

MEDIA RELEASE

SMF CELEBRATES CHINESE NEW YEAR AND LAUNCH OF INTERNSHIP WITH 13 PARTNERS

22nd February 2013 – More than 200 guests attended the yearly Chinese New Year celebration organised by the Singapore Manufacturing Federation (SMF). This year's celebration also witnessed the launch of the Internship Programme by SMF Institute of Higher Learning with 13 Distinguished Partners.

The Internship Memorandum of Understanding (MOU) is slated to remain in effect for a period of 2 years, and will see students from SMF Institute of Higher Learning developing their skills in the application of theory to practical work situations. Through exclusive agreements with 13 Partners, students currently enrolled at SMF Institute of Higher Learning will be given the opportunity to gain in-depth knowledge of the inner workings of an organisation and receive employment accreditation at the end of their internship. SMF Institute of Higher Learning was voted one of the Top 3 Best Private schools in AsiaOne's People's Choice Awards 2011/2012.

"Singapore Manufacturing Federation has always been committed to serving the public through our various Centres of Excellence – including SMF Institute of Higher Learning, which is one of Singapore's leading educational providers. By tapping on our extensive membership network, we are able to provide students with practical work experience at various leading organisations," said Mr. George Huang, President of SMF.

Organisations which have indicated their interest include Makino Asia Pte. Ltd., Swee Hin Power Systems Pte Ltd, Chinatown Food Corporation Pte. Ltd, Winson Press Pte Ltd, Concord Associates Pte Ltd., Closed Loop Technology Pte.Ltd., FarEastFlora.com Pte Ltd and Fuji Xerox Singapore Pte Ltd.

"FarEastFlora.com decided to support SMF in this initiative as a demonstration of our community-giving efforts. Through this tie-up, we hope to provide the students with real life experience as part of the team at FarEastFlora.com, which we believe will go a long way in his/her career development," said Mr Ryan Chioh, Managing Director of FarEastFlora.com Pte Ltd.

Through constant engagement with various industries and partnerships with stakeholders, SMF Institute of Higher Learning hopes to create a learning

environment that transcends the four walls of a classroom, and where students can engage in the pursuit of knowledge and skills across a broad range of disciplines.

“Not only will the internship give us valuable insights into the working world, we will also be given the opportunity to match theoretical knowledge with practical application,” said Mr Ian Lim who is currently undertaking a Bachelor of Science (Exercise & Sports Science) at Institute of Higher Learning.

To celebrate the momentous occasion, SMF Council Members and Secretariat participated in a traditional drumming session, whereby the singular beat of the drum is symbolic of SMF’s strength-as-one. The Federation continues to transform itself from an industry association to a national institution with a manufacturing base and membership core. There was also a customary Loh-Hei session, to usher in prosperity and good fortune for all.

About SMF

Established since 1932, SMF represents the interest of the Singapore manufacturing community, driving its competitiveness and sustainable growth through serving industry-specific needs. Supported by 10 industry groups and 6 Centres of Excellence, SMF offers a holistic approach towards enhancing competitiveness of its members. Current membership stands at more than 3,000 corporate members ranging from SMEs to MNCs. For more information, please visit www.smfederation.org.sg

For media queries, please contact:

Patricia Ang Director Corporate & Marketing Communications Singapore Manufacturing Federation DID: (65) 6826-3034 HP: 93628258 Email: patriciaang@smfederation.org.sg	Lim Li Yin Executive Corporate Communications Singapore Manufacturing Federation DID: (65) 6826-3013 HP: 91707622 Email: liyin@smfederation.org.sg
--	---

Appendix A

PROGRAMME SCHEDULE

22 February (Friday): SMF House, Auditorium

Time	Programme
10.40am :	Registration
11.30am :	Welcome Message by Mr. Lam Joon Khoi, Secretary-General of SMF
11.40am :	Internship Certificate Presentation & Council Photo
11.50pm :	Council & Secretariat Drumming
12.10pm:	Loh-Hei
12.30pm:	SMF House Tour/Lunch

Appendix B

GLOSSARY

Singapore Manufacturing Federation	新加坡制造商联合会
Mr. George Huang, President of SMF	黄章谊, 新加坡制造商总会会长
Mr. Lam Joon Khoi, Secretary-General of SMF	蓝运开, 新加坡制造商总会秘书长
Dr. Michael Teng, Assistant Secretary-General of SMF	邓耀兴, 新加坡制造商总会副秘书长
SMF Institute of Higher Learning	新加坡制造商总会高等教育学院
Centres of Excellence	卓越中心

Appendix C

Aago Consulting

We undertake brand assignments with a perceptive understanding of our client's business goals and a true search for and distilling of brand identity. Our strength in marketing is in devising a clear competitive positioning and crafting effective singular messages to target audiences.

Any single work discipline, be it branding consultancy, marketing consultancy or communication strategy/development hinges on the vital inter-relationship of business, branding and marketing.

