

## Mr Lai Hun Min

Ching Yi Technology Pte Ltd

## Mr Joseph Foo

Jason Electronics Pte Ltd

## Mr Low Siew Joon

Low Yeap Toh & Goon

## Mr Thomas Ng

NKH Fluid Engineering Pte Ltd

## Mr J. Anton Ravindran

Rapidstart Pte Ltd

## Mr Tan Boon Chong

Schneider Electric Singapore Pte Ltd

## Mr Sze Tham Siong

Setsco Services Pte Ltd

## Mr Samuel Ng

Singapore Communications Equipment Co. (Pte) Ltd

## Mr Lim Meng Wee

SP Consulting (International) Pte Ltd

## Mr Tay Choon Mong

Tay Choon Mong Agency

## Ms Patcharawan Ittisattakul

TÜV Rheinland Singapore Pte Ltd

## Mr Ng Soon Lee

UL Singapore Pte Ltd

## Dr Jeremy Chia

Utopia-Aire Pte Ltd

## Mr Leung Man Hoy

Wong's Kong King (Singapore) Pte Ltd

## Mr K. Nakatani

Yamari Singapore Pte Ltd

## Mr Lai Ah Keow

Yokogawa Electric Asia Pte Ltd

## HIGH LIGHTS

### Presentation on "iSPRINT – Leveraging Collective Demand for Sector Transformation"

A talk on "iSPRINT – Leveraging Collective Demand for Sector Transformation" was put together for EEAIG members on 21 February 2011. This was held in conjunction with one of the quarterly EEAIG committee meetings at SPRING Singapore building. Mr Chng Ken Wei, Senior Manager, SME Infocomm Enabler of Info-communications Development Authority of Singapore (IDA Singapore), shared about iSPRINT, a holistic scheme to help SMEs overcome the inertia of adopting infocomm and catalyse impactful sector-wide infocomm adoption.

2. ▶  
A close-up view of the robot-based palletizing automation



### Tour Visit to ABB Robotics Centre

SMA members went on a tour visit to the ABB Robotics Centre, where they were treated to an eye-opening robot-based automation exhibition. In addition to the tour visit, Mr Lim Say Leong, AVP Marketing of ABB Pte Ltd, also gave an interesting presentation to introduce the company and shared about its robot automation products and services. The tour visit was held in conjunction with one of the quarterly EEAIG committee meetings held on 24 October 2011.

1. The SMA members, led by Chairman for EEAIG, Mr Tsang Kwan Lung (front, right), were fascinated by the ABB robot-based automation displays

# Energy & Chemicals Industry Group

The Energy & Chemicals Industry Group is a cluster of companies that operates in the spaces of oil and gas, power generation as well as chemicals manufacturing and distribution. Collectively, these companies cover almost the entire spectrum of the petroleum supply chain and include downstream industries like plastics and paints.

The Industry Group Committee organises events that share best practices and updates on industry developments. It also actively collaborates with government bodies in exploring the renewable energy sector in Singapore. For instance, the Chairman was invited by SPRING to sit on the Energy Standards Committee and to chair the Taskforce for Energy Supply & Distribution.

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

**Deputy Chairman**  
**Mr Vincent Tay**  
Singapore Petroleum Company Ltd

**Vice-Chairmen**  
**Mr Hendrie Lee**  
SSB Cryogenic Equipment Pte Ltd

**Mr Michael Wong**  
Tuas Power Supply Pte Ltd

**Committee Members**  
**Mr Tan Pua Yong**  
Chemical Industries (Far East) Ltd

**Mr Kelvin Lim**  
CPV Industrial Supply Pte Ltd

**Mr Jason Yep**  
Kurita (Singapore) Pte Ltd

**Mr Chau Tak Vui**  
McKinn International Pte Ltd

**Mr Peter Ong**  
Oilfield Services & Supply Pte Ltd

**Ms Jane Goh**  
Seal Control Pte Ltd

**Mr Lawrence Ding**  
Total Oil Asia-Pacific Pte Ltd

HIGH  
LIGHTS

## Energy and Chemicals IG Visit to JTC Chem Gallery and PTC Chemicals Logistics Complex

On 12 August 2011, the committee visited Jurong Island Chem Gallery and held a series of talks on JTC Jurong Island version 2.0 Initiative by JTC, Best EHS practices for oil and gas by Singapore Refining Company and Energy audit schemes by Tuas Power. Through these talks, members updated their knowledge on the existing developments in the local oil and gas and chemicals sectors.

After the presentations, they headed towards the PTC Chemicals Logistics Complex to witness an advanced web-ready warehouse management system that ensures accurate and real-time identification, tracking and management of cargo.

*Mr Simon Li (right), Chairman of Energy and Chemicals Industry Group Committee presented a token of appreciation to Mr Poh Kay Leong, Chief Information Officer of Poh Tiong Choon Logistics Limited*



# Fire Protection, Safety & Security Industry Group

The Fire Protection, Safety & Security Industry Group (FPSS IG) was formed by the following founding members: DORMA Door Controls Pte Ltd (now known as DORMA Far East Pte Ltd), South East Metal Industries Pte Ltd, Kaba Security Pte Ltd, Tacam Steel Pte Ltd and Assa Abloy (S) Pte Ltd in April 2003.

Elected Chairman Mr Rowan Tan of DORMA Far East Pte Ltd assists members by fostering close working relationships with government agencies through drafting and reviewing safety standards, promoting best practices, conducting joint research, and educating the public on fire safety, security and safety issues. He also works closely with the Singapore Civil Defence Force (SCDF) in promoting fire safety to all SMa members, and organises joint seminars and dialogue sessions with relevant associations to generate greater awareness on fire safety, especially on industrial premises.

The formation of FPSS puts SMa in good stead to represent and champion the cause of the local fire protection and safety-related and security industries.

**Chairman**  
**Mr Rowan Tan**  
DORMA Far East Pte Ltd

**Deputy Chairman**  
**Mr Rodney Lee**  
Tacam Steel Pte Ltd

**Committee Members**  
**Mr Victor Yau**  
Glutz Singapore Pte Ltd

**Mr Gn Chiang Yam**  
Hart Engineering Pte Ltd

**Mr Patrick Chang**  
Paclin Office Products Pte Ltd

**Mr Jason Kurek**  
Simonsvoss Security Technologies  
(Asia) Pte Ltd

**Mr David Goh**  
Vanguard Fire Systems Pte Ltd

## HIGH LIGHTS

### Joint Industry Group Initiative

A joint project was initiated between SMa, represented by BPCM IG, and Specialists Trade Alliance of Singapore (STAS) to draft a Standard Form Contract, a comprehensive term of contract which is drafted to protect the interests of domestic sub-contractors and suppliers. This initiative was also supported by FPSS IG.

### Fire Safety Awareness

FPSS has remained the representative of the local fire protection and safety-related and security industries. It continues to work closely with the Singapore Civil Defence Force (SCDF) in promoting fire safety to all SMa members through email blasts and the distribution of fire safety posters.

### Endorsement of SMa Institute of Higher Learning by SMa Industry Groups' Chairmen

The endorsement of SMa Institute of Higher Learning by SMa Industry Groups' Chairmen was conducted over a signing ceremony on 20 September 2011.

