

# A NEW DAWN

Annual Report 2019/2020



Singapore  
Manufacturing  
Federation  
新加坡制造商总会





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# Corporate Profile

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The Singapore Manufacturing Federation (SMF) is the largest national organisation representing the interest of manufacturing and manufacturing-related industries since 1932.

Today, the SMF is a forefront trade federation serving the manufacturing community by driving digitalisation, innovation-led productivity, business transformation and internationalisation towards enhancing the competitiveness of its member companies.

Currently, the SMF membership stands at about 3,000 members, consisting SMEs, MNCs and affiliate members. Member companies are categorised into 10 Industry Groups and supported by the SMF's Associated Services to address each industry's unique and specific needs and interests.

The SMF collaborates with local and overseas government agencies, industry partners and enterprises to provide key services such as representation of members' views in dialogues with the authorities; increasing business opportunities through local and international trade fairs and missions; building capabilities through conferences, seminars, workshops and other industry-specific programmes; and transforming businesses with business model innovation.

# Our Vision

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To be a world-recognised national federation with a strong membership base from the manufacturing sector, committed to creating value and services for our members, the manufacturing sector and Singapore.

# Our Mission

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To represent the business interests of the Singapore manufacturing sector, and to facilitate its competitiveness and sustainable growth.





# President's Message

Dear fellow members,

**F**inancial year 2019/2020 has been without doubt an eventful year for many of us. As if the US-China trade conflict, the civil unrest in Hong Kong and the turmoil of Brexit were not enough to pose difficult challenges, Singapore began its fight against the COVID-19 pandemic as the financial year drew to a close in March. As at the time of writing this message, the pandemic is still sending shock waves throughout the world and our manufacturing sector has also not been spared.

However, we must always draw strength from our achievements of yesterday to overcome the challenges of tomorrow. Hence, let us take stock of our achievements in the past year, identify growth opportunities on the foundations we have built, and, look forward to welcoming the new dawn with courage.

## DEVELOPING CAPABILITIES

The continued development of capabilities lie at the core of the activities the SMF has held in the past year. As one of the bigger Trade Associations and Chambers (TAC) in Singapore, the SMF continuously seeks to reach out to our members effectively and to create relevant programmes to enhance the competitiveness of our manufacturing sector. As events in the world evolved the way of doing business, digitalisation and human capital emerged as key concerns in 2019.

From a survey of our members done in end 2019, the top 3 focal points for transformation are: upgrading workforce skillsets; retraining employees for different functions; and, modernising manufacturing lines for future automation. Separately, a study released by Deloitte in May 2020 notes that, globally, work in manufacturing is poised to transform at an unprecedented pace through the adoption of new technologies like artificial intelligence, advanced robotics, analytics and Internet of Things (IoT). The study also highlights findings that technology is likely to create more jobs than it destroys with the caveat that the challenge will be an ever widening skills mismatch between available workers and the skills required in the jobs that will become available.

In addition, the World Economic Forum (WEF) Future of Jobs Report 2018 stated that by 2022, everyone will require an extra 101 days of learning to deal with emerging jobs that include roles like Data Analysts and Scientists, AI and Machine Learning Specialists, Software and Application Developers and Analysts.

The challenge ahead for our manufacturers is therefore to identify and implement future ready business models and equipment as well as to ready our current workforce for the future through the implementation of effective training and education pathways

for both the current workforce and those entering the workforce. These are the main reasons why in FY2019/2020 the SMF launched its "Business Re-Modelling Towards Industry 4.0" programme to assist member companies on their digital transformation journey; and, signed a MOU with the National University of Singapore's School of Continuing and Lifelong Education to further encourage our members on the journey towards life-long learning.

The SMF also continued to see a strong uptake in our talent development programmes administered by the SMF Centre for Corporate Learning (CCL). For Professionals, Managers and Executives (PMEs) seeking new job placements, the SMF has since assisted more than 2300 PMEs in converting them to a new career. PMEs acquire skill sets for a mid-career switch through programmes like the PCP Broad-Based, Overseas and P-Max. For youths interested in a career in manufacturing, the Global Ready Talent programme, has facilitated about 800 placements in this financial year.

In addition, to widen the opportunities for our members with regard to capability building, the SMF also signed MOUs separately with 2 other TACs, the Singapore Business Federation (SBF) and the Singapore Computing Society (SCS). Both these MOUs swiftly resulted in an increased number of training and upskilling opportunities for our members such as the Industry 4.0 Human Capital Initiative, as well as a range of courses and online content on digitalisation by the SCS.

While it is certainly encouraging to know that many of us here are investing time and resources into transforming our workforce and business models, we must deal with the disruptions caused by the COVID-19 outbreak with alacrity. This will ensure we are in the best position to capitalise on the upturn of the economic cycle when the effects of COVID-19 recede.

## INTERNATIONALISATION

The SMF has always been a keen advocate for our members to seek out opportunities beyond Singapore as part of business

expansion. This year, the SMF was honoured to host delegations from our neighbours in ASEAN to countries further away like Uzbekistan and Nigeria. Last year we also saw an increase in visits and interactions from our European counterparts in the lead up to the coming into force of the EUSFTA. Through our European Enterprise Network arm, the SMF conducted dialogues and business matching sessions with counterparts from Italy, Russia, Germany, Netherlands and others.

While the advent of COVID-19 may mean a reduction in physical international engagement, this does not mean that such collaboration should cease. International interaction through the use of digital infrastructure will only become more commonplace and will be crucial for a small country like Singapore to continue to be progressive in a world of new norms post COVID-19. I therefore urge our members to continue to take advantage of the platforms made available by the SMF to explore new markets and build business relations across diverse markets for long-term business resilience, whether through digital means or otherwise.

