

MEDIA RELEASE

IDENTIFYING BUSINESS OPPORTUNITIES, ESTABLISHING COLLABORATIONS MORE THAN 200 PARTICIPANTS VISITED ISKANDAR MALAYSIA

4TH April 2013 – To enhance the competitiveness of companies through exploring new markets and business opportunities, the Singapore Manufacturing Federation (SMF) organised a business visit to Iskandar Malaysia for more than 200 participants from more than 80 organisations.

The visit comes at a time when there is growing interest amongst local Small and Medium Enterprises (SMEs) to relocate or expand their business to the new Iskandar Business zone in Johor Bahru. Located a mere hour away from Singapore, Iskandar Malaysia is slowly gaining reputation of becoming an attractive destination for many Singapore SMEs due to its rapid progress into a world class industrial and commercial hub.

“This business visit to Iskandar is part of Singapore Manufacturing Federation’s (SMF) efforts to support businesses moving northwards. As the representative voice of the local manufacturing community, we understand that many businesses are still cautiously exploring the region, and require assistance to do business in Iskandar. SMF is pleased to be able to join hands with these local SMEs, to facilitate their move across the border,” said Dr. Ahmad Magad, mission leader and Group Managing Director of II-VI IR Asia.

The itinerary included briefings given by the Iskandar Region Development Authority (IRDA), Malaysia Investment Development Authority (MIDA), Johor Corp and even Johor Customs. The occasion served as a viable platform for participants to clarify their doubts and view some of the key industrial sites.

“Singapore Manufacturing Federation has in the pipeline a comprehensive plan to aid businesses seeking to expand overseas. Apart from conducting outreach missions and business visits, we are also able to support businesses through our networks with our Malaysian counterparts such as the Federation of Malaysian Manufacturers (FMM), as well as with several financing institutions based in Johor. We aim to provide businesses with assistance every step of the way and to link them up with the necessary service/information providers,” commented Mr. Lam Joon Khoi, Secretary-General, Singapore Manufacturing Federation (SMF).

“The business visit serves as an opportunity for me to evaluate the option of relocating. I am thankful to SMF for their pro-active approach with regards to Iskandar Malaysia,” shared Mr. Patrick Chang, Managing Director of Paclin Office Products Pte Ltd.

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

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