The endorsement equated to recognition of Diploma by SMa's corporate members, and this had significant value to the graduates. The corporate members were represented by the respective Industry Groups' Chairmen.

The Fire Protection, Safety & Security Industry Group was represented by Mr Rowan Tan, Chairman for FPSS IG. This signing ceremony was held in conjunction with the SMa 79th birthday lunch celebration.

*The endorsement of SMa Institute by SMa Industry Groups' Chairmen was conducted over a signing ceremony. It was facilitated by Mr Richard Soh, CEO of SMa Institute (back, left) and witnessed by Mr George Huang, President of SMa (back, middle) and Dr Moh Chong Tau, Deputy President of SMa (back, right). The Industry Groups' Chairmen presented were (front, L-R) Mr Richard Chee, Chairman of SMa Building Products & Construction Materials Industry Group, Mr Rowan Tan, Chairman of SMa Fire Protection, Safety & Security Industry Group, Mr Sunny Koh, Chairman of SMa Food & Beverage Industry Group, Mr Yeo Cheong Guan, Chairman of SMa Lifestyle Industry Group and Mr James See, then-Chairman of SMa Metal, Machinery & Engineering Industry Group (currently SMa Assistant Secretary-General). Six other Industry Groups' Chairmen not pictured had also endorsed SMa Institute of Higher Learning*





# Food & Beverage Industry Group

The Food & Beverage Industry Group (F&B IG) was one of the earliest Industry Groups formed during the early days of Singapore Manufacturers' Association (SMA). For many decades, the F&B IG has acted as the representative voice of the Food & Beverages manufacturing and services industries on issues where collective representation is effective and desirable.

The F&B IG served as the representative body for SMA's members with regards to the critical issues faced by the F&B industries. Feedbacks and researches are conducted and presented to relevant government authorities and other associations for documentation and resolution.

Some of its other key strategies include promoting trade and business information to local and foreign business communities, providing members with access to training programmes for skills upgrading and fostering closer ties among members, private organisations and governments agencies.

**Chairman**  
**Mr Sunny Koh**  
Chinatown Food Corporation  
Pte Ltd

**Deputy Chairman**  
**Mr Cheong Chung Kin**  
Win Sin (Pte) Ltd

**Vice Chairmen**  
**Mr Lewis Cheng**  
Prima Limited

**Mr Colin Choe**  
Fountainhead Kerry Ingredients  
Pte Ltd

**Ms Apple Ong**  
Yamakawa Trading Co Pte Ltd

**Committee Members**  
**Mr Alex Chong**  
Amoy Canning Corporation (S) Ltd

**Ms Shirley Yan**  
Food Empire Holdings Ltd

**Dr Siew Teck Woh**  
Gardenia Foods (S) Pte Ltd

**Ms Eva Chow Lang Ean**  
Sunfresh Singapore Pte Ltd

**Mr Peter Tan**  
Super Coffee Corporation Pte Ltd

**Mr Peter Lee**  
Yee Lee Oils & Foodstuffs (S)  
Pte Ltd

**Mr Tan Chong Gay**  
Warburg Vending Pte Ltd

**Mr Jerry Tan**  
Wanin Industries Pte Ltd

## AVA Dialogue

The annual dialogue session with AVA was led by Chief Executive Officer of AVA, Ms Tan Poh Hong and Chairman of F&B IG, Mr Sunny Koh. It is usually attended by several department heads from AVA and representatives from various food companies.

In addition to this annual dialogue session, F&B IG has gone on to represent the industry on several issues with AVA like the food factory grading inspection and the compliance deadline for the new food labelling regulations. AVA has since released their grading criteria to all manufacturers for them to have a clearer idea of the grading system. The deadline for the implementation of the food labelling regulations has also been extended.

*AVA dialogue session with Singapore Manufacturers' Federation was led by Mr Sunny Koh, chairman of F&B IG (seated 5th from right) and Ms Tan Poh Hong, CEO of AVA (seated 4th from right)*

## Working-in-Partnership

The working-in-partnership initiative continues its success with more companies joining in the listing for TOPS supermarket in Thailand. Sixteen more companies have joined since the initial run. With the assistance of LEAD programme, which funds some components of this initiative, more companies see the benefit of banding together to collectively promote "Made-in-Singapore" products overseas.

**HIGH  
LIGHTS**



# Life Sciences Industry Group

The Life Sciences Industry Group (LSIG) represents the local generic drug manufacturers and distributors. LSIG has two sub-groups, the Singapore Pharmaceutical Manufacturers' Council (SPMC) and the Singapore Pharmaceutical Trade Organisation (SPTO) chaired by Mr Koe Khoon Poh and Mr Adam Hamid respectively. The group was established to maintain and enhance the reputation and credibility of the pharmaceutical industry in Singapore. Members from SPTO and SPMC meet regularly with the Health Sciences Authority (HSA) to discuss the latest regulatory issues faced regionally.

## **Chairman**

**Dr Tan Kok Kheng**  
Mycobiotech Ltd

## **Deputy Chairman**

**Mr Koe Khoon Poh**  
ICM Pharma Pte Ltd

## **Vice Chairmen**

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

**Ms Gwen Goh**  
Zyfas Medical Co

## **Committee Members**

**Mr Heng Swee Hiang**  
Practical Mediscience Pte Ltd

**Ms Kiang Pei Min**  
Leung Kai Fook Medical Co

**Mr Lee Loh Meng**  
Sunward Pharmaceutical Pte Ltd

**Mr Abner Yong**  
Apotheca Marketing Pte Ltd

## HIGH LIGHTS

### **Dialogue Sessions with HSA**

The dialogue sessions with HSA were organised on a regular basis so that members could provide feedback on new and existing regulatory issues. These sessions also enabled members to discuss challenges faced by the industry while sharing best practices and new technologies.



One of these sessions was held on 7 March 2012 for SPTO and SPMC members. Dr Sannie Chong, the Director of the Generics

& Biosimilars branch of the HSA, was also in attendance. Here, HSA shared new regulatory initiatives and the IG's feedback on issues such as renewal fees, comparative dissolution profile and MIV I timeline.

### **Lunch Gathering with SPMC and SPTO's CEOs**

Mr Koe Khoon Poh organised a lunch meeting with the CEOs and senior management of SPMC and SPTO member companies on 19 October 2011 at the Tung Lok Classics restaurant. They discussed initiatives and activities conducted by the two groups and reinforced the member companies to continue its support for LSIG, as well as talked about group expansion.

# Lifestyle Industry Group

Lifestyle Industry Group (LFS IG) was formed in 1998 and was the result of a merger of three industry groups: Fashion & Apparel, Jewellery & Watches and Furniture. It serves as an industry representative to suppliers and consumers. The group actively promotes Singapore's lifestyle products and services to local and international markets through trade missions and fairs. It also aims to foster ties between members, private organisations and government agencies.

