

Connect



Singapore Manufacturers'
Federation

A photograph of Mr. Edwin Khew, a man with dark hair, wearing a dark suit, white shirt, and red tie. He is smiling and looking towards the camera. The background is a collage of images, including a group of people in a meeting, a globe, and a large green leaf.

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SMA Council 2006 - 2008 / Secretariat



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of Management (SMA-SOM)

Mr Edwin Khew Elected as SMA's New President

By Myca Tan



▲ The voting begins...



▲ (L-R) Mr Vincent Guok, Senior Director, Membership & Industry Development Division, SMA, Dr Roger Low, Secretary-General, SMA, Mr Lew Syn Pau, former SMA President, Mr Edwin Khew, newly-elected SMA President and Dr Moh Chong Tau, newly-elected SMA Deputy President

The Singapore Manufacturers' Federation (SMA) held its 3rd Annual General Meeting (AGM) on 30 June 2006 at the SMA premise at The Enterprise. Former SMA President, Mr Lew Syn Pau, delivered the opening address by highlighting the achievements of SMA in 2005. He also extended his appreciation to the SMA Council, Executive Committee, the Secretariat and all SMA members for their support to him during his term as SMA's first president and revealed the new strategic initiatives that the SMA will roll out in the next few years.

At the AGM, 19 ordinary and 9 general members were elected to the SMA Council. Following the AGM, the first Council Meeting for the new term (July 2006 to June 2008) was held wherein, Mr Edwin Khew, then Acting President, was elected to be SMA's second president.

The Newly-Elected SMA Council



• Mr Edwin Khew
President



• Dr Moh Chong Tau
Deputy President



• Mr Lew Syn Pau
Honorary President



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• Mr Alex Siow
Vice President & Chairman, IT & Technology Development Function Committee



• Mr Birch Sio
Council Member



• Mr Edwin Khoo
Council Member



• Mr Rowan Tan
Council Member



• Mr Liang Chong Kang
Council Member



• Mr Ryan Chioh
Council Member



• Mr Simon Li
Council Member



• Mr Tsang Kwan Lung
Council Member



• Mr Cyril Teo
Council Member



• Dr Tan Kok Kheng
Council Member



• Mr Albert Lim
Council Member



• Mr Lim Hun Joo
Council Member



• Mr Tay Choon Mong
Council Member



• Mr Nelson Yeap Tien Sing
Council Member



• Mr Hans-Dieter Bott
Council Member



• Mr Tan Tong Hai
Council Member



• Mr James See
Council Member



• Mr Lim Meng Wee
Council Member



• Mr Jerry Tan
Council Member

Messrs Birch Sio and Lim Meng Wee beef up Connect Editorial Board

By Myca Tan

Lending their respective expertise and industry experience to enhance SMA's service and product offerings, council members Messrs Birch Sio and Lim Meng Wee joined the Connect Editorial Committee as Editorial Advisors starting in July 2006.

Mr Birch Sio is Managing Consultant and Director of Concord Associates, a leading specialist consultancy in Environment, Health and Safety. Mr Sio is a member of the Membership and Corporate Communications FC and was an ardent supporter and co-organiser of the recent Workplace Safety and Health Seminar held on 12 July at Meritus

Mandarin Hotel. He is also the Vice President of the Association of Safety Audit Firms. Mr Sio holds a Post Graduate Diploma in Public Health and a Master degree in Occupational Health and Safety. He is an MOM-approved Workplace Health & Safety Auditor and Risk Consultant and Trainer for Risk Management Course and an IRCA Occupational Health & Safety Auditor (UK). Mr Sio is also a Member of the Institute Of Safety And Health (U.K.), and American Society Of Safety Engineers.

Mr Lim Meng Wee is Managing Director of SP Consulting (International) Pte Ltd, a provider of management consultancy services. He is

currently serving his second term as an SMA council member and has been very active, previously as deputy chairman of the MME IG and committee member of the Gala Dinner 2005. He is presently a member of the Membership and Corporate Communications FC and chairman of the Appreciation Nite Organising Committee 2006. Externally, Mr Lim serves as a Deputy Registrar of Marriages/Licensed Solemniser and was chairman of the SAF Day 2005 N/NE Organising Committee. He is also a council member of Employer Alliance and chairman of the Queenstown Primary School Advisory Committee.

Workshop on National Wages Council's Recommendations

By Chin May Fang

The National Wage Council (NWC) comprises of key leaders from the employers, trade unions and the Government. It was established in February 1972 as an advisory body to the Government on wage and wage-related issues.

This year the NWC recommends "A Sustainable Wage Increase and Wage Flexibility for Competitiveness and Employability".

To help SMA members understand more about the NWC's recommendations, a dialogue session was co-organised between SMA and the Ministry of Manpower (MOM) on 20 July 2006 and attracted some 75 SMA members.

Miss Ng Li San (Head, Executive Mediation Unit) presented on NWC's recommendations to the employers. Mrs Lim-Tan Meng Choo, Senior IR Consultant/Conciliator then gave an insight into Wage Restructuring and the Implementation of Monthly Variable Component (MVC).

A dialogue session chaired by Mr Tan Jing Koon, Senior Deputy Director together with Miss Ng and Mrs Lim as panel members was held at the end of the workshop to address members' questions on NWC. Many found the dialogue useful and some even stayed back after the session to tap into the panel members' knowledge base and expertise.



▲ (L-R): Miss Ng Li San (Head, Executive Mediation Unit), Mrs Lim-Tan Meng Choo (Senior IR Consultant/ Conciliator) and SMA member Miss Jessie Tan (KES Systems & Service (1993) Pte Ltd) engaging in a discussion

A Career in Manufacturing – Siemens Pte Ltd impresses MOE's School Career Counselors

By Ong Shi Yee

Following through with the earlier out-reach programme (8-part variety show titled "出奇制胜 Made-in-Singapore" aired on Channel 8 from Jan to Mar 2006) to inform, share and possibly correct potential misconceptions in the minds of our younger generation with regard to manufacturing and the career options available in this industry, the Singapore Manufacturers' Federation (SMA) and the Ministry of Education (MOE) Education Programmes Division staged the inaugural Manufacturing CEO School Talk Series at Siemens' SIPLACE Center Asia on 20 July 2006.

A total of about 40 Full-time School Career Counselors (FTSCs) and MOE staff were given an overview of Siemens' operations and career options and pathing in Singapore, and the high-tech facilities resident in SIPLACE Center Asia by Mr Hans Dieter-Bott, Managing Director of Siemens Pte Ltd and Mr Norbet Nahm, Research and Development Director of SIPLACE Center Asia respectively.

SIPLACE Center Asia is the only center outside Germany to manufacture Siemens' sophisticated surface mounting machines. The opening of Singapore's SIPLACE Center Asia is in line with SIPLACE's "Go To Asia" project, which aims to create machines to meet the needs of the rapidly changing Asian electronics market.

The FTSCs were particularly impressed with the facilities at SIPLACE Center and gained a deeper understanding of the range of operations that are being performed in a leading electronics firm and the varied job opportunities in the electronics sector. The talk-cum-site visit has left a very good impression in the minds of the FTSCs as initial feedback from them rated the programme as "informative, interesting, eye-opening and useful".



▲ The latest machine platform SIPLACE D-Series - manufactured in SIPLACE Center Asia

Risk Assessment for work processes

By EDC@SMA

The introduction of the Workplace Safety and Health Act (WSHA) on 1 March 2006 requires all workplaces to implement comprehensive risk assessment (RA) for work processes, including detailed plans to reduce or minimise workplace safety and health risk at source, where reasonably practicable. This new approach to safety aims to internalise risk management by forming a trained and proactive risk management committee within each organisation.

The Ministry of Manpower (MOM) has specially set aside a \$5 million Risk Management Assistance Fund (RMAF), spread over three years, to help SMEs defray the cost of engaging consultants to conduct risk assessments and to build in-house capability.

EDC@SMA has successfully secured its first funding for SMA member, Boncafé International Pte Ltd. Boncafé, one of the largest coffee and beverage manufacturers in the region, is the first company that has successfully applied for the RMAF through EDC@SMA. EDC@SMA has partnered with Neville-Clarke, MOM's Approved Risk Consultant (ARC), to perform the Risk Assessment service for Boncafé.

Boncafé, in anticipation of the need to manage risk, has already enrolled two of its managers for a Risk Management Course conducted by a MOM Accredited Training Providers (ATP). These trained managers will form the risk management committee within Boncafé to spot, evaluate and reduce risk at the factory.

Boncafé launched their Risk Assessment programme on 6 July 2006 at their multi-million dollar, state-of-the-art factory that houses approximately 50 staff. Upon completion of the programme, Boncafé would have met the deadline of 1 September 2006, when the Workplace Safety and Health (Risk Management) regulations will take effect.

To find out more about the WSH Act and how your company can utilise the RMAF for their Risk Assessment Services, please email your queries to edc@smafederation.org.sg.

CEO Business Breakfast on “Survive a Crisis – Don’t shoot the Mice”

By Liz Tan

The calamities affecting Asia in recent years have had devastating effects on businesses whereby organisations are forced to look deeper into Crisis Management and Business Continuity Planning. With that in mind, the Singapore Manufacturers' Federation (SMA) organised a CEO Business Breakfast Talk on managing risks and surviving a crisis on 22 June 2006 at the Raffles City Convention Centre.

Guest speaker, Dr Alan Waring shared with the CEOs on how organisations can equip themselves with risk management systems, crisis management systems and business continuity plans to mitigate the adverse impact of crises and how to recover from a disaster.

Dr Waring is an internationally recognised risk management consultant with over 25 years' of experience in risk management.

The CEO Business Breakfast Talk is a monthly event organised for a targeted group of top Singapore corporations' CEOs. Different business topics are presented each month where professional speakers and business leaders are invited to share their knowledge and expertise on such topics with the CEOs.

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



▲ Mr Edwin Khew, President of SMA presenting a token of appreciation to Dr Alan Waring

EPCglobal/RFID Singapore Forum 2006 “A Dimensional Transition on Business Processes”

By Rosyati Mohd Said

In its third year running, GS1 Singapore's premier conference and exhibition, EPCglobal/RFID Singapore Forum 2006 was staged on 28-29 June 2006 at Hotel Le Meridien Singapore. With 24 presentations on EPC/RFID technology, business plan & implementation, developments of the EPC standards and pilot trials, this Forum thoroughly whet the appetite of more than 300 local and international delegates seeking the latest in RFID and related fields.