Chinatown Food Corporation Pte Ltd

Incorporated in 1992, Chinatown Food Corporation Pte Ltd manufactures both Oriental and non-Oriental foods under the worldwide trademarks, 'Chinatown' and 'Amstar', respectively. Chinatown Foods currently does export business with more than 10 countries worldwide.

Closed-loop Technology Pte Ltd

Closed-loop Technology started off as a company trading in switch mode power supply in 1992. Over the years, they have developed a full range of products for IT Infrastructure and Process Control. Closed-loop firmly believes in the theory that the world is ever changing, hence the need to keep up with new trends every day.

Concord Associates Pte Ltd

Established in 1982, Concord Associates Pte Ltd offers integrated Environmental, Health and Safety (EHS) consultancy services to industries in Singapore and Asia-Pacific. With three decades of experience, Concord Associates is able to provide clients with professional guidance.

Deloitte Consulting Pte Ltd

Deloitte Consulting works closely with clients to deliver sustained improvements in business performance, drive shareholder value and create competitive advantage. With extensive consulting expertise over a wide range of areas, Deloitte offers a broad suite of services and solutions including enterprise applications, human capital, outsourcing, strategy and operations and technology integration.

Enterprise Development Centre (EDC@SMF)

EDC@SMF, supported by SPRING Singapore, assists local enterprises to develop their business competencies and adopt best practices in order to enhance their competitiveness in our domestic and global markets. It provides advice on the various government assistance schemes and productivity advisory services. It offers Facilitated Consultancy to help small and medium enterprises streamline operations and develop their businesses.

FarEastFlora.com Pte Ltd

As a pioneer in venturing into the Internet's commercial market potential, they started selling their products online on this website, FarEastFlora.com, in 2000. They presently offer over 1000 choices of flowers, gifts, plants and hampers. On top of that, Far East Flora also specializes in floral decoration for events such as weddings, parties, anniversaries and corporate functions. They have collaborated with growers and major flower exporters around the world to ensure that they receive fresh and high-quality flowers to give their best to their loyal customers.

Fuji Xerox Singapore Pte Ltd

Established in 1965, Fuji Xerox Singapore is the country's leading provider of new class document solutions, including document technologies, services, software, supplies and documentation outsourcing. Supported by a team of industry leading professionals, Fuji Xerox Singapore is committed to aid its customers achieve increased productivity and process efficiency gains through innovative document solutions, while meeting their sustainability objectives and reducing costs.

Makino Asia Pte Ltd

Makino Asia was set up to fill the need of an Asian headquarters to better manage the Asia business and to serve their customers in the region more effectively. Due to the strategic position of Singapore, both geographically and economically within Asia, Makino Tokyo chose Singapore as its Asia headquarters and set up Makino Asia Pte Ltd to be in charge of the ASEAN market.

Planet Asia Pte Ltd

Planet Asia is a value added supplier of industrial chemicals; resins, tubings and films for medical products; pharmaceutical intermediates; polymer products and pollution control systems. Since 1995, Planet Asia has established an impressive range of quality products sourced from around the world from the best in class producers as well as won accolades from numerous Fortune 500 customers.

Sakae Holdings Ltd

Established in 1996, Sakae Holdings Ltd has an impressive portfolio of 10 brands – Sakae Sushi, Sakae Teppanyaki, Sakae Izakaya, Sakae Delivery, Hei Sushi, Hibiki, Senjyu, The Pasta Shop, Crepes & Cream and Nouvelle Events.

As a young, dynamic and innovative solutions provider, Sakae Holdings Ltd regularly break new grounds, offering quality and healthy Japanese cuisine from the heart that caters to the varied needs of its customers. Indeed, diners can now order from an extensive menu of more than 200 items at Sakae Sushi.

Sakae Holdings Ltd has bagged more than 30 awards and accolades over the years. These include the CitiBusiness-SPBA Regional Brand Award 2006, Singapore

Service Class 2004 and Singapore Innovation Award 2003 (Innovation of the Year) for its portable conveyor belt.

Our Chairman and CEO, Douglas Foo has been conferred awards such as the Singapore Youth Award 2008 – Medal of Commendation, 2007 International Management Award, the Singapore Youth Award 2003 and the Entrepreneur of the Year.

Swee Hin Power Systems Pte Ltd

Swee Hin Power Systems Pte Ltd is a solution and equipment provider in DC and backup power systems. Swee Hin has a wide range of products in its portfolio. Additionally, Swee Hin manufactures and distribute proprietary branded products, as well as selected imported brands. Over the years, they have expanded their product range, product development capabilities and geographical reach, with sales and services networks in Singapore and South East Asia.

Winson Press Pte Ltd

Winson Advertising was first established in 1965 as a graphic design and print brokerage firm. Winson Press Pte Ltd has since evolved into a unique full service printer providing all levels of printing technology including offset, letterpress to digital printing. Their continuous strive for excellence pushed them to win a total of 8 Gold, 8 Silver and 4 Bronze Awards in the printing competitions organized by Asian Flexographic Technical Association.