**Chairman**  
**Mr Yeo Cheong Guan**  
Eng Bee Paper Merchant (Pte) Ltd

**Deputy Chairman**  
**Ms Zhang Jia Lin**  
Inflo Health Science Pte Ltd

**Committee Members**  
**Mr Christopher Te**  
Agility Fairs and Events Logistics Pte Ltd

**Mr CP Kam**  
Risis Pte Ltd



*Mr Yeo Cheong Guan, Chairman of Lifestyle Industry Group, presenting a token of appreciation to the speaker, Mr Alvin Yap*

## **“Business Continuation Planning” 10th April 2012**

Business Continuation Planning is of growing concern to many business owners. According to a research by Bloomberg, only one in three family businesses out of 1 per cent that survived succeed in passing it from the first generation to the next. In this seminar, Mr Alvin Yap shared with the participants on the use of family office and family trust to safeguard their businesses and family wealth. The participants all felt that they had benefitted from this informative seminar.

## **“How to transform your business into a brand?” Seminar**

On 25 August 2011, branding guru Mr Jacky Tai and Dr Wilson Chew were invited to give a talk highlighting these principles. The seminar was well-received, attracting more than 75 members.

Mr Tai explained the 10 rules of branding that all strong brands are built upon while Dr Chew delivered the findings of a national survey done on 100 SMEs.

**HIGH  
LIGHTS**





# Medical Technology Industry Group

The Medical Technology Industry Group (MTIG), formed in 1998, has been working towards its mission to be the leading voice for the medical technology industry and its affiliates to press forward the interests of the industry. The group develops value-added programmes and seminars that cover a broad range of topics for its members.

MTIG meets regularly to discuss industry-related issues, the latest updates on regulatory affairs, the impact of new regulations to the industry, business matters as well as the code of ethics.

MTIG is made up of the main committee as well as three sub-committees, Technical, Business, Compliance; and two sub-groups; Asia Pacific Vision Care Group and the Singapore Vision Care Group.

In January 2012, Mr Alok Mishra, Vice President, Strategic Business Systems of Johnson & Johnson Medical Asia Pacific, succeeded Mr Derrick Goh, Regional Marketing Manager, Hips Asia Pacific of Zimmer Pte Ltd, as Chairman of MTIG.

**Chairman**  
**Mr Alok Mishra**  
Johnson & Johnson Pte Ltd

**MTIG Vice Chairman,  
Technical Subcommittee  
Chairman**  
**Ms Jacqueline C. Monteiro**  
Medtronic International Ltd

**Business Subcommittee  
Chairman**  
**Mr Gjan Lim**  
Covidien Pte Ltd

**Compliance Subcommittee  
Chairman**  
**Mr Alfred Kwek**  
GE Healthcare Pte Ltd

**Compliance Subcommittee  
Co-Chairman**  
**Ms Angelia Lee**  
Medtronic International Ltd

**Sub-Groups Chairman**  
**Mr Patrick Cherrier**  
Essilor AMERA Pte Ltd

**Ms Bebe Teo**  
Johnson & Johnson Vision Care

**Committee Members**  
**Ms Wong Woei Jiuang**  
Abbott Diabetes Care

**Ms Ginnie Chao**  
AMO Singapore Pte Ltd

**Ms Jane Fong**  
ANTz Latex Pte Ltd

**Ms Tran Quan**  
GE Healthcare Pte Ltd

**Ms Shing Koon**  
Boston Scientific Asia Pacific Pte Ltd

**Ms Shannon Khoo**  
Smith & Nephew Pte Ltd

**Ms Amy Gan**  
Olympus Singapore Pte Ltd

## MTIG Networking Session

An informal networking session was organised with members and potential members on 24 February 2012 to introduce MTIG, as well as the benefits to be derived as an SMA member. Spearheaded by Mr Gjan Lim, Chairman of the MTIG Business subcommittee, MTIG aims to organise more of such networking sessions in future to grow the group, as well as to keep in contact with members and update them on MTIG's activities.



## MTIG Roundtable Discussion with Senoko Energy Supply (SES), EMA and EDB

MTIG Committee organised a roundtable discussion on high energy cost incurred by manufacturers. Guest Speaker, Mr Eu Pui San, Managing Director of Senoko Energy Supply Pte Ltd, shared topics such as the rising energy cost, forecast of energy cost in the near future and upcoming plans and initiatives of the power industry to help Singapore manufacturers reduce or sustain energy cost. This roundtable discussion was held on 26 August 2011 and was attended by representatives from Energy Market Authority (EMA), Singapore Economic Development Board (EDB) and members of MTIG.



MTIG Networking Event on 24 Feb 2012. Mr Gjan Lim, Chairman, MTIG Business subcommittee, sharing with potential members the benefits of being a SMA member



MTIG Roundtable Discussion on 26th Aug 2011. Mr Eu Pui San, Managing Director, Senoko Energy Supply Pte Ltd, sharing his views on the industry

# Metal, Machinery & Engineering (MME) Industry Group

The Metal, Machinery & Engineering (MME) Industry Group is a cluster of manufacturing companies that conducts metal fabrication, conventional machining and precision engineering activities as its core operations. The end products from these MME manufacturers are typically parts and components, which are widely used in the assembly of mechanical systems and structures.

The Industry Group Committee convenes for meetings, events and programmes that identify and address the heartbeat issues and challenges faced by the three interrelated industries. During the past year, the Industry Group has actively collaborated with local polytechnics on industry projects.

## Chairman

### Mr Gan Chin Yean

Interplex Singapore Pte Ltd  
(Jan 2012 - Mar 2012)

## Immediate Past Chairman

### Mr James See

Singco (Private) Limited  
(Jul 2010 - Nov 2011)

## Committee Members

### Ms Joselina Chia

Advanced Technology  
Enterprise Pte Ltd

### Mr Siew Yit Fong

Cititech Industrial Engineering  
Pte Ltd

### Mr Joe Chan Wai Fung

Cleifton Precision Pte Ltd

### Mr Kent Chan

CPM Pacific Pte Ltd

### Mr Philip Wong

Dailian International Pte Ltd

### Mr Benjamin Tan

Dassault Systemes Singapore Pte Ltd

### Mr Dilong Goh

Goh IGS & Automation Pte Ltd

### Ms Noviana

Kerry-Intratainer Pte Ltd

### Mr William Tan

Linair Technologies Limited

### Dr Moh Chong Tau

Makino Asia Pte Ltd

### Mr James Wong

OE Manufacturing Pte Ltd

### Mr Edwin Chew

Okura Flexible Automation  
Systems Pte Ltd

### Mr Kam Chong Phoh

Risis Pte Ltd

### Mr Tan Boon Chong

Schneider Electric Pte Ltd

### Dr Lim Chee Song

Simplex Pte Ltd

### Mr Dennis Heng

Singapore Technologies Kinetics Ltd

### Mr Lee Chuen Fei

Singapore Technologies Marine Ltd

### Mr Wong Choon Kin

Spot Management Services Pte Ltd

### Mr Ow Chun Chor

Star Union Engineering Pte Ltd

### Mr Tay Choon Mong

Tay Choon Mong Agency

### Mr Patrick Low

Thong On Industries Pte Ltd

### Mr Tommy Lim

Tri-Star Industries Pte Ltd

HIGH  
LIGHTS

## MME IG Visit to Temasek Engineering School Centres of Excellence

On 20 October 2011, a group of SMa members from MME IG visited Temasek Polytechnic's Engineering School and witnessed the ongoing project developments in three of their centres: the Clean Energy Research Centre, Microelectronics Centre and Robotics & Automation Centre. These Centres enable the Engineering School to contribute, and play more significant roles in technology areas that are in line with national initiatives, and they also conduct in-house research and development for local SMEs.