This year's theme: “A Dimensional Transition on Business Processes” highlighted the importance of getting involved in RFID projects as early as possible and drew notable speakers from the US, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Singapore and Taiwan who each expounded informatively on the topic.

Mr Edwin Khew, Chairman of GS1 Singapore and EPCglobal Singapore and SMA President delivered the welcome and opening address while Guest-of-Honour, Mr Boon Swan Foo, Managing Director, Agency for Science, Technology and Research (A*STAR) and Executive Chairman, Exploit Technologies Pte Ltd delivered the keynote address.

The announcement of a plan for a new setup, the “Exploit RFID Centre @ SIMTECH” (interim name) by Mr Boon, impressed and delighted the participants. In a matter of weeks companies can capitalize on the RFID technology in the one-stop RFID Centre, which will be officially launched in

September this year.

Mr Boon elaborated, “The centre will link up the RFID community here – including RFID activists, indigenous RFID companies, RFID Test Centres, potential end users including government ministries, educational institutions (e.g. Polytechnics, Universities and Business Schools), consultancy firms as well as research organizations like A*STAR, to collaborate on RFID adoption projects.”

This centre is the latest initiative to push for the implementation of RFID. A*STAR and IDA have set aside \$20 million since 2004 for pilot tests and trials. The centre will be located at and run by the Singapore Institute of Manufacturing Technology for the time being until next year when together with SIMTech, it will move to the completed Fusionopolis.

The Forum not only enlightened delegates on the integration of RFID technology in the automatic identification industry, but also enabled participants to establish personal contacts with leading RFID users and innovators. An additional focus of the Forum was the exhibition which displayed a wide array of RFID related products, capabilities and services.

The Forum was supported by the A*STAR, Infocomm Development Authority of Singapore (IDA), Standards, Productivity and Innovation Board (SPRING Singapore) International Enterprise (IE Singapore), IT Standards Committee of Singapore (ITSC), Singapore Exhibition and Convention Bureau, ECR Singapore as well as Spartan System (S) Pte Ltd. The Forum sponsors were BEA Systems, NEC Solutions Asia Pacific, Sato Asia Pacific Pte Ltd, Sun Microsystems and Zebra Technologies Asia Pacific, LLC.



▲ Delegates at the Forum

Visit to ITE College East

By Ng Wee Kok



▲ Members visiting one of the laboratories at ITE College East

To get a glimpse of the state-of-the-art facilities of Singapore's technical/vocational institutions, 17 SMA members visited ITE College East on 25 April 2006. Officially launched on 24 March 2006, ITE College East is the first of 3 regional campuses to be built on ITE's "One System, Three Colleges" model of technical education.

Mr Lee Kuang Choo, Manager, Continuing Education and Training gave an overview of the ITE system, the courses offered as well as its educational model, following the screening of the ITE's corporate video.

The members were also taken on a campus tour which substantially enhanced their understanding of how companies could tap into ITE's expertise to address the training needs of their employees. The potential collaborative efforts between SMA and ITE could unfold many benefits for both parties.

ITE College East's various collaborations with many industry leaders like the partnership between the Centre of Technology for Info-Communications and two global IT giants – Microsoft and SUN Microsystems created advance learning opportunities for students and staff.

The visit to ITE was most certainly an eye-opener and members were impressed by the way ITE has evolved through the years and strengthened its capabilities.

Visit to Khong Guan Biscuit Factory

By Ng Wee Kok

Established in 1947, Khong Guan Biscuit Factory (S) Pte Ltd has over the years grown from a local household name to a globally familiar brand. In the Asia Pacific, Khong Guan Biscuits stands out as one of the region's best-known biscuit brands, commanding immense respect in the world of biscuit manufacturing.

To accord a better appreciation of the achievements and operations of Khong Guan, the Singapore Manufacturers' Federation (SMA) organised a visit to its facilities on 28 June 2006 to let members find out for themselves how the famous biscuits manufacturer roll out tasty and savoury wafers for almost 60 years.

Following the viewing of the corporate video, Mr Tan Boon Wah, Deputy General Manager enlightened on the basic biscuit processing stages by explaining the main stages in the production and theories behind each process. Khong Guan's success is rooted in its forward-looking strategies. As the saying goes, "A picture is worth a thousand words", members were ushered to the factory production floor where



▲ A parting group shot at the sales office of Khong Guan Biscuit Factory

they witnessed first-hand the various stages of biscuits-making and were treated to a rich and varied samples of Khong Guan's reputedly tasty biscuits.

Visit to the National Library

By Ng Wee Kok

20 SMA members visited the National Library at Victoria Street on 23 May 2006 where they were clearly enthralled by the collection of about 650,000 items, across a floor area of more than 58,000 sqm – which is five times larger than its former abode at Stamford Road.



Located in the heart of Singapore's arts and learning hub, the National Library was officially launched on the 12 November 2005. The Library comprises of the Lee Kong Chian Reference Library with its core focus on Singapore and Southeast Asian Collections, and the Central Lending Library, which offers an impressive business collection and award-winning materials.

Mr Tony Lee, Assistant Director, Client Library Services introduced the various services that were available and provided an overview of the National Library Board (NLB) to the members present.

<< Mr Tony Lee (2nd from right) having a discussion with members at the Pod

After an eye-opening tour of the library, members were brought to the Pod on level 16 where they enjoyed the spectacular view of Singapore's city centre skyline while having refreshments.



▲ Getting to know the selection of electronic databases at the Business Collection section...

Trade Mission to Ho Chi Minh City, Vietnam

By Ashlynn Loo



▲ (L-R): Mr Dao Tran Nhan, Commercial Attache of Vietnam Trade Office in Singapore, Mr Renny Yeo, Vice President of SMA and Mr Jimmy Chua, Consulate General of Singapore to Ho Chi Minh

The Singapore Manufacturers' Federation (SMA), together with the Singapore International Chamber of Commerce (SICC), organized a trade mission to Ho Chi Minh City, Vietnam from 3 to 6 July 2006. The mission was supported by IE Singapore, the Vietnam Chamber of Commerce and Industry (VCCI) and the Malaysian International Chamber of Commerce and Industry (MICCI). This 24-men strong delegation was led by Mr Renny Yeo, Vice President of SMA.

In Ho Chi Minh City, the delegates were briefed on the latest economic updates and development of the country and were given first-hand information on the investment and trade opportunities available. Delegates also had the chance to network and to meet key Vietnamese officials and businessmen in Ho Chi Minh City where information and experience were exchanged. To provide further insights for the delegates, customized industrial and company visits were arranged for them to better understand the industrial development of the city.



▲ One-to-one business meeting



▲ Networking Dinner on 3 July 06

Key highlights of the mission include:

- Networking reception for delegates, key representatives from the Singapore Consulate and Singapore Business Group in Ho Chi Minh City and Vietnamese officials
- Business conference on doing business in Vietnam
- Vietnam-Singapore business meetings
- Visit to Vietnam-Singapore Industrial Park in Binh Duong Province
- Meeting with Ho Chi Minh City Investment Trade Promotion Centre (ITPC)
- Meeting with Vietnam Chamber of Commerce and Industry, the American Chamber of Commerce and the Singapore Business Group
- Company and plant visits to (1) Saigon Telecommunication Service Company – Saigon Postal, (2) Vietnam Electric Wire and Cable Co. – CADIVI, (3) Vietnam Liwayway Food Industry Co., (4) Saigon Transportation Engineering Corporation – SAMCO, (5) Construction Materials Corp. – FICO

For more information on this mission or upcoming missions, please email Mr Jeffrey Liew at jeffreyliew@smafederation.org.sg. The upcoming mission is the trade delegation to Kazakhstan from 10-16 September 2006.



▲ The Singapore delegates

Sourcing for machinery from Italy

By Ashlynn Loo

If you are currently sourcing for machinery (capital goods) from Italy are you aware that the Italian government is providing a margin of subsidies for capital goods export with the aim of promoting the Italian exports of capital goods worldwide, regardless of the industry you are operating in?

For more information on how you can benefit from this cost reduction, please email Mr Jeffrey Liew at jeffreyliew@smafederation.org.sg.

For more information on Italian machinery manufacturers, please log on to www.italtrade.com/focusmi/machine.htm.

Durian Appreciation Nite

By Cecilia Tham



▲ Mr Alun Chow of 101 Fresh Fruits Trading (left) with Mr Stewart Goh of Ming Say Holdings



▲ Here comes the basket of durians!



▲ SMA member Mr Yves Nolin of Tyco Fire and Security is a great lover of durians!

Following the resounding success of the "Durian Appreciation-cum-Networking Session" in May 2005, the Singapore Manufacturers' Federation (SMA) Lifestyle Industry Group was all ready to organise a similar networking event on 20 July 2006.

"Durian Appreciation Nite-cum-Networking Session II" was held at Fun's Florist & Nursery Pte Ltd, located at Thomson Road. Mr Alun Chow of 101 Fresh Fruits Trading was generous in sharing his rich experience in selecting good durians. He also brought with him 10-baskets of various grades of durians and fresh coconuts for members to share while networking with each other in the tranquil setting of the nursery. This year's "pricky" affair is once again a run-away success.

For more information on the SMA Lifestyle Industry Group, please contact Ms Cecilia Tham at 6826 3030 or email to ceciliatham@smafederation.org.sg.

Networking Session at the Republic of Singapore Yacht Club (RSYC)

By Ng Wee Kok

The cool evening breeze from the sea greeted the SMA members at the Foreshore deck of the Republic of Singapore Yacht Club (RSYC) on the evening of 30 May 2006 where the SMA Networking Session was held.

Amid the relaxing ambience of the Club, Ms Annabelle Tan, a SMA Council Member welcomed the 46 participants and encouraged them to network and explore new business opportunities. She also extended her appreciation to the members for their continual support in SMA's events.