## MME IG Temasek Polytechnic Internship Seminar

On 21 November 2011, MME IG organised an Internship Seminar for SMa members to promote awareness of the Temasek Polytechnic's Structured Internship Program (SIP) and how the hosting organisation and interns can mutually benefit from it. There were also a briefing by SPRING Singapore on their Enterprise Internship Programme (EIP) and a feedback session by SMa members as industry practitioners to Temasek Polytechnic on the desired attributes and skills for entrants into their various industries.



Mr Simon Li, SMa Vice-President (third from left), members of the MME IG Committee and lecturers from Temasek Polytechnic posing with their in-house electric vehicle

# Packaging Council of Singapore Industry Group

The Packaging Council (PCS) Industry Group serves as a catalyst of growth for the packaging industry in Singapore. Besides promoting co-operation between local and foreign packaging related organisations, PCS acts as a voice for the industry, especially when addressing environmental issues. Its key strategic goal is to provide knowledge of principles, materials, processes, as well as packaging production and use to the packing community. PCS strives to achieve this by organising outreach programmes that educate the industry on packaging trends, findings, design and technological developments, promoting sustainable manufacturing packaging, promoting export and increasing the profile of the Singapore Packaging Star Awards (SPSA).

**Chairman**  
**Mr Albert Lim**  
Packagers Pte Ltd

**Deputy Chairman**  
**Mr Randy Ang**  
Starlite Printers (Far East) Pte Ltd

**Committee Members**  
**Ms May Yap**  
LHT Holdings Ltd

**Mr Tan Jit Koon**  
Winson Press Pte Ltd

**Mr Wong Ee Leong**  
Tat Seng Packaging Group Ltd

**Mr David Ng**  
Traniscom Engineering Pte Ltd

**Mr Philip Lee**  
Sealed Air (S) Pte Ltd

**Mr Yeo Sye Chai**  
Crown Beverages Cans Singapore  
Pte Ltd

**Mr Philip Wong**  
Dailian International Pte Ltd

## HIGH LIGHTS

### Singapore Packaging Star Awards 2011

The Singapore Packaging Star Awards (SPSA) continues to be the highlight of the packaging industry. There were 53 entries for both the commercial and student categories, and the judging was held in September 2011 at the SPRING Building, where a panel meticulously went through numerous submissions. Out of the 28 entries that were selected as winners, 25 went on to participate in the Asia Star Awards 2011 and 17 won. The judging for the Asia Star Awards 2011 was conducted in January 2012. To acknowledge all the winners, the SPSA and the Asia Star Awards presentation ceremony was held on 10 February 2012 at the Sheraton Hotel. Besides celebrating the efforts of the winning companies, the event also saw the announcement of the PCS's collaboration with the Singapore Workforce Development Agency.





# SMa Centre for Corporate Learning

The SMa Centre for Corporate Learning (SMa CCL) is a wholly-owned subsidiary of the SMa. It provides productivity improvement, manufacturing-related, thought-leadership and personal development programmes, and is an approved Continuing Education and Training (CET) Centre with the Singapore Workforce Development Agency (WDA), as well as the Authorised Education Provider with APICS The Association of Operations Management. In 2011, the SMa CCL trained a total of 10,021 people in various modules, programmes and specialisations.

**Chairman**  
**Mr George Huang**  
Amoy Canning Corporation (S) Ltd

**Board of Directors**  
**Dr Moh Chong Tau**  
Makino Asia Pte Ltd

**Mr Douglas Foo**  
Sakae Holdings Ltd

**Mr Patrick Chang**  
Paclin Office Products Pte Ltd

**Mr Philip Lee**  
KPMG LLP

**Ms Doris Chow**  
SMa Centre for Corporate Learning

HIGH  
LIGHTS

## MOU Signing with APICS The Association of Operations Management

7 April 2011 – The local manufacturing industry can effectively build capabilities of its workforce in the area of supply chain and operations management with stronger alliances between SMa, WDA and APICS. This collaboration sees the alignment of two APICS' internationally-recognised programmes - "Certified in Production and Inventory Management (CPIM)" and "Certified Supply Chain Professional (CSCP)" to the Singapore Workforce Skills Qualifications (WSQ) framework.

## Launch of SME QIANG

21 July 2011 – Small and medium-sized enterprises (SMEs) in manufacturing and manufacturing-related industries are poised to increase productivity by 10 per cent through the newly launched SME QIANG (强) or "SME Quality Initiatives to Assist, Nurture and Grow" programme, jointly developed by the SMa and WDA. The programme was unveiled in the 2nd Singapore Productivity & Innovation Conference by Minister of State for Trade and Industry and National Development, Mr Lee Yi Shyan (front), witnessed by Mr George Huang, President of SMa (back right) and Mr Wong Hong Kuan Chief Executive of WDA (back left).

## WDA-SMa Productivity and Innovation Awards 2011

Also at the 2nd Singapore Productivity & Innovation Conference, Mr Lee Yi Shyan gave away the inaugural "WDA-SMa Productivity and Innovation Awards" to 10 companies that have excelled in the WSQ Certified Productivity and Innovation Manager training programme. Ciba Vision Asian Manufacturing Pte Ltd is the gold award winner, followed by Advanex (Singapore) Pte Ltd (silver) and Canon Singapore Pte Ltd (bronze).

## Silver Productivity Preview 2012

12 March 2012 - The Silver Productivity Preview held at the Employment and Employability Institute (e2i)'s premises was a success with over 100 people in attendance. Targeted at HR, Line and Operations personnel, as well as leaders of teams comprising mature workers, the training programme was the first of its kind. It seeks to raise the productivity of the older employees and continue the competitiveness of the companies by tapping on older workers' contributions and experiences, in support of the government's re-employment act launched in January 2012.



# Enterprise Development Centre @ Singapore Manufacturers' Federation (EDC@SMa)

Since its inception in 2005, EDC@SMa has actively assisted local enterprises in developing their business competencies and adopting best practices to enhance their competitiveness in the markets. EDC@SMa advises SMEs on navigating their way through the various government assistance schemes, while consistently maintaining a strong partnership with the government agencies.

**Chairman**  
**Dr Moh Chong Tau**  
Makino Asia Pte Ltd

**Board of Directors**  
**Mr Douglas Foo**  
Sakae Holdings Ltd

**Mr Gwee Seng Kwong**  
Singapore Manufacturers' Federation

**Ms Doris Chow**  
Singapore Manufacturers' Federation



## HIGH LIGHTS

### MOU Signing with MOM

A MOU was signed between EDC@SMa and the Workplace Safety and Health Council under the Ministry of Manpower at the RMAF Forum on 22 March 2012.



### 4th EDC Conference 2012

Co-organised by five EDCs and supported by SPRING Singapore, the conference's theme was "Staying Competitive in Challenging Times". It attracted over 300 participants from start-ups and growth-oriented enterprises.

### Measuring Productivity – What it Means to SMEs

This event supported by SPRING Singapore was led by keynote speaker Mr Kuroda.