FINEXIM, a US-based global leader in trade financing with a highly-trained and professional network of representatives in North and Latin America and Asia, including Singapore, sponsored the event. FINEXIM's Managing Director, Mr William Beilman, presented on "Trade Financing: From Any Country To Any

Country" which captured the attention and interest of many who were present. Naturally, a number of the participants walked away with another useful option in trade financing.



▲ Mr William Beilman, Managing Director of FINEXIM (right) chatting with an SMA member

Grow Your Overseas Business with IE Singapore

By Alice Tan



As part of the Memorandum of Understanding (MOU) with the International Enterprise (IE) Singapore, the Singapore Manufacturers' Federation (SMA) jointly organised a seminar on "Grow Your Overseas Business with IE Singapore" on 26 July 2006 at IE Singapore auditorium. More than 75 sole proprietors, venture capitalists, consultants, distributors as well as local contract manufacturers attended the seminar.

This half-day informative seminar highlighted the various sources of marketing intelligence and information available as well as the suite of assistance programmes offered by IE Singapore. The assistance programmes include tax incentive schemes, financing tools for internationalisation, export assistance, and schemes to help companies build their competencies in areas such as branding, design, intellectual property, distribution and manpower.

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Casuarina Room	100 - 120 persons	Package price starts from \$50 per person* (minimum group size of 50 persons)	
Lotus Room	130 - 150 persons	Package price starts from \$25 per person* (minimum group size of 80 persons)	

*Package price includes rental, buffet, and complimentary raceday programme but does not include beverages. Prices are subject to prevailing tax.

For more information on rates and facilities, please contact:

Marketing & Facilities Department
Singapore Turf Club
 Tel : (65) 6879 1711
 Fax : (65) 6879 1730
 Email : Marketing@turfclub.com.sg

Networking Session at the Singapore Turf Club

By Ng Wee Kok

The Singapore Manufacturers' Federation (SMA) jointly with its subsidiary the EDC@SMA, organised a Networking Session at the Singapore Turf Club (STC) on 9 June 2006. In his Welcome Address, Mr Ong Pak Shoon, an SMA Council Member, encouraged members to utilize SMA's networking sessions as a platform to create new business opportunities. A total of 64 members attended the Session.

The event was held at the Casuarina Room where members mingled comfortably in the plush setting of the private function room. Members were also treated to the pulsating live action of the Friday evening races via the room's spectacular view of the entire racecourse.

Some members not only walked away from the night's session with new business opportunities, but also left with a relatively heavier pocket from the night's winning bets.



Members waiting for the 1st race to start...



▲ Mr Chang Tou Yuen, Assistant General Manager, Corporate Sales Manufacturing and Japanese of StarHub Limited giving a short presentation at the Networking event



▲ Senior Executives mingling with each other during the networking session

Thumbs-up for EPE Buyers Networking Event!

By Alice Tan

Timely information on industry development is critical to the success of your business. To create opportunities for industry sharing and to facilitate the process of gathering business leads, the International Enterprise (IE) Singapore organised its first ever CXO Networking Series for key players in the "Electronics & Precision Engineering Buyers Networking Event" on 6 July 2006 at The Legends, Fort Canning. The event was supported by the Singapore Economic Development Board (EDB), Singapore Manufacturers' Federation (SMA), Singapore Precision Engineering and Tooling Association (SPETA), SPRING Singapore, Swiss Business Hub and UK Trade & Investment (UKTI).

Mr Andrew Khaw, Acting Director, Corporate Group (Electronics & Precision Engineering and Infocomms Technology) of IE Singapore delivered the welcome address which was followed by a presentation on "The Impact of Technology Convergence: What it Means to Businesses Venturing Overseas" by Mr Chang Tou Yuen, Assistant General Manager, Corporate Sales Manufacturing and Japanese at StarHub Limited. Incidentally, StarHub Limited was the sponsor for the venue and delectable buffet spread and free flow of drinks.

The event drew an overwhelming attendance of more than 100 comprising of Chief Executives, Managing Directors, Vice Presidents and General Managers from the Automotive, Aviation/Aerospace, Communications, Consumer Electronics and Medical Technology industries.

Overall, the CXOs and Senior Management from both foreign MNCs and Singapore-based companies such as Bosch, Becton Dickinson, Philips, Samsung, Rayco Technologies, Hi-P, Meiban and Singapore Technologies Engineering gave thumbs-up for the event.

Make Worksite Safety a Top Priority

By Linnette Lim and Mikaela Kwee

Make worksite safety a top priority or risk stiffer fines under the new Workplace, Safety and Health Act. That was the message that resounded among the 200 participants at the conference on "A Local and Global Perspective on Workplace Safety and Health" organized by the Singapore Manufacturers' Federation (SMA) and Concord Associates on 12 July 2006.

Mr Hawazi Daipi, Senior Parliamentary Secretary for Manpower emphasized that poor safety practices were costly to companies and to the economy at large. For instance, companies incurred \$68.5 million in workers' compensation last year. In addition, the economy lost thousands of productive man hours as a result of workplace accidents.

Professor Jeffery Spickett, Dean, Curtin University of Technology expounded on the importance of a positive safety culture in companies and emphasised that a top down approach was key to promoting workplace health and safety.

Leading by example, senior management needs to embrace a philosophy of positive safety culture, translate this into action and communicate these practices to all employees. Everyone should take ownership of safety, from bosses to the ordinary worker.

Mr Teng Chong Seng, Environment, Health and Safety Director of Pfizer Asia Pacific Pte Ltd further urged workers to look out for the safety of their co-workers. He said "Always think two steps ahead of your work. One is your own safety and the other is the safety of your peers".

Feedback from companies showed that the participants benefited from the practical advice given by speakers from the manufacturing, oil and gas and construction industries on workplace safety. In addition, companies were alerted of legal implications and the need to insure workers fully against workplace claims.



▲ Mr Teng Chong Seng (right), one of the industry speakers during the WSH conference exchanging his business contact with Mr Hawazi Daipi, Senior Parliamentary Secretary for Manpower



▲ Dr Roger Low (left), Secretary-General of SMA presenting a token of appreciation to Professor Jeffery Spickett, Dean of Curtin University of Technology

BroadcastAsia 2006

By Cecilia Tham

BroadcastAsia 2006 – the region's most established broadcast tradeshow, closed on a high note as it attracted more than 12,700 trade visitors from around the region during its 4-day staging in Singapore. Attendance rose by a whopping 30% compared to that of the previous year.

The event featured technologies such as IPTV (internet protocol TV), High Definition Mobile Broadcasting and Video-On-Demand showcased by more than 847 exhibiting companies from 47 countries. Adding greater depth to the BroadcastAsia experience was the various broadcasting conferences that were held alongside the 4-day exhibition.

The nine country pavilions featured in this year's events were China, France, Germany, Spain, Italy, Korea, USA, UK and Singapore. The Singapore Manufacturers' Federation (SMA) with the support from International Enterprise Singapore, led 14 Singapore companies in the broadcasting and its related industry to unveil their exhibits under the Singapore Pavilion.

If you have missed this all-important event, BroadcastAsia will be back next year from 19 to 22 June 2007. For more information, please contact Ms Cecilia Tham at 6826 3030 or e-mail to ceciliatham@smafederation.org.sg.



▲ SMA member, Kestronics (S) Pte Ltd showcasing their technologies at BroadcastAsia 2006

Building Services & Facilities Asia 2006

By Alice Tan



▲ Mr Vincent Wong, Deputy General Manager of Mitsubishi Electric Asia Pte Ltd (left) giving a short presentation of its company products to the Guest-of-Honour, Mr S. Iswaran, Minister of State, Ministry of Trade & Industry

Held from 4 to 7 July 2006 at the Singapore Expo and in its 6th year running, the Building Services and Facilities Asia 2006 provided an opportunity for leading manufacturers and suppliers from the industrial, engineering, manufacturing and building industries to showcase the latest development in the equipment, technology and services as well as to establish new contacts, explore business opportunities and discuss market trends and developments with key players from the region and beyond.

Organised by the Singapore Manufacturers' Federation (SMA) and supported by the International Enterprise Singapore, there were six Singapore-based companies under the Singapore Pavilion, namely, BS Technology, Bostik, Foster, Grimm Industries, Mitsubishi Electric and Sellery Tools.

Besides the Singapore-based companies, there were another 200 or more participating companies from over 30 countries displaying their exhibits under the various international/country pavilions as such China, Korean, Thailand and USA.

ProPak Asia 2006

By Dennis Toh

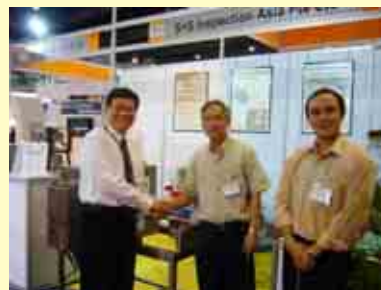


ProPak Asia was first staged in Thailand in 1989 and it has since grown to become the region's leading international exhibition for processing, filling and packaging solutions. The event serves a wide spectrum of industries and its main focuses are on the food, drink, pharmaceutical, cosmetic and healthcare industries.

The Singapore Manufacturers' Federation (SMA) led the Singapore Pavilion at the ProPak Asia 2006 which was held from 14 to 17 June 2006 at BITEC, Bangkok, Thailand. Gracing the opening was Mr Saneh Niyomthai, Deputy Prime Minister at Ministry of Industry, Thailand.

A total of 13 Singapore companies participated under the Singapore Pavilion which covered an area of 189 sqm. The participating Singapore companies met with many genuine buyers at the exhibition and received numerous enquiries.

Mr Tan Tong Liang of S+S Inspection Pte Ltd said, "We have managed to sell the 2 machines that are on display and received many other enquiries. We have definitely benefited from participating at ProPak Asia 2006 under the Singapore Pavilion led by SMA."



ProPak Asia 2006 attracted 650 participating companies from 30 countries and the exhibition was organised by Bangkok Exhibition Services (BES) Ltd. The overseas visitor increased by 33% year-on-year in 2006 hence underscoring the event's status as Asia's international trade exhibition for the processing, filling and packaging industries.

SMA will be organising the Singapore Pavilion at ProPak Vietnam to be held in Ho Chi Minh City, Vietnam from 7 to 10 March 2007. For more information, please contact Mr Dennis Toh at 6820 3036 or e-mail to dennistoh@smafederation.org.sg.

CosmoBeauté Asia 2006



By Cecilia Tham

<< *Huge crowd of visitors at CosmoBeauté Asia 2006*

Asia's most comprehensive international cosmetics & beauty trade exhibition, the CosmoBeauté Asia 2006, was held at Putra World Trade Centre, Kuala Lumpur, Malaysia, from 3 to 6 July 2006. This year's CosmoBeauté Asia 2006 incorporated 2 additional themes, namely Spa Wellness Asia 2006 and Medical Aesthetic Asia 2006.

The Singapore Manufacturers' Federation (SMA), with the support from International Enterprise Singapore, led 48 Singapore companies in the spa & wellness and medical aesthetic businesses to exhibit under the Singapore Pavilion.

Major players such as manufacturers, distributors and suppliers in the cosmetics, beauty, spa and medical aesthetics industry showcased the latest in salon management software systems, health and nutrition products, academies and training centres and packaging and processing equipment. Countries represented in the International Pavilions included Singapore, Taiwan, Korea, Thailand and Australia.

CosmoBeauté Asia 2006 was supported by the Ministry of Health of Malaysia and endorsed by the Malaysian Herbal Corporation, the International Women Entrepreneur Association of Malaysia, SMA and the Thai Spa Operators Association.

For more information, please contact Ms Cecilia Tham at 6826 3030 or e-mail to ceciliatham@smafederation.org.sg.

Interphex Asia 2006

By Alice Tan

Asia is home to more than 6,000 licensed drug manufacturers, with six of the world's top pharmaceutical companies basing their manufacturing facilities in Singapore. Organised by Reed Exhibitions, sponsored by International Society for Pharmaceutical Engineering (ISPE) and supported by the Singapore Economic Board (EDB), Singapore Manufacturers' Federation (SMA), the Indian Engineering Export Promotion Council and recognised by the U.S. Department of Commerce as a certified trade fair, the 3rd Interphex Asia was held from 27 to 29 June 2006 at Suntec Singapore. Interphex Asia is the region's leading tradeshow and exhibition dedicated to the pharmaceutical manufacturing, processing and technology industries.



▲ *SMA member, Techcomp (Singapore) Pte Ltd exhibiting at Interphex Asia 2006*

SMA secured the ardent participation of 21 Singapore-based companies and successfully staged the Singapore Pavilion at the 3rd Interphex Asia with support from the International Enterprise Singapore.

The free Technology Forum presentation accorded an excellent platform for exhibitors to showcase their latest product innovations and technology to the trade visitors.

Jointly organised by Reed Exhibitions and ISPE, the 6th annual ISPE Singapore Conference was an official event of Interphex Asia to provide a strong educational forum to advance knowledge and competency for the region's pharmaceutical manufacturing community.

In conjunction with the conference, site visits to Pfizer's API Manufacturing plant and Schering Plough's Bio Tech plant were organised for the conference delegates to steal an exclusive view of the plants, which is not readily available to outsiders.

Overall, the exhibitors under the Singapore Pavilion found Interphex Asia 2006 a useful and valuable platform to strengthen existing relationships and build new partnerships.

Asian Securitex 2006

By Dennis Toh



▲ *The opening ceremony of the Asian Securitex 2006*

The Singapore Manufacturers' Federation (SMA) led six companies in the Singapore Pavilion at the Asian Securitex 2006, held from 7 to 9 June 2006, at the Hong Kong Convention & Exhibition Centre, Hong Kong, SAR. Asian Securitex 2006, in its 9th series, is a biennial show that provides a platform for international suppliers to showcase their comprehensive range of security products and technology.

This year's Asian Securitex 2006 was held in conjunction with Asian Elenex 2006 and Asian Building Technologies 2006. The exhibitions attracted more than 600 companies, from 40 countries, to display

their products and services to the trade visitors.

Incidentally, the Deputy Assistant Commissioner & Director of Security Industry Regulatory Department of the Singapore Police Force, Mr Anslem Lopez presented the topic on "The Private Security Industry in the New Security Environment – The Singapore Experience" during the Asian Securitex 2006 Conference.

The 10th series of Asian Securitex will be held in June 2008. For more information, please contact Mr Dennis Toh at 6826 3036 or e-mail to dennistoh@smafederation.org.sg.

The PC Show

In its 16th year running, Singapore's longest running and most successful microcomputer exhibition, The PC Show was held from 1 to 4 June 2006. The show coincided with the start of the school holiday and was held at Suntec Singapore. Not unexpectedly sales at the exhibition skyrocketed to S\$18 million on the back of 800,000 visitors that thronged the 4-day show.

Organised by Lines Exposition and Management Services, this annual mega IT bazaar attracted more than 400 exhibitors which featured the latest IT products from plasma, LCD screen, Digital cameras, PDAs, notebooks, MP4 players and gaming accessories. The Singapore Manufacturers' Federation (SMA) with the support of International Enterprise Singapore, led a group of companies under the Singapore Pavilion at this event to display our locally produced IT products.

The exhibitors were pleasantly delighted by the good turnout which led many of them to exceed their sales target set for the show.

MD&M East 2006

The Largest Design and Manufacturing Event on the East Coast

By Alice Tan

Being the largest medical technology market in the world, the US presents a potential market for Singapore-based contract manufacturers to tap on leading US medical device manufacturers such as Baxter Healthcare, Becton Dickinson & Co., GE Medical Systems, Johnson & Johnson Medical, Medtronic, and Tyco Healthcare.

In Singapore, medical technology is a fast growing industry that has been growing rapidly, with the manufacturing output reaching S\$2.2 billion in 2005. Source: Economic Survey of Singapore 2005, Economic Development Board.

Over the years, Singapore-based contract manufacturers have been increasingly sharpening their capabilities and skills towards higher-end precision manufacturing for the medical technology sector. Furthermore, they are also building up strengths in Intellectual Property (IP) rights protection and obtaining industry certifications such as ISO 9000, TS 16949, ISO 13485, AS 9100 as well as clean room certifications.

As such, ten Singapore-based contract manufacturers exhibited the Singapore brand

of quality products and services at the Medical Design and Manufacturing (MD&M) East Exposition and Conference 2006 in New York, USA from 6 to 8 June 2006. Supported by the International Enterprise Singapore and organised by the Singapore Manufacturers' Federation (SMA) for the second year running, the exhibitors under the Singapore Pavilion showcased a wide array of products and services ranging from Printed Circuit Board Assembly and complete product assemblies, metal fabrication to design and manufacture springs, wire and strip multi-forming parts, precision tool and die design, metal stamping, ultra precision moulds, injection moulding and customised elastomeric solutions.

The MD&M East 2006 presented an excellent platform for Singapore-based contract manufacturers to discover the latest in the medical technology, such as medical-grade materials, components, electronics, computer-aided design and manufacturing, production machinery and device communications.

"MD&M East 2006 gave Forefront Medical Technology (FMT) the opportunity to get close to our potential clients in the US, thus strengthening our commitment to possible



▲ Singapore Pavilion at MD&M East 2006

medical device manufacturing collaborations. As an ODM/OEM service provider of medical services, the show also provided some useful leads in the North and South American markets. We collected 22 prospective leads covering a diverse range of medical device manufacturing, some originating from Germany, Italy, and Canada".

"With regards to ongoing projects in FMT, we were fortunate to find a handful of much-needed manufacturing solutions which were difficult to source from Singapore. As FMT continues to grow, we strive to build up different manufacturing solutions in medical device manufacturing", said Mr Victor Loh, Managing Director, Forefront Medical Technology (Pte) Ltd.

¹ Source: Economic Survey of Singapore 2005, Economic Development Board.

2006

By Pauly Tan

Machine Tool and Manufacturing Indonesia 2006

By Lawrence Chan

The prominent trade event in Java, the Machine Tool and Manufacturing Indonesia - Surabaya 2006, held from 7 to 10 June 2006 at the Surabaya Convention Hall, attracted more than 12,000 international trade visitors and exhibitors.

The trade show exhibited a comprehensive range of manufacturing machineries, equipment and services in Indonesia. The participants, led by the Singapore Manufacturers' Federation (SMA) displayed and retailed machine tools and manufacturing technology alongside Indonesia's biggest distributors, agents, subsidiaries, as well as international exhibitors from South East Asia, China, Korea, Japan, USA and Europe.

The show was officially launched by Mr Imam Utomo, Governor of East Java, together with special guest Ir. Agus Tjahajana, SE. MSc. Secretary General, Ministry of Industry, on behalf of Minister Fahmi Idris. Following the official inauguration, the Governor and guests toured the exhibition, examining the vast array of new technology on display.

In an exclusive interview with Mr Shane Lee, Regional Manager of Fine Tek Pte Ltd, he elaborated that Surabaya is a city with huge business potential for the Machine Tool and Manufacturing Industry. He added that the Machine Tool and Manufacturing Surabaya 2006 provided a good platform to showcase Fine Tek's range of user-friendly and world-class quality automation solutions comparable to the world's, if not region's, best.



▲ Mr Imam Utomo, Governor of East Java (2nd from right) officiating the opening ceremony of Machine Tool and Manufacturing Indonesia - Surabaya 2006





▲ Mr Kek of Dewetron (left) explaining his products to the Guest-of-Honour Minister Dato' Dr Jamaludin Mohd Jarijs of Science, Technology and Innovation

ICA 2006

By Pauly Tan

The 8th International Exhibition & Conference on Instrumentation, Control & Automation (ICA) Technology has grown from strength to strength and is now a globally recognised exhibition when it was endorsed by World-Fairs on Instruments, Measurement & Automation as the most important fair focusing on the measurement and automation technology.

The 4-day exhibition attracted more than 300 exhibitors from more than 20 countries. It provided a platform for both the industry suppliers and end users to network as well as to source for solutions to improve manufacturing process, quality and laboratory performances. This event features the latest applications in Measurement Technology; Process Control & Systems, Calibration Laboratory, Pumps, Valves & Motors Technology, Environmental and Automation Technology.

In conjunction with the product exhibition, two international conferences were held for delegates to discuss issues and exchange views on the latest technological developments.