### Budget 2012: Turning Adversity into Opportunity

On 15 March 2012 the event discussed the various government measures raised in the announced Budget 2011 and how these changes can provide opportunities for manufacturers.

### Design for Manufacturing SMEs

Held on 20 October 2011, this event supported by the DesignSingapore Council shared information on the Design for Enterprises Program, which was created for manufacturers to learn how to use design as a strategic tool.

### Intellectual Property for SMEs

The event shared the benefits of harnessing knowledge in developing and managing Intellectual Property (IP). IP lawyers educated companies on the trends, rights, protection and exploitation of IP.

### The Entrepreneur's Mindset – Meeting Mr Top

EDC@SMa was honoured to have the opportunity to invite Mr Top Ittipat to share his story as an entrepreneur. Thanks to San SeSan Global Pte Ltd, Mr Top was able to talk about his experiences, which have been made into the movie "Billionaire", originally screened in Thailand.



# GSI Singapore

To meet the requirements of a GSI Member Organisation (MO) under the GSI Global Statutes & Code of Practice, GSI Singapore is legally constituted in Singapore as a not-for-profit company limited by guarantee. GSI Singapore fulfils its third year of operation in 2012, and is governed by a management board.

**Chairman**  
**Mr George Huang**  
 Amoy Canning Corporation (S) Ltd

**Deputy Chairman**  
**Mr Sunny Koh**  
 Chinatown Food Corporation Pte Ltd

**Board of Directors**  
**Mr Gwee Seng Kwong**  
 Singapore Manufacturers' Federation

**Mr James See**  
 Singapore Manufacturers' Federation

**Mr K L Tsang**  
 GP Batteries International Limited

**Mr Tng Ah Yiam**  
 NTUC Fairprice Co-operative Ltd

**Mr Seah Seng Choon**  
 Consumers' Association of Singapore

**Business Director**  
**Mr Nick Lee**  
 Singapore Manufacturers' Federation



## HIGH LIGHTS

### Hosting of President and CEO of GSI Global Office

On 11 October 2011, the GSI Singapore Board of Directors and SMa EXCO hosted lunch for President and CEO of the GSI Global Office Mr Miguel Lopera, who visited Singapore to give a presentation on GSI services at the Asia Pacific Retail Conference & Exhibition. More than 2,000 delegates from the region attended the conference.



### Launch of CASE Trust Certificate with GSI Bar Code

After joining GSI Singapore as a Registered User and adopting the GSI bar code, GSI Singapore worked with CASE to provide iGepir (iPhone Global Electronics Party Information Registry) for visual authentication of CaseTrust certificates. This mobile application allows consumers to quickly authenticate CaseTrust Certificates using their smartphones, thus reinforcing consumers' confidence in shopping at CaseTrust accredited shops. Certificates with the new bar code were issued to 24 businesses recently recognised under the CaseTrust scheme at the launch.



# Singapore Manufacturers' Federation-Standards Development Organisation (SMa-SDO)

SMa has been very much involved in the standardisation programme with SPRING Singapore over the last decade. In view of SMa's ability to leverage on its members' extensive industry knowledge and experience, SPRING Singapore, as the national standards and accreditation body, has appointed SMa to administer standards development work on three Standards Committees - the Biomedical (BMSC), Food (FSC) and General Engineering & Safety Standards (GESSC) Committees. This resulted in the establishment of the Standards Development Organisation (SMa-SDO) on 1st April 2011. The SMa-SDO is currently managing the development, promotion and implementation of standards and participating in relevant international standardisation activities. To ensure SMa-SDO's effective operations, the SMa put together a Steering Committee, which oversees the organisation's governance and to review/advise on priorities, programmes and procedures for the three Standards Committees.

**Chairman**  
**Mr George Huang**  
 Amoy Canning Corporation (S) Ltd

**Deputy Chairman**  
**Mr Steven Tan**  
 SPRING Singapore

**Industry Representatives**  
**Mr Valerio Nannini**  
 Nestlé Singapore (Pte) Ltd

**Mr Alok Mishra**  
 Johnson & Johnson Pte Ltd

**Mr Tan Boon Chong**  
 Schneider Electric ISC Singapore Pte Ltd

**Standards Committee Representatives**  
**Ms Jacqueline C. Monteiro**  
 Chairman of BMSC

**Mr Teng Leng**  
 Deputy Chairman of BMSC

**Mr Tan Khieng Sin**  
 Chairman of FSC

**Mr Chew Siang Thai**  
 Deputy Chairman of FSC

**Mr Chan Yew Kwong**  
 Chairman of GESSC

**Mr Seet Choh San**  
 Deputy Chairman of GESSC

**Singapore Manufacturers' Federation (SMa) Representatives**  
**Mr Gwee Seng Kwong**  
 Secretary-General

**Mr James See**  
 Assistant Secretary-General

**SPRING Singapore Representatives**  
**Mr Cheong Tak Leong**  
 Deputy Director (Standards)

**Ms Jessie Wu**  
 Senior Manager (Standards)



## Launch of SMa-SDO

The launch of SMa-SDO coincided with the Singapore Standards for Workplace Safety & Health seminar, which was successfully conducted by Mr Tan Kai Hoe, the Deputy Chief Executive of SPRING Singapore, on 28 October 2011. The event was held at the Holiday Inn Atrium and was attended by about 150 engineers, safety officers, EHS consultants, factory owners and occupants. At the launch, two revised Singapore Standards in Workplace Safety & Health, SS 567:2011 Code of Practice for Factory Layout - Safety, Health and Welfare Considerations and SS 568:2011 Code of Practice for Confined Spaces, were presented.

## GESSC Standards eXchange 2012 and Launch of Singapore Standards

The GESSC Standards eXchange 2012, as well as the launch of SS 569:2011 Code of Practice for Manual Handling and SS 571:2011 Code of Practice for Energy Lockout and Tagout, were successfully held on 23 March 2012 at the Holiday Inn Atrium. There were 160 participants in attendance, including Mr James See, Assistant Secretary General of the SMa, who announced the introduction of a new training programme to encourage the adoption of Singapore Standards. Through this training, the SMa-SDO aims to encourage companies to leverage on national standards in their action plans to improve workplace safety and health, in turn contributing to an increase in productivity.



# SMa Institute of Higher Learning

The SMa Institute of Higher Learning (SMa Institute) was established in 2003 to groom industry elites to support Singapore's economic growth. As one of Singapore's leading educational providers, SMa Institute advocates education and practical learning through networking opportunities with industry leaders. The institute works with renowned overseas universities and professional institutions to provide quality and industry-recognised qualifications. These partners include the ASIS International Singapore Chapter, ACCA, CIMA, Edith Cowan University, the International Trade Centre, Manchester Business School, Murdoch University, RMIT, the Singapore Media Academy, The University of Central Lancashire and The University of Sheffield. SMa Institute's certificate and diploma programmes are endorsed and recognised by the Singapore Manufacturer's Federation (SMa) and its 11 industry groups. The institute reinforces communication and collaboration with its university partners by sending its board of directors for overseas visits to the Murdoch and Edith Cowan universities. Named one of the "Top 3 Private Schools" in the AsiaOne People's Choice Awards in 2009 and 2010/2011, the SMa Institute is one of the 40 Private Education Institutions (PEIs) to have attained the 4-years EduTrust Certification in Singapore.