Held at Kuala Lumpur Convention Centre (KLCC) for the first time from 20 to 23 June 2006, the exhibition attracted four country pavilions from Singapore, Korea, Germany, and the United Kingdom. With support from International Enterprise Singapore, the Sma-led Singapore Pavilion saw a doubling of exhibitors this year compared to its previous participation in 2004.

ICA will be back again in 2008. Members interested in participating at ICA 2008, please contact Ms Pauly Tan at 6826 3079 or email to paulytan@smafederation.org.sg.

NEPCON Penang

By Cindy Quah



Organised by the Singapore Manufacturers' Federation (SMA) and supported by International Enterprise (IE) Singapore, the Singapore Pavilion at Nepron Penang showcased the latest electronics products from 25 leading Singapore-based companies.

Nepron Penang, the electronics trade show congregated international suppliers and manufacturers of electronics equipment, products and services under one roof from 13 – 16 June 2006 at the Penang International Sports Arena (PISA), Malaysia.

The exhibition venue was ideally located in the hi-tech electronics hub of northern Malaysia which houses electronics MNCs such as Motorola, Intel, Sony and AMD.

Nepron Penang accorded an ideal networking platform for Singapore-based electronics companies to build alliances and explore business opportunities with key players from different countries. The Singapore Pavilion featured an array of equipment used for SMT and PCB assembly, testing and measuring, system integrators, metal stamping, rubber molding, printed circuit boards, etc. to secure potential buyers at the Key Buyer Programme.

The next NEPCON will be held in Kuala Lumpur, Malaysia on 19 – 22 June 2007. For more information, please email to Ms Cindy Quah at cindyquah@smafederation.org.sg

CommunicAsia 2006

By Cindy Quah



<< Mr Lee Yao Chiang, CEO of iWOW Connections Pte Ltd explaining the latest wireless communications technology to Guest-Of-Honour, Dr Lee Boon Yang, Minister for Information, Communications and the Arts

The Singapore Manufacturers' Federation (SMA), with support from International Enterprise (IE) Singapore, successfully staged the largest ever Singapore Pavilion at the region's largest Tech Show on Mobile Content and Digital Lifestyle, the CommunicAsia 2006.

The participation by 53 exhibiting companies (40 participated in 2005) at this year's Singapore Pavilion, covering a total floor space of almost 700 sqm, reflected a substantial increase in interest in this exhibition.

With the growth in communications technology and a mostly positive outlook for the economy, many IT and telco companies took the opportunity to expand their businesses and compete aggressively in the region and beyond. Exhibitors rode on this platform to network, build alliances and clinch business deals.

Companies under the Singapore Pavilion showcased a wide range of products including Wimax and Wifax technology, VOIP technology, mobile communications & applications, network equipment and IT integrators/devices.

iWOW Connections Pte Ltd, an SMA member, showcased its iTegno 3898i GPRS PCMCIA modem and wireless communications for the M2M market focusing on security and surveillance segments. Such technologies were designed to suit individual applications to drive wireless communication needs.

During this 4-day (20 to 23 June) trade show, exhibitors met with key industry players along the supply and business chain from over 67 countries. The exhibition received more than 64,000 visitors, of which 49 percent was from overseas.

CommunicAsia 2007 will be held at the Singapore Expo from 19 – 22 June 2007, and CommunicVietnam will be held at Ho Chi Minh International Exhibition & Convention Centre (HIECC) from 3 – 5 October 2007.

For more information, please contact Ms Cindy Quah via her email at cindyquah@smafederation.org.sg.



SCIC Annual General Meeting (AGM)

By SCIC



▲ Dr A Chockalingam, SCIC Chairman, presenting the 2005 Annual Report

The Singapore Chemical Industry Council (SCIC) held its Annual General Meeting (AGM) on 4 May 2006 and was attended by more than 30 members.

SCIC Chairman, Dr A Chockalingam, presented the 2005 Annual Report to the attendees and highlighted the events that SCIC staged in 2005. He also provided a preview of the upcoming events that the SCIC plans to roll out in the latter half of 2006.

Following Dr Chockalingam's presentations, the elections for the new key appointment holders then took place. The top posts of Honorary Chairman and Chairman of SCIC resided with Mr Ooi Chwee Kim and Dr Chockalingam respectively.

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Director, Trade & Commerce
Store + Deliver + Logistics Pte Ltd

Mr Georges Grosliere
Director
ExxonMobil Chemical Asia Pacific
Private Limited

Revamping of SCIC Corner in Chem Gallery at Jurong Island

By SCIC

Chem Gallery at Jurong Island hosts a constant flow of student visitors throughout the year and figures for 2005 were estimated at more than 7,000. This is a good reflection of the increasing interests of the student body in the chemical industry.

The Singapore Chemical Industry Council (SCIC) sponsored a corner within Chem Gallery a few years ago to increase the public's awareness of the existence of the council and more importantly, to promote the Responsible Care initiative of the chemical industry.

In view of the rising interests in the industry, as well as to update the upcoming developments within Jurong Island, the SCIC corner was revamped recently (June 2006) to reflect the changing times and positive outlook ahead.

Through this revamping exercise, SCIC hopes to capture greater interests in the Singapore Chemical Industry and the Responsible Care initiative. SCIC encourages companies to utilise the gallery as part of their outreach efforts to inform, share and update the public on the Chemical Industry in Singapore.

▲ ChemG SCIC corner (SCIC Corner in ChemGallery, Jurong Island)

SCIC Responsible Care Best Practices Sharing Seminar 2006

By SCIC

Over the past few years, the Singapore Chemical Industry Council (SCIC) has organised Responsible Care Best Practices Sharing seminars to encourage non-confidential sharing of good practices amongst industry members. Together with the Responsible Care Sub-Committee, SCIC frequently organises seminars that provide useful information that is of relevance to the participants' business operations.

The annual "SCIC Responsible Care Best Practices Sharing Seminar", staged on 9 June 2006 at the Jurong Country Club, attracted an audience of more than 90 participants from the industry. The companies that shared their respective Responsible Care Code best practices include:

Community Awareness and Emergency Response Code

Air Products Singapore Pte Ltd
Vopak Terminals Singapore Pte Ltd

Distribution Code

Celanese Singapore Pte Ltd

Employee Health & Safety Code

Eastman Chemical Singapore Pte Ltd
Singapore Oxygen Air Liquide Pte Ltd

Pollution Prevention Code

ExxonMobil Chemical Operations Pte Ltd
INVISTA (Singapore) Pte Ltd

Process Safety Code

Seraya Chemicals Singapore (Pte) Ltd

Product Stewardship Code

Rockwood Specialties (Singapore) Pte Ltd



▲ Participants attending the Responsible Care Best Practices Sharing Seminar 2006

SCIC takes this opportunity to thank the sponsor, Petrochemical Corporation of Singapore, all distinguished speakers and participants in making the seminar a huge success.

Join the Auto-Inclusion of Employment Income Scheme For Hassle-Free Tax Returns

The Inland Revenue Authority of Singapore (IRAS) urges all employers to join the Auto-Inclusion of Employment Income Scheme. To date, more than 2,500 employers have joined in the Scheme and the list is published on the IRAS website (<http://www.iras.gov.sg>). The IRAS aims to have all employers with at least 5 employees to be on the Scheme eventually.

What is Auto-Inclusion of Employment Scheme?

It is for employers to submit their employees' income and deduction information electronically to IRAS. The salary information will then be automatically included in the employees' income tax assessment.

What are the benefits of joining Auto-Inclusion Scheme?

Employers will make it easier for their employees to file their tax form as the employment income information are already provided to the IRAS. Information such as employment income details and tax-deductible donations are auto-included in the individual's assessment without the employees having to declare or claim when filing their e-tax returns. Employees only need to check the information on their electronic tax form in

their myTax Portal to e-file their tax returns. Employers need not prepare, order or distribute the IR8A form to employees. This is particularly useful for companies with employees based at different locations.

How to join the Auto-Inclusion Scheme?

To join the Auto-Inclusion Scheme, simply fill up the application form which is available at the IRAS website click on Downloadable Forms Income tax Forms for Employers.

Please send the completed form to IRAS by September 2006 to be in time for the Year of Assessment 2007 filing.

How to submit the employment income to IRAS?

You can use the e-Submission of Employment Income Application provided by IRAS OR the Provident And Tax Line (PAT Line) service operated by CrimsonLogic.

Use e-Submission of Employment Income. It's Easy!

The e-Submission of Employment Income application is a new e-service introduced by IRAS. It is a web-based application. Employers can

transmit information in Form IR8A, IR8S, Appendix 8A and Appendix 8B electronically to IRAS directly. To sign up for the free service, please tick the box for "e-Submission of Employment Income Application" when you fill up the "Application Form for Auto-Inclusion Scheme for Employment Income".

What is Provident And Tax Line (PAT)?

Employers can also use the PAT Line to submit the employees' salary information. The PAT Line service is used for submission of the CPF contribution to the CPF Board. To use the PAT Line service for the submission of employment income, please tick the box for "PAT (Provident and Tax) Application" when you fill up the "Application Form for Auto-Inclusion Scheme for Employment Income". Employers have to subscribe to this application by contacting CrimsonLogic Pte Ltd at Tel: 6887 7623 or email: sabrinang@crimsonlogic.com after submitting the Application form to IRAS.

For more information on the Auto-Inclusion of Employment Income Scheme and e-Submission of Employment Income Application, email your enquiries to ais@iras.gov.sg

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Industry Views Sought on National Workplace Safety and Health (WSH) Strategy

To encourage greater industry ownership by educating and getting all stakeholders to take responsibilities to eliminate risks at source, the Ministry of Manpower (MOM) and the Workplace Safety and Health Advisory Committee (WSHAC) will be consulting the industry on a draft National Workplace Safety and Health (WSH) Strategy paper. Coined the WSH2015, the Strategy is a long-term and comprehensive national plan to help realise Singapore's vision to halve the current number of workplace fatalities by 2015.

Background – New approach needed to achieve improvements in WSH standards

WSH2015 is part of the new Occupational Safety and Health (OSH) framework that was unveiled by MOM in March last year, with three key principles:

1. Reducing risks at source by requiring all stakeholders to eliminate or minimise the risks they create.
2. Encouraging greater industry ownership of WSH outcomes.
3. Preventing accidents through higher penalties for poor safety management.