## Chairman

**Mr George Huang**  
Amoy Canning Corporation (S) Ltd

## Board Members

**Dr Moh Chong Tau**  
Makino Asia Pte Ltd

**Mr Patrick Chang**  
Paclin Office Products Pte Ltd

**Mr Douglas Foo**  
Sakae Holdings Ltd

**Mr Philip Lee**  
KPMG LLP

**Mr Richard Soh**  
SMa Institute



## SMa Institute Students Clinched 1st Prize at Young CSR Leaders Awards 2011

Four SMa Institute students from the Murdoch University Public Relations programme won the first prize at the Young CSR Leaders Awards, jointly organised by City Developments Limited (CDL) and the Singapore Compact for Corporate Social Responsibility (CSR). Due to their great enthusiasm, limitless creativity and commitment to the project, Precise Consultancy from SMa Institute beat competing teams from NUS, SMU, NTU and local polytechnics at the competition, which paves the way for diversity in private education and sets the benchmark for other SMa Institute students to surpass.



## Tampines Central Community Scholarship

SMa Institute and Murdoch University contributed a \$350,000 scholarship to support three students from Tampines Central annually for three years, so that they could pursue a Murdoch University degree. This is the first partnership between the TCCC, NECDC, SMa Institute and Murdoch University. The aim of this community scholarship is to provide needy students from Tampines Central with an opportunity to further their education.

# Singapore Innovation & Productivity Institute (SiPi)

The Singapore Innovation & Productivity Institute is an industry-led knowledge enterprise championing manufacturing excellence through innovation and productivity in Singapore's manufacturing sector. Its key functions include providing productivity resources and customised roadmapping/coaching support to help enterprises implement their specific productivity roadmaps. SiPi also undertakes research and benchmarking to steer industry development, and collaborates closely with the Singapore government agencies, industry experts, academia and overseas institutes to develop tools, case studies and localise best practices. SiPi also leverages highly on SMa's several Centres of Excellence to provide a one-stop solution for productivity and innovation.

The SiPi Board of Advisors succeeded the previous Innovation and Productivity Function Committee, and will support the secretariat in the development of the institute going forward.

## Board of Directors Chairman

**Mr George Huang**  
Amoy Canning  
Corporation (S) Ltd

**Dr Moh Chong Tau**  
Makino Asia Pte Ltd

**Mr Valerio Nannini**  
Nestlé Singapore (Pte) Ltd

**Mr Gwee Seng Kwong**  
Singapore Manufacturers'  
Federation

## Board of Advisors Chairman

**Mr Valerio Nannini**  
Nestlé Singapore (Pte) Ltd

**Deputy Chairman**  
**Mr Michael Chin**  
Asia Pacific Breweries  
(S) Pte Ltd

**Mr Rowan Tan**  
DORMA Far East Pte Ltd

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

**Mr George Wong**  
Hoclink Systems & Services  
Pte Ltd

**Mr Saw Ken Wye**  
Microsoft Operations Pte Ltd

**Professor Tang Loon Ching**  
National University of Singapore

**Dr Prem Shamdasani**  
NUS Business School

**Mr Douglas Foo**  
Sakae Holdings Ltd

**Mr Lim Kok Kiang**  
Singapore Economic Development  
Board

**Dr Woon Kin Chung**  
SPRING Singapore

**Mr Calvin Soh**  
Ninety Nine Percent

## HIGH LIGHTS

### LEAD Forum

Themed "Strengthening Associations in Uncertain Economic Times", the LEAD Forum 2012 organised by SPRING Singapore and International Enterprise (IE) Singapore marked the endorsement of SiPi through the LEAD (Local Enterprise and Association Development) Award presentation by the Minister for Trade and Industry, Mr Lim Hng Kiang. SMa was one of the nine associations to receive the LEAD Award for initiating new projects and building capabilities and roles in order to benefit their association members and the industry.



### MAXA MEC 2011

Earmarked as one of the best-practices sharing platform, the Manufacturing Excellence Community (MEC) was co-organised by Singapore Economic Development Board (EDB) and SMa through SiPi in November 2011. Over 150 participants convened at the conference themed "Innovation in Manufacturing" which featured keynote speaker, Mr Norman Bodek who shared on his latest work in developing the Harada Method - the latest management practice that focuses on employee engagement and empowerment to drive innovation and productivity within companies. The MEC also featured a one-day workshop by Mr Norman Bodek as well as three plant visits to award winning companies such as Biosensors Interventional Technologies, Keppel FELS and Yokogawa Electric Asia.





## Mr George Huang

**President, Singapore Manufacturers' Federation (SMA)**  
**Managing Director, Amoy Canning Corporation (S) Ltd**

- Council Member, Malaysia-Singapore Business Council (MSBC) - Since 2011
- Honorary Consul-General of the Federal Democratic Republic of Ethiopia, since 1997
- Chairman-School Advisory Committee, Balestier Hill Secondary School, since 2007
- Advisor-Steering Committee, Council Member-Awards Council, International Management Action Award, since 2002
- Honorary Director, Ee Hoe Hean Club, since 2009
- Patron, Tampines Central Citizens' Consultative Committee, since 2004
- President, Chartered Management Institute - Singapore Branch (CMI), since 2004
- Chairman, Business Practices Committee, Consumer Association of Singapore (CASE) since 2010
- Board Member, Singapore Corporation of Rehabilitative Enterprises (SCORE), since 2006
- Chairman, School of Humanities & Social Sciences, Temasek Polytechnic, since 2008
- Life Honorary Chairman, Singapore Amoy Association, since 2007
- Chairman, Supervisory Committee, Singapore Amoy Association, since 2010
- Honorary Chairman, Nanyang Huang Clan Association, since 2007
- Chairman, Advisory Committee, Singapore Environment Council (SEC), since 2009
- Council Member, Singapore Business Federation (SBF), since 2010
- Chairman, Singapore Business Advisors & Consultants Council, since 2011

## Dr Moh Chong Tau

**Deputy President, Singapore Manufacturers' Federation (SMA)**  
**President & CEO, Makino Asia Pte Ltd**

- Honorary Treasurer, Singapore Precision Engineering & Tooling Association (SPETA)
- Chairman, Industry Skills & Training Council, Singapore Workforce Development Agency (WDA)
- Chairman, Precision Engineering Center of Innovation, SIMTECH & SPRING Singapore
- Honorary Patron, Loving Heart Multi Service Centre, Jurong Central

## Dr Ahmad Magad

**Vice-President, Singapore Manufacturers' Federation (SMA)**  
**Group Managing Director, II-VI Singapore Pte Ltd**

- President, Singapore Productivity Association, since Oct 1999
- Chairman, Singapore Malay Chamber of Commerce and Industry Advisory Committee, since Mar 2006
- Director, Singapore Institute of Directors
- Chairman, MDIS Academic Advisory Board
- Chairman, MDIS Senate
- Council Member, National Productivity and Continuing Education Council (NPCEC)
- Board Member, Singapore Workforce Development Agency (WDA)
- Chairman, Mendaki SENSE

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**Mr Poh Choon Ann**

**Vice President, Singapore Manufacturers' Federation (SMA)**  
**Senior Advisor, Global Business Groups Function Committee, SMA**  
**(since 1 June 2011)**