In recent years, Singapore's WSH standard has stagnated. The new framework aims to effect a major improvement in WSH standards by encouraging a new approach to WSH. In line with the new framework, MOM set up the WSHAC in November 2005 to engage industry stakeholders. Other initiatives include a new WSH Act enacted in March 2006 and a Risk Management regulation to mandate compulsory risk assessment and management at workplaces.

WSH2015 spells out action plan

WSH2015 crystallises the strategic outcomes, strategies and action plan for the next 10 years. It aims to achieve three concrete outcomes:

1. Reduction in occupational fatalities and injuries rate
2. Incorporation of workplace safety and health as an integral part of business
3. Attainment of a Centre of Excellence for WSH repute for Singapore

Inputs needed

Over the next 4 months, focus group discussions and seminars will be staged to solicit comments and feedback to augment the strategy. Be part of the process and provide your valuable feedback either at the sessions or email your comments to the WSHAC Secretariat at Ivan_Goh@mom.gov.sg.

Leveraging on Biometric Verification and Technology

By SMA-School of Management



How can Biometric Technology assist us in protecting our people and assets?

These were some of questions raised and discussed during the Workshop on "Physical Security – Leveraging on Biometric Verification and Technology", jointly organised by the SMA School of Management (SMA-SOM) and Edith Cowan University on 28 June 2006 at Hotel Le Meridien.

The term biometrics is used to describe the science of who we are. A 'bioprint' is a unique record of a person's characteristics. Examples of biometrics are voice, fingerprint, face, iris, hands and even DNA. The term 'layered biometrics' is used where more than one biometric characteristic is used to verify a person.

Approximately 50 senior management personnel from multi-national corporations (MNCs) and small & medium enterprises (SMEs), as well as security practitioners from the Singapore Civil Service benefited from the workshop, conducted by Professor Clifton Smith, Director of the International Centre for Security and Risk Sciences, Edith Cowan University.

Following this workshop, the course on Master of Security Management and Professional Diploma in Security Management were introduced to the students. The Master of Security Management programme is a 20-month course and to date, there are over 80 students enrolled in the programme. Since the launch of the programme, it has gained media attention and interest, and on 12 May 2006, it kick-started its 5th intake.

Professor Clifton Smith conducted the seminar in an interactive way, where he presented the Key Biometric Features of Protecting the Assets, Biometric Applications, and Biometric Multimodal Systems.

To find out about the study opportunities by SMA-SOM and Edith Cowan University, please contact Jaslyn Choo at 6720 3333 or email to jaslynchoo@sma.edu.sg.

Breakfast Seminar Series 1 – “Decision-making in cross cultural environments”

By SMA-School of Management

Culture is a set of beliefs and values about what is desirable and undesirable in a community or a set of formal or informal practices which support those values.

To inform on how cultural environments influenced decision-making, the SMA-SOM organised a seminar on this topic for 30 participants from multi-national corporations and small and medium enterprises on 8 June 2006. The presenter is Professor Mike Berrell, Professor of Work Organisation, Director Academic, RMIT University, Australia.

Professor Mike enlightened on the different decision-making styles and environments, the influence of culture on decision-making, the social psychology of decision-making in cross-cultural settings and the implications of different decision-making styles for managers in international strategic alliances at the seminar.

Participants benefited by gaining a deeper understanding of how culture can influence decision-making styles and shape decisions and outcomes, and the bias factor in the decision-making process and its implications for managers in international strategic alliances.

Following the seminar, the participants were introduced to the Doctor of Business Administration programme. The DBA programme is a 3-year part-time course conducted entirely in Singapore with support from the RMIT University faculty staff. The 1st cohort saw students from Vietnam, Malaysia, Indonesia and Singapore. The 2nd cohort is scheduled to commence in September 2006.

To find out about the study opportunities by SMA-SOM and RMIT University, please contact Ms Jamie Poh at 6720 3333 or email to jamiepoh@sma.edu.sg.



Establishment of the City University of New York (CUNY) Alumni Singapore Chapter

The SMA School of Management (SMA-SOM) and the City University of New York extended their support for the establishment of the Singapore Chapter of the City University of New York Alumni which will serve as a networking platform for members to connect, interact, share best practices and contribute to the development of partnerships between local graduates and their international counterparts. The objectives of the Alumni Association under establishment include

- maintaining professional and cultural network between members
- promoting and sharing information on industry development
- generating networking opportunities between members
- improving business partnerships between Singapore and CUNY and
- promoting and sharing benefits and privileges for members.

As a start, a steering group was formed and chaired by Mr Kelvin Ho, Senior VP, Treasury of ABN Amro. The 1st CUNY Alumni meeting was held in SMA-SOM on the 3 May 2006. The meeting was well attended by CUNY graduates from both the Finance and Marketing programmes. The discussion includes the registration of the society, the society's constitution, main duties of each key office-bearer and the role of individual members. 10 key appointment holders were elected during the meeting.

To reciprocate the invaluable assistance extended by Mr James Wong, Chief Executive Officer of SMA-SOM, the graduates have invited him to be the Honorary President of CUNY Singapore alumni.

Since the first meeting, the Alumni Establishing Committee members have met regularly to draft and finalised the Association Bylaw

(constitution) and proceeded with the legalities required for its registration.

About City University of New York

Established in 1847, City University of New York is the largest urban university in the US with a student body of more than 400,000 students. The university has 19 colleges housed in 280 buildings in New York City. The Zicklin School of Business at Baruch College is also the largest business school in America. Besides Singapore, City University of New York also offers Executive Master programmes in Finance and Marketing globally in China, Taiwan, Hong Kong, Israel and France.

If you are interested in the CUNY Alumni chapter or the CUNY programmes, please contact Ms Mei Hee at 6720 3333 or email to meihee@sma.edu.sg

CCL Training Calendar – September to October 2006

Manufacturing, Technical & Quality Management	M (\$)	NM (\$)	Sept	Oct
FAILURE MODE & EFFECT ANALYSIS (FMEA)	\$520.00	\$580.00	21-22	
Plant Reliability and Maintainability	\$500.00	\$550.00		9-10
8 Discipline (8-D) Problem Solving	\$500.00	\$550.00		16-17
HACCP – Hazard Analysis & Critical Control Points	\$500.00	\$550.00	21-22	
Lean Manufacturing for Optimum Production	\$515.00	\$565.00	25-26	
5'S Program for All Employees	\$390.00	\$420.00	6	
Good Manufacturing Practices (GMP)	\$620.00	\$680.00	14-15	
Effective Management Skills for Operations Staff	\$499.00	\$540.00	7 - 8	
Production & Inventory Control	\$580.00	\$650.00		9-10
Writing the Singapore Quality Award (SQA) Report	\$369.00	\$406.00		6
Meeting the Singapore Quality Class (SQC) Requirements	\$367.50	\$400.00		5
Frontline Personnel Quality Awareness	\$368.00	\$399.00		23
Logistics & Supply Chain Management	M (\$)	NM (\$)	Sept	Oct
World-class Practices in Forwarding Operations	\$505.00	\$565.00		9 - 10
The Fundamental Concepts of the Global Logistics Industry	\$580.00	\$650.00	1	
Supplier Selection, Evaluation and Development	\$500.00	\$550.00		30-31
Streamlining Supply Chain Interfaces ~ New Frontier of Competitive Advantage ~	\$500.00	\$560.00	21-22	
Effective Inventory Management & Control	\$550.00	\$620.00	13-14	
Origin Consolidation & Value Added Services	\$550.00	\$600.00		17-18
World-class Practices in Supply Management	\$505.00	\$565.00	11-12	
Driving Cost Reductions in Lean Supply Management	\$490.00	\$525.00	18-19	
How to Negotiate with Vendors & Suppliers	\$ 588.00	\$ 651.00	28-29	
Import/Export Documentation & Shipping Procedures	\$ 504.00	\$ 567.00	18-19	
Effective Uses of Letter of Credit in International Trade	\$ 504.00	\$ 567.00		30-31
Effective Uses and Application of INCOTERMS in International Trade	\$ 357.00	\$ 399.00	25	
Best Practices and Procedures in Marine Insurance	\$ 546.00	\$ 609.00		3-4
Fundamentals of Purchasing Skills for New Buyers and Purchasers	\$ 588.00	\$ 651.00		9-10
Understanding The Bill of Lading	\$ 357.00	\$ 399.00	5	
Warehouse & Storage Management	\$ 504.00	\$ 567.00	14-15	
Leadership & Management	M (\$)	NM (\$)	Sept	Oct
Balanced Scorecard for Business Performance	\$520.00	\$560.00		26-27
Power of Influencing People	\$525.00	\$585.00	25-26	
Personality Development	\$520.00	\$560.00		19-20
General Management	M (\$)	NM (\$)	Sept	Oct
Effective Business Writing Skills	\$ 504.00	\$ 567.00		12-13
Supervisory Management Skills - Leading, Coaching & Managing	\$ 546.00	\$ 609.00	12-13	
Managing Difficult Customers Effectively	\$ 357.00	\$ 399.00		19
Effective Negotiation Strategies	\$ 546.00	\$ 609.00		16-17
Effective Key Account Management	\$ 546.00	\$ 609.00	4-5	
Environmental, Safety & Health	M (\$)	NM (\$)	Sept	Oct
Integrated Environmental Aspects & Hazard Identification & Risk Assessment	\$820.00	\$890.00	13-15	
Oil Spill Response Courses (Operational / Supervisory / Management Level)	\$820.00	\$890.00		16-18
Environmental, Health & Safety Laws (incl. WSHA) * 14 SDU from MOM / 14 PDU from PE Board	\$520.00	\$580.00		11-12

Environmental Performance Evaluation (EPE)	\$550.00	\$600.00	18-19	
Safer Engineering Design for Dealing with Hazardous Materials	\$820.00	\$890.00	13-15	
Developing & Implementing an Integrated QEHS	\$500.00	\$550.00	21-22	
Emergency Preparedness and Response * 7 SDU from MOM / 7 PDU from PE Board	\$380.00	\$420.00	26	

Radio Frequency Identification (RFID)

*CITREP Endorsed – up to 50% on the course fees.

Terms & conditions apply

	M (\$)	NM (\$)	Sept	Oct
RFID 5-Day Masterclass – conducted by Dr Daniel Dobkin, Stanford University	\$5,250.00	\$5,250.00		2 - 6
RFID Technical Track – for Engineers & Technical Professionals	\$3,150.00	\$3,150.00		2 - 4
RFID Business Track – Trends, Strategies & Opportunities	\$3,150.00	\$3,150.00		2, 5, 6
RFID Management Overview	\$500.00	\$600.00		2
How RFID enabled your Factory / Warehouse?	\$550.00	\$660.00	20	
RFID in Building and Construction Industry	\$550.00	\$660.00		31

Personal Effectiveness

	M (\$)	NM (\$)	Sept	Oct
Driving Safety	\$350.00	\$390.00		20
Effective Rapid Reading & Information Management	\$425.00	\$455.00		1 & 8
SMaRT Memory Recall	\$240.00	\$280.00	15	

Mandarin Programmes

	M (\$)	NM (\$)	Sept	Oct
Best Practices in Purchasing Skills	\$520.00	\$580.00		30-31
Effective Warehouse and Storage Management	\$520.00	\$580.00	28-29	
Managing 3PL in Supply Chain Management	\$500.00	\$560.00	14-15	

SMa Certification Programmes

	M (\$)	NM (\$)	Sept	Oct
Certificate in Environmental, Occupational Safety & Health	\$924.00	\$1,050.00		16-20
NEBOSH Specialist Diploma in Environmental Management	\$2,850	\$3,120	4 - 22	
Certificate in Disaster and Emergency Management	\$2,950	\$3,250		2 - 13
Certificate in Logistics Operations & Management (every Sat)	\$1000.00	\$1050.00	23	
Skills Certificate in Purchasing Skills – SDF Approved (every Mon & Thur)	\$723.00	\$723.00	18	
Skills Certificate in Warehousing & Distribution – SDF Approved (every Mon & Wed)	\$723.00	\$723.00	6	

Occupational Safety and Health

	M (\$)	NM (\$)	Sept	Oct
Forklift Driver's Training Course – 3 days (Participants must hold a class 3 driving license & have experience in driving the forklift) (SDF Funding of up to 90% & SRP Approved) – A MOM Approved Course	\$336.00	\$336.00		Weekly Classes Available – Call for Schedule
Forklift Driver's Training Course – 5 days (Participants without class 3 driving license & without experience in driving the forklift)(SDF Funding of up to 90% & SRP Approved) – A MOM Approved Course	\$561.75	\$561.75		Weekly Classes Available – Call for Schedule
Workplace Safety & Health Management Course (WSHMC)	\$340.00	\$370.00	25 - 28	
Safety Orientation Course for Workers (Metalworking) (SDF Funding of up to 90%) – A MOM Approved Course	\$36.75	\$38.06		Weekly Classes Available – Call for Schedule

For further information, please contact

Ms Yvonne Tan at Tel: 6826 3056; Email: yvonneta@smafederation.org.sg
Ms Michelle Khoo at Tel: 6826 3040; Email: michellekhoo@smafederation.org.sg
Ms Colleen Chin at Tel: 6826 3041; Email: colleenchin@smafederation.org.sg

EDC@SMa Promotes Work-Life Strategy

By EDC@SMa

The Ministry of Manpower (MOM), in promoting work-life balance among companies, has introduced a Work-Life Works! (WoW!) funding scheme to assist them. The objective of the scheme is to allow employees to strike a balance between their work responsibilities and family / personal commitments.

EDC@SMa, a close working industry partner of MOM, offers a pool of qualified work-life strategy consultants to assist companies with their work-life related strategies, as well as to assist them on the implementation and application of the WoW! fund.

Currently, EDC@SMa is assisting Tec-Hub Private Limited, an SMa member, with its work-life needs. Tec-Hub, with its headquarter in Singapore and marketing offices in China, Hong Kong, Korea, Malaysia and Philippines, provides advanced technological cleanroom solutions to various industries.

To continue to provide quality services that meet the high expectations of its customers, Tec-Hub strongly believes in helping its employees, valued as one of the company's core assets, achieve work-life balance. The company is currently embarking on the WoW! programme to improve its business capabilities and competencies.

Find out how EDC@SMa can assist your company in leveraging on the WoW! fund for your employees' work-life needs and business growth! Contact Mr Raymond Wong at 6826 3023 or email to raymondwong@smafederation.org.sg for more details.

Seminar on the Standard Terms of Contract and its relevance to the "Security of Payment" (SOP) Act

By Cindy Quah



<< Ms Annabelle Tan, SMa Vice President and Chairperson of SMa BPCM Industry Group, presenting the token of appreciation to the speaker, Mr George Tan, Accredited Adjudicator and Senior Director of TSMP Law Corporation

Securing full and timely payment is a major problem face by suppliers and sub-contractors in the building and construction industry. To help alleviate this, the Singapore Manufacturers' Federation (SMa) and its Building Products & Construction Materials and Fire Protection, Safety & Security Industry Group jointly organised the seminar on the "Standard Terms of Contract and its Relevance to the SOP Act". This seminar, which was supported by The Institution of Engineers, Singapore (IES), shed substantial light on the various types of construction & supply contracts.

Mr George Tan, an accredited adjudicator and senior director of TSMP Law Corporation and Ms Jennifer Leong, senior development officer of BCA for the SOP Policy presented to 110 participants on the SOP policy intent and its key features, and explained its relation to the standard form of contracts. Explanations on contractual obligations, payment claims, payment responses, deductions & set-offs and compliance to the SOP Act were highlighted to equip firms for adjudication, when necessary. The participants also gained insight on the various construction contracts used by the government and private sector.

Feedback from the participants revealed that the seminar content was excellent and interesting as they gained a deeper knowledge of the SOP Act and the various contractual terms. The Q&A session was a good platform for the participants to share their woes and problems, and to learn from fellow industry members.

To find out more about the activities relating to the construction industry, please contact Ms Cindy Quah via her email at cindyquah@smafederation.org.sg.

Towards ASEAN Harmonization for Traditional Medicines and Health Supplements Products

By Alice Tan

Established by the ASEAN Senior Economic Officials Meeting (SEOM) in 1992, the objectives of the ASEAN Consultative Committee for Standards and Quality (ACCSQ) are to support the ASEAN integration efforts and facilitate the ASEAN Free Trade Area by eliminating technical barriers to trade through harmonization of product standards and related conformance activities. Under the ACCSQ, several working groups have been established. One of which is the Traditional Medicines and Health Supplements Product Working Group (TMHS PWG), which was formed in 2004.

Tasked to achieve the goals and targets for Traditional Medicines and Health Supplements in the ASEAN Healthcare Integration roadmap that would eventually have a significant impact on the region's healthcare sector, several TMHS PWG meetings were held to discuss the harmonization of regulations in Traditional Medicines and Health Supplements around the region.

Organised by the Health Sciences Authority (HSA) of Singapore, in partnership with key trade associations – Singapore Manufacturers' Federation (SMa) Life Sciences Industry Group (LSIG), LSIG's sub-industry groups, the Singapore Pharmaceutical Manufacturers' Council (SPMC) and the Singapore Pharmaceutical Trade Organisation (SPTO), the Health Supplements Industry Association of Singapore (HSIAS), the

Singapore Traditional Chinese Medicine Organisations Committee (STOC) and SPRING Singapore, the 5th ASEAN Consultative Committee for Standards and Quality (ACCSQ) Traditional Medicines and Health Supplements Product Working Group (TMHS PWG) meeting and seminar was held at Novotel Clarke Quay, Singapore from 26 – 28 July 2006.

A one-day pre-meeting seminar, entitled "The Regulation of Traditional Medicines and Health Supplements – the Challenges" was held on 26 July 2006. Well-attended by about 250 ASEAN Drug Regulatory Authorities, ASEAN Secretariat and ASEAN trade representatives, this seminar featured eminent international speakers who are experts in the areas of Traditional Medicines and Health Supplements. Interesting topics such as the EU Food Supplements Directive and the Regulation of Claims, The Nutrient Risk Assessment Process, Development of Traditional Chinese Medicine in China and the Safe Use of Herbs and Botanicals were presented.

On 27 July 2006, Guest-of-Honour, Mr Heng Chee How, Minister-of-State, Ministry of Health delivered the opening address at the opening ceremony. This was followed by the 2-day meeting for regulators and observers from ASEAN member countries.

Sponsored by Eu Yan Sang, a welcome dinner was held at Sentosa Ferry Terminal on the same

evening. Themed "Summer at Sentosa", around 160 ASEAN regulators and industry observers were treated to a sumptuous and unique 4-course fusion dinner, cooked with Chinese Herbs, such as American Ginseng, Codonopsis Root, Dioscorea, Licorice, Lotus Seed, White Tremella Mushroom, Momordica Fruit, etc...



▲ VIPs at the Opening Ceremony of the 5th ACCSQ TMHS PWG Meeting on 27 July 2006
8th from left, Guest-of-Honour, Mr Heng Chee How, Minister-of-State, Ministry of Health
5th from left, Chief Executive Officer of HSA, Dr John Lim
5th from right, Mr Yee Shen Kuan, Chairman, 5th ACCSQ TMHS PWG Organising Steering Committee and Senior Deputy Director, Centre of Drug Administration, HSA

All-in-One Communication Solutions for Mid-Size Business

By Chin May Fang

In today's ever-changing and highly mobile business environment, there is a need for integrated communication solutions in order to reduce costs and increase profit margin. This is especially important to mid-size businesses which are expanding their overseas/geographical presence and at the same time, having to maintain regular contact with their employees at the lowest cost possible.

To assist the mid-size businesses in this area, the Singapore Manufacturers' Federation (SMA) staged a "All-in-One Communication Solutions for Mid-Size Business" seminar on 13 July 2006. Mr Jojo Abundancia, Product Manager from Avaya Singapore Pte Ltd presented on the recent practices in Internet Protocol (IP) telephony as well as Avaya's MultiVantage Solution.

Participants at the seminar benefited from Mr Abundancia's sharing as they were introduced to new ways of communicating from multiples sites, regardless of scale or distance, at a cost lower than most conventional communication methods charged.