**Chairman, Global Business Groups Function Committee, SMA**  
**(till 31 May 2011)**

**Chairman, China Business Groups, SMA**

**Chairman & CEO, Poh Tiong Choon Logistics Limited**

- Vice-Chairman, China Business Group, Singapore Business Federation
- Vice-Chairman, Nanyang Academy of Fine Arts
- Vice-Chairman, Nanyang Fine Arts Foundation Limited, since 1999
- President, Club NAFA
- Patron, Musicians Society of Singapore
- Honorary Chairman, NUS Chinese Studies Alumni Association
- Honorary Chairman, Singapore Association of Writers
- Honorary Chairman, Singapore Literature Society
- Honorary Chairman, Association of Composers (Singapore)
- Honorary Chairman, Choral Association (Singapore)
- Honorary President, New Horizon Music Society
- Director, NAFA International Pte Ltd
- Director, NAFA-Asiagate Education Corporation Pte Ltd
- Director, NAFA Education (Singapore) Pte Ltd
- Adviser, Song Lovers Choral Society

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**Mr Simon Li**

**Vice President, Singapore Manufacturers' Federation (SMA)**  
**Chairman, Global Business Groups Function Committee, SMA**  
**(since 1 June 2011)**

**Chairman, Membership and Industry Groups Function Committee, SMA**  
**(till 31 May 2011)**

**Chairman, China Business Group, SMA**

**Chairman, Energy & Chemicals Industry Group, SMA**

**CEO, Feoso Oil (Singapore) Pte Ltd**

- Chairman, Global Business Opportunities Forum, Global Entrepolis @ Singapore, since 2006
- Chairman of Energy Supply Taskforce, Energy Standards Committee, Singapore Standards Council since Apr 2011
- Advisor, Nanning International Chamber of Commerce since 2010

6

**Mr Patrick Chang**

**Honorary Secretary, Singapore Manufacturers' Federation (SMA)**  
**Chairman, Secretariat Management Committee, SMA**  
**Chairman, Public Relations & Corporate Communications**  
**Function Committee, SMA**

**Managing Director, Paclin Office Products Pte Ltd**

- Council Chairman, MCST 2568
- Honorary Secretary, Security System Association of Singapore (SSAS)

## 7 Mr Douglas Foo

**Honorary Treasurer, Singapore Manufacturers' Federation (SMa)**  
**Chairman, Finance Management Committee**  
**CEO, Sakae Holdings Ltd**

- Director, SPRING Singapore (until 31 Mar 2011)
- Chairman, Radin Mas Community Club Management Committee (CCMC)
- Chairman, Food and Beverage Industry Skills and Training Council (F&B ISTC), Singapore Workforce Development Agency (WDA)
- Chairman, Business & Services Academic Advisory Committee (ITE)
- Chairman, Audit Committee of Alexandra Health Pte Ltd
- Deputy Chairman, Singapore Youth Award (SYA) Advisory Committee (Entrepreneurship)
- President, Red Swastika School Parents-Teacher Association
- Board Member, MILK (Mainly I Love Kids)
- Patron, Radin Mas Citizens' Consultative Committee (CCC)
- Chairman, Singapore Youth Award (SYA)
- Immediate Past Chairman, Franchising and Licensing Association (FLA)

## 8 Mr Renny Yeo

**Honorary President, Singapore Manufacturers' Federation (SMa)**  
**Chairman, Innovation and Productivity Function Committee, SMa**  
**(till 31 August 2011)**

- Founding Board Member, Singapore Green Building Council (SGBC), since Jul 2009
- EXCO Member, SGBC
- Chairman, Singapore Accreditation Council (SAC), since Apr 2009
- President, The Singapore National Committee of The International Electrotechnical Commission [SNC(IEC)], since Apr 2011
- Council Member, Standards Council (SPRING), since 1995
- Patron of the SPA, Singapore Productivity Association, since Apr 2006
- President, Dunearn Tech-Greenridge Alumni Association
- Director, Singapore Business Advisors & Consultants Council

## 9 Mr Lim Meng Wee

**Chairman, IT and Technology Development Function Committee, Singapore Manufacturers' Federation (SMa)**  
**Managing Director, SP Consulting (International) Pte Ltd**

- Chairman, Integrated Management System 2010
- Chairman, Queenstown Primary School Advisory Committee, since 2003
- Licensed Solemnisor since 2005

## 10 Mr Birch Sio

**Chairman, Health, Safety, Security and Environment Function Committee, Singapore Manufacturers' Federation (SMa) (since 1 June 2011)**  
**Managing Consultant & Director, Concord Associates Pte Ltd**

- President, Association of Safety Auditing Firms, Singapore, since Jan 2008
- Adjunct Associate Professor, School of Public Health, Faculty of Health Sciences, Curtin University of Technology, Perth, Australia



**Mr Valerio Nannini**

**Chairman, Innovation and Productivity Function Committee,  
Singapore Manufacturers' Federation (SMA)**

**(till February 2012)**

**Chairman, Board of Advisors and Director, Singapore Innovation &  
Productivity Institute Pte Ltd**

**Managing Director, Nestlé Singapore (Pte) Ltd**

- Board Member of the National Research Foundation from 1 Oct 2011 to 30 Sep 2013

**Mr Low Beng Tin**

**Chairman, 80th Anniversary Planning & Coordination Committee,  
Singapore Manufacturers' Federation (SMA)**

**(since 30 November 2011)**

**Managing Director, Oakwell Engineering Limited**

- Chairman, Nanyang Citizens' Consultative Committee (CCC) since 2008
- Patron, Nanyang Community Club Management Committee (CCMC) since 2006
- Patron, Nanyang Community Club Building Fund Committee (CCBFC) since 2010
- Vice-Chairman of Pioneer Secondary School Advisory Committee since 2009
- Automobile Association of Singapore (AAS) since Jun 2008
  - Deputy-President, General Committee
  - Vice-Chairman, Strategic Planning Sub-Committee
  - Chairman, Investment Sub-Committee
  - Vice-Chairman, Nomination Sub-Committee

**Mr Richard Chee**

**Chairman, Building Products & Construction Materials Industry Group,  
Singapore Manufacturers' Federation (SMA)**

**Managing Director, Richee Engineering Enterprise Pte Ltd**

- Vice-Chairman, Eng Kong Cheng Soon Neighbourhood Committee since 2010
- Vice-Chairman, Eng Kong Park Association since 2010

**Mr Tsang Kwan Lung**

**Chairman, Electrical, Electronics and Allied Industries Industry Group,  
Singapore Manufacturers' Federation (SMA)**

**Director & General Manager, GP Batteries International Limited**

- Deputy Chairman of the Standards Council, 1 Apr 2011 – 31 Mar 2014

15

**Mr Rowan Tan****Chairman, Fire Protection, Safety and Security Industry Group,  
Singapore Manufacturers' Federation (SMA)****Managing Director – Far East, DORMA Far East Pte Ltd**

- Member of Board of Directors, National Fire and Civil Emergency Preparedness Council (NFEC), since 29 Aug 2006
- Chairman of Industrial Premises Committee of NFEC

16

**Mr Sunny Koh****Chairman, Food & Beverage Industry Group,  
Singapore Manufacturers' Federation (SMA)****Managing Director, Chinatown Food Corporation Pte Ltd**

- Deputy Chairman, Singapore Packaging Agreement Governing Board, National Environment Agency, since 2007
- Advisory Board Member, Food Innovations and Resources Centre, SPRING Singapore/Singapore Polytechnic, since 2007
- Co-Chairman, Task Force on Import & Export Related Matter, Agri-Food & Veterinary Authority of Singapore (AVA), since 2009
- Co-Chairman, Task Force on Consumer Education on Food Safety, Agri-Food & Veterinary Authority of Singapore (AVA), since 2009
- Vice Chairman, Ulu Pandan Community Club Management Committee, Grassroot since 1997

17

**Dr Tan Kok Kheng****Chairman, Life Sciences Industry Group,  
Singapore Manufacturers' Federation (SMA)****Chairman & CEO, MycoBiotech Ltd**

- Past President, Rotary Club of Singapore West
- Council Member, Singapore Cancer Society
- AVA Advisory Committee on Evaluation of Health Claims
- Singapore Polytechnic's Advisory panel for Diploma in Food Science & Technology, and Diploma in Nutrition, Health & Wellness Courses
- Editorial Board of 'International Journal of Medicinal Mushrooms'

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**Mr Gan Chin Yean****Chairman, Metal, Machinery & Engineering Industry Group,  
Singapore Manufacturers' Federation (SMA) (January 2012 - March 2012)****Managing Director, Interplex Singapore Pte Ltd**

- Council Member, Singapore National Employers Federation (SNEF)

19

**Mr Albert Lim**

**Chairman, Packaging Council of Singapore,  
Singapore Manufacturers' Federation (SMa)**

**Director, Regional Sales & Marketing, Packagers Pte Ltd**

- Honorary Member, Asian Packaging Federation since 11 Dec 2008
  - Board of Director, World Packaging Organization since 11 Dec 2006
  - Chairman, Governing Board of Singapore Packaging Agreement, since Jul 2007
  - Chairman, Technical Committee on Packaging Standards, SPRING Singapore since Jul 2011
- 

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**Mr Liao Beng Chye**

**Council Member, Singapore Manufacturers' Federation (SMa)**

**Chairman, ArmorShield Holdings Pte Ltd**

- Honorary Chairman, Chartered Management Institute, Singapore since 2006
- 

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**Ms Annabelle Tan**

**Council Member, Singapore Manufacturers' Federation (SMa)**

**Managing Director, Brite Konzept Pte Ltd**

- Management Committee Member, Singapore Productivity Association, since Sep 1991

22

**Mr Ryan Chioh**

**Council Member, Singapore Manufacturers' Federation (SMa)**

**Managing Director, FarEastFlora.com Pte Ltd**

- CSR Chairperson, North East CDC
  - Honorary Secretary, Interflora
- 

23

**Mr George Wong**

**Council Member, Singapore Manufacturers' Federation (SMa)**

**Managing Director & Principal Consultant,  
Hoclink Systems & Services Pte Ltd**

- Management Committee, Singapore Productivity Association (SPA)
- Chairman, Singapore Polytechnic Industrial Management Alumni Association (SPIMA)
- President, Institute of Management Consultant, Singapore (IMCS)
- Chairman, Pacific Resource Exchange Center (PREX) Alumni Association of Singapore
- Honorary Secretary, Chartered Management Institute (CMI), Singapore



24

**Mr Peter Tan****Council Member, Singapore Manufacturers' Federation (SMa)****Managing Partner, JP Asia Capital Partners**

- Advisory Functions
  - Industry Advisory Council of MIR Investment Management Pty Ltd (Australia)
  - Advisory Committee, SolarEdge Technologies, Israel
  - International Evaluation Panel, NRF's Competitive Research Program (Singapore)
  - Advisory Council, BTech Program, National University of Singapore
  - SPRING Policy Advisory Committee – Growth Oriented Enterprises

25

**Mr Saw Ken Wye****Council Member, Singapore Manufacturers' Federation (SMa)**  
**(since 18 January 2012)****VP, Public Sector, Asia Microsoft Operations Pte Ltd**

- Chairman, Executive Council, Chartered Management Institute Singapore
- Chairman, InfoComm Technology Advisory Committee, Ngee Ann Polytechnic
- Chairman, Electronics & Infocomm Technology Academic Advisory Committee, Institute of Technical Education

26

**Mr Tan Boon Chong****Council Member, Singapore Manufacturers' Federation (SMa)****General Manager/Standards and Certification Manager,  
Schneider Electric Singapore Pte Ltd**

- Chairman, Technical Committee: IEC TC 111 (Environmental Standardization for Electrical and Electronic Products and Systems), SPRING Singapore
- Convenor, Working Group (WG) Plugs, Switches and Socket-Outlet, SPRING Singapore
- Council Member, Singapore Accreditation Council (SAC), SPRING Singapore
- Vice-Chairman, Technical Committee: Electrical Appliances and Electronic Equipments
- Singapore Delegate, IECEE: Committee of Testing Laboratories (CTL – CB Scheme), SPRING Singapore
- Singapore Delegate, IECEE : Certification Management Committee (CMC), SPRING Singapore
- Singapore Delegate, ASEAN Consultative Committee for Standards & Quality (ACCSQ), SPRING Singapore
- Singapore Delegate, ASEAN Joint Sectoral Committee (JSC): Electrical & Electronic Equipment (EEE) MRA, SPRING Singapore
- Singapore Delegate, APEC Sub-Committee on Standards and Conformance (SCSC): Joint Advisory Committee (JAC) on Conformity Assessment of Electrical and Electronic Equipment (EEE), SPRING Singapore
- Vice- Chairman - TC for Low Voltage Switchgears, Controlgears & Wiring, Accessories (IEC TC 17, IEC 32 & TC 23), Malaysia
- Advisor - WG 3 : Plugs, Socket-Outlets & Switches (IEC TC SC 23B), Malaysia

27

**Mr Alex Siow****Council Member, Singapore Manufacturers' Federation (SMa)****Head, Enterprise Risk Management and Business Excellence, StarHub Limited**

- Board Member, Science Centre Board
- President, PMI Singapore Chapter
- Adjunct Professor, National University of Singapore School of Computing
- Deputy Registrar of Marriage, Registrar of Marriages Singapore

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**Mr Jerry Tan****Council Member, Singapore Manufacturers' Federation (SMa)****CEO, Wanin Industries Pte Ltd**

- President, Asia Middle Bottle Water Association
- Honourable Chairman, Singapore Shun Yi Association
- Vice Chairman, Queenstown Primary School Advisory Committee
- Patron, Serangoon C.C.
- Enterprise 50 Association Treasurer

29

**Mrs Jennifer Yeo****Council Member, Singapore Manufacturers' Federation (SMa)****Chairman, Yeo-Leong & Peh LLC**

- Panel of Chairman, Disciplinary Committee, Legal Profession Act
- Panel of Approved Mediators, Singapore Mediation Centre
- Commissioner for Oaths
- Notary Public
- Director of Viva Foundation for Children with Cancer, since 6 Feb 2006

**Singapore Manufacturers' Federation**

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