For more information on the seminar and other upcoming events, please contact Ms Chin May Fang at chinmayfang@smafederation.org.sg



▲ Avaya's Product Manager (Asia Pacific) Mr Jojo Abundancia (left) engaging in a lively discussion with SMA Member Mr Alfred Lee.

Manufacturing Excellence in a Demand-Driven World

By Chin May Fang



<< Speaker, Mr Steve Mueller, was the main presenter at the Manufacturing Excellence Seminar.

One of the many challenges confronting most companies is meeting customer's demand and at the same time increasing value from its core manufacturing, financial and human capital management functions. More often than not, companies seek to expand their Enterprise Resource Planning (ERP) solutions in order to unify the extended enterprise.

To address and to aid companies meet these various demands, SSA Global delivered a comprehensive presentation on how to increase productivity by working resourcefully with key constituents like vendors, suppliers, partners and customers on 23 June 2006. The presentation has enabled participants to gain substantial knowledge and insights on the different channels to increase profit margins, and concomitantly meeting customers' demands.

For more information on related seminars, please email to Ms Chin May Fang at chinmayfang@smafederation.org.sg

Trends That Impact Your Supply Chain Process

By Chin May Fang

The failure to abide by more stringent eco-compliance regulations can lead companies to sustain losses in revenues, market share and customers' trust.

To educate and equip SMA members with the techniques and knowledge on automation to better manage and control complex supply chain processes with all their stakeholders, SMA engaged the help of the Singapore Computer Systems (SCS) and its partner, E2Open, to make presentations on these topics on 27 June 2006.

Mr Debashis Tarafdar, Senior Manager of SCS shared real-life case studies on how SCS has assisted numerous companies in achieving their full potential by exploiting the benefits in automation via supply chain collaboration. The lessons in the case studies certainly threw up new insights for some companies that are contemplating operationalising an impactful supply chain process

For more information on upcoming seminars in SMA, please email to Ms Chin May Fang at chinmayfang@smafederation.org.sg



CEO Breakfast Briefing on Risk Management Assistance Fund

By Chin May Fang

Following the overwhelming response from the Risk Management Assistance Fund (RMAF) briefing organised by the Ministry of Manpower (MOM) and EDC@SMA in May 2006, EDC@SMA staged another session of CEO Breakfast Briefing on MOM's RMAF scheme on 28 June 2006 which attracted more than 100 participants.

As a strategic partner of MOM for this scheme, the Singapore Manufacturers' Federation (SMA) disseminates MOM's Occupational Safety and Health (OSH) alerts via email to SMA members on a weekly basis. The OSH alert informs members on how their business can be affected by the Workplace Safety and Health Act and regulations. The alert also updates members on the latest workplace accident statistics and advises on how to prevent occupational hazards.

For details on the OSH alerts, please email to Ms Chin May Fang at chinmayfang@smafederation.org.sg.



▲ Mr Ng Wei Min, Director of EDC@SMA (left) and Mr Teo Boon Kwang, Senior Manager of MOM responding to the questions raised during the Q&A session

Security Management Talk: Peer-to-Peer Collaboration and Sharing over the Internet

By Chin May Fang



<< Exchanging views on security management between the participants and Mr Teoh, Regional Sales Director of Attrix Technology Pte Ltd (left)

In the current business context, everyone is aiming to deliver high-performance, feature-rich and technologically advanced convergence solutions. Naturally the converged communications industry is defined by the swift development of revolutionary products, technology and applications.

Attrix Technology Pte Ltd, a leading enabler of the convergence movement, presented to 25 members of the Singapore Manufacturers' Federation (SMA) on 4 July 2006 on their expertise in Voice, Peer-to-Peer, Remote Access through SSL VPN and Bandwidth Management Technologies. Participants were gainfully informed on how they can optimise their network in the most effortless way and on how staff can work remotely from home or overseas.

Apart from gaining some insights on peer-to-peer collaboration using internet technologies, one of the participants, Mr Aloysius Ho from Ching Yi Technology Pte Ltd walked away with a 2GB Ipod Nano MP3 player from the lucky draw that was held at the end of the seminar.

For more information on the Talk, please contact Ms Chin May Fang at chinmayfang@smafederation.org.sg.

Manufacturing and its Environmental Impact

By Jonathan Tan



▲ Dr Allen J Clegg explaining how manufacturers can help save the earth's resources

Significant environmental changes in the last decade, such as violent storms, extreme temperature changes, heat waves and droughts have greatly affected the world. You might ponder, "So what impact does the manufacturing sector affects our environment? What and how can manufacturers do to show their responsibility and care towards the environment?"

Dr Allen explained that every product that was manufactured will have an 'ecological footprint'. For example, the materials used in a refrigerator contribute to global warming, ozone depletion, pollution and acidification.

With the increase in the world population and rapid industrialisation of countries like China and India, the energy required will have an impact on the Earth's natural resources. Thus, material conservation and recycling are ways to sustain manufacturing as it was estimated that resources like oil will run out in about 27 years' time and material like copper will deplete in 20 years' time.

The seminar concluded with case studies that shared with participants how companies like Xerox recycle their printer cartridges and how Daimler Benz reconditioned the engine parts and at the same time passing on the savings to the consumers.

For more information, please contact Mr Jonathan Tan at 6826 3039 or email to jonathantan@smafederation.org.sg.

A seminar on "Manufacturing and its Environmental Impact", presented by Dr Allen J Clegg, a SIMTech Fellow and Senior Lecturer of the Wolfson School of Mechanical and Manufacturing Engineering, Loughborough University, UK on 13 July 2006 gave the participants an insight into how manufacturing process affects the environment and the ways to maximise resources while minimising waste during the manufacturing process.

New CHOCZ on the Block

By Linnette Lim

Not many appreciate chocolate as a form of art and even less can tell their Valrhonas from their Carmas. But to discerning chocolate connoisseurs, every single detail counts. Such is the case of chocolatier Benny Chua, whose chocolates take centre stage in his life. Over a cup of hot chocolate at his Marina Square outlet (the largest chocolate café in Singapore), the proud owner of CHOCZ enthused that (gourmet) chocolates are an expression of artistic beauty and no two pieces are alike.



"Singapore lacks a discernible and strong chocolate culture, unlike Europe where the chocolate culture dates back to the 1600s, representing some 400 years of history", said Mr Chua. "In 2005, I started converting the CHOCZ outlets in Singapore into cafés to help Singaporeans better appreciate the chocolate culture. There is now ample space for our customers to linger over a cuppa chocolate, a slice of chocolate cake or simply the pralines that we create. In future, we will also be organizing chocolate appreciation and education workshops".

When quizzed about his recipe for success, Mr Chua revealed that CHOCZ's aim is to deliver high quality products to its customers. A stickler to quality, Mr Chua insists that the public must get to consume fresh chocolates. Thus, the average "chocolate turnover" period is 2 weeks. With a wide product variety of 58 chocolates in its regular range, CHOCZ also boasts the largest range of chocolates in Singapore. At its retail counters, customers have the fortune of sampling 38-40 flavours at any one time. Although mainly viewed as a Western delight, CHOCZ has successfully married local flavours with this Western petit-four. The result? A delightful explosion of Asian flavours that cuts through the creamy chocolate shell. With a flavour to die for, the chilli praline has become one of its best sellers. Not one to rest on his laurels, Mr Chua and his creative team

spend their time researching on new flavours and coming up with new ranges every 3 to 6 months. "CHOCZ is a trend setter, therefore we must keep abreast with our customers' preferences and the latest tastes in the market. If there is a demand for "bespoke" chocolate, we can also custom make chocolates for special occasions," enthused Mr Chua.

An accountant by training, Mr Chua has come a long way from 2001 when he first learnt the ropes of the chocolate business from his former boss. Now the proud owner of 6 cafes/retail boutiques in Singapore and 1 in KLCC, Malaysia, Mr Chua has set his sights on conquering the global market. There are plans to franchise CHOCZ to countries such as Dubai, Vietnam and Indonesia. "This is where SMA can help me establish the right connections and provide useful learning experiences from the numerous tradeshows, trade missions and networking events that it organizes. I look forward to participating in these events and receiving assistance on market penetration strategies and business matching opportunities from SMA," added Mr Chua.

It appears that Asia's chocolate culture is about to get its caffeine fix with the entrance of CHOCZ.

Congratulations to SP Consulting (International) Pte Ltd on winning the Work-Life Excellence Award 2006!

SP Consulting (International) Pte Ltd was awarded the Work-Life Excellence Award 2006 by the Ministry of Manpower at a ceremony held on 28 July 2006 at the Shangri-La Hotel. SP Consulting (International) Pte Ltd is an SMA member and its Managing Director, Mr Lim Meng Wee, is an active council member.

SP Consulting was among the 31 outstanding organizations to be conferred the award given out by Dr Ng Eng Hen, Minister for Manpower and Second Minister for Defence. Well-done and congratulations on winning the award, SP Consulting!



Member's Benefits & Privileges



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- Free Listing in SMA Publications
- Free Listing in the SMA Website
- Free Publications eg. Tradelink, Annual Report and bi-monthly Newsletter
- Free Posting of job vacancies in SMA website
- Free access to the Lexis Nexis database
- Members are to contact EDC for appointment to access to the database
- Free admission to IE Singapore's Resource Centre
- Special SMA-AIA insurance schemes
- Special Member's rate for Business Diagnostic Session
- CEO ProAct : The Newest Business CTScan for Enterprise
- Special Member's Rate on the Purchase of Electricity from Seraya Energy
- 50% off seminar marketing packages
- 30% off the endorsement fees of Certificate of Origin (CO)
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- 25% off your 1st purchase with Far East Flora and 10% off on the subsequent purchase

- 10% off advertisements in SMA Connect, a bi-monthly newsletter published by SMA
- 5% rebate from SMA School of Management (SOM)
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- Discount on services offered by SMA-DP Corporate Centre
- Preferential rental rates for SMA in-house facilities
- Preferential rates for seminars, conferences, workshops, training courses organised by SMA
- Subsidies under the International Marketing Assistance Programme (IMAP) from IE Singapore for approved trade fairs, missions or exhibitions organised by SMA. This subsidy can only be disbursed to participating member companies through SMA.

For enquiries, please contact Ms Lyn Soon of Membership Services
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