## MEMBER FOCUS

I am grateful that many of our members have participated in a number of new initiatives this year prioritising quality member engagement. On behalf of my team at the Secretariat, I would like to say a thank you to those who have responded to our surveys, requests for media interviews and participated in our activities. It is my hope that members approached by our Secretariat to participate in similar activities will continue to do so to further enrich our manufacturing community. Over the course of the different editions in 2019, the SMF CONNECT magazine, activities from all 10 of our Industry Groups were featured, as well as a number of success stories from our members were sourced and written as original content especially for the publication.

August 2019 also saw the first bazaar organised for members by the Lifestyle Industry Group with the support of the Food & Beverage Industry Group, in

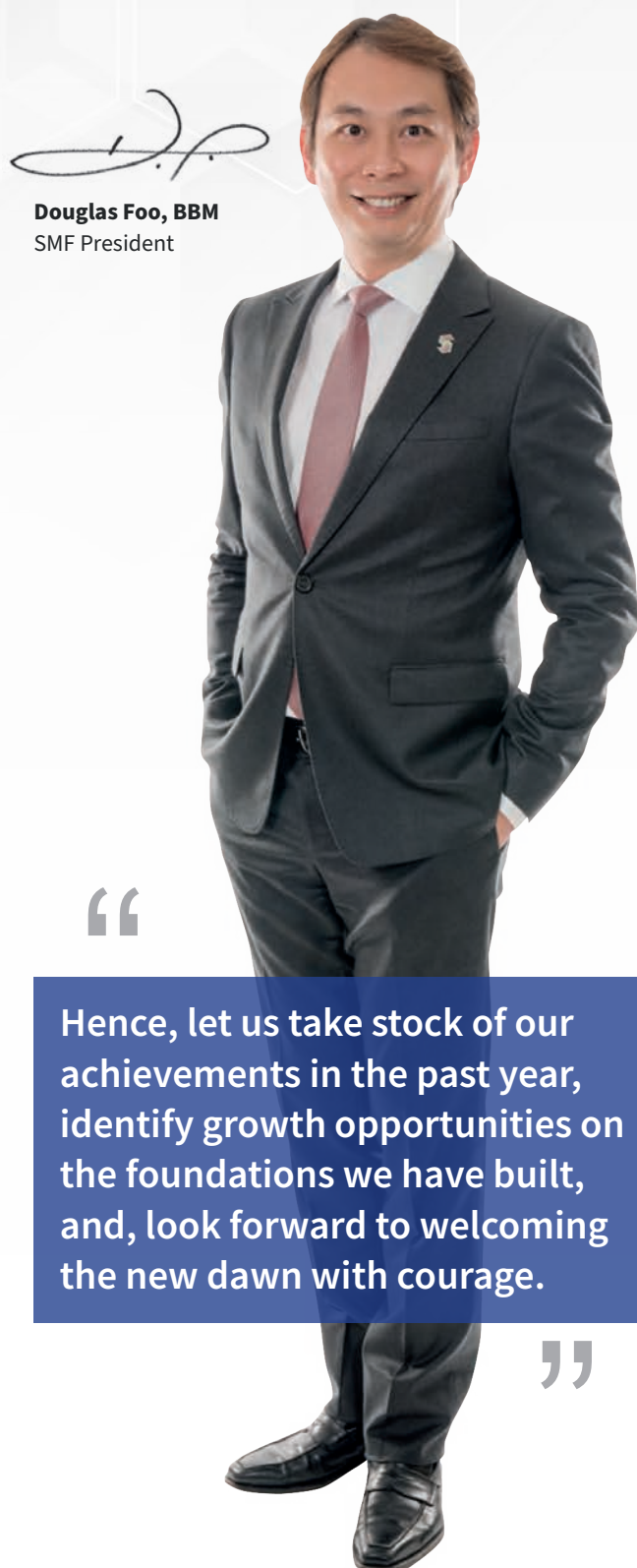
collaboration with our partners RHB Singapore. Recognising the long heritage of our homegrown manufacturers as well and the innovative products produced locally to adapt to the modern consumer, the bazaar held at Tiong Bahru Plaza was a success with members taking advantage of the opportunity to showcase their products directly to consumers.

The efforts of the membership secretariat team to effectively engage the member base over the course of the year also bore fruit when it became evident that COVID-19 will adversely affect our manufacturers. The closer ties and better understanding of our members' needs saw a swift implementation of the SMF ACTS initiative which saw the creation of a microsite and a multi-channel communication platform to ensure that the SMF is able to effectively address the needs of our members in the onset of a crisis.

## A FUTURE-READY SMF

In 2019, our Annual Report was titled New Frontiers. On hindsight, it was indeed very apt as the US-China trade conflict, followed by the civil unrest in Hong Kong made many of our businesses seek out new markets. As we now deal with the COVID-19 pandemic, let us not be intimidated. We can emerge stronger and better if we focus on resilience capability building, joint efforts to advance our businesses technologically and adopt a can-do spirit. Indeed, let us not waste a good crisis and continue working harder at working smarter.

On behalf of the Council, I wish to take this opportunity to express our heartfelt appreciation to our stakeholders – from our members, the Secretariat, to various partners in the Government and industry sectors, as well as community organisations both local and overseas – for their invaluable support towards our efforts. Let us stand ready to welcome a new dawn.



Douglas Foo, BBM  
SMF President

Hence, let us take stock of our achievements in the past year, identify growth opportunities on the foundations we have built, and, look forward to welcoming the new dawn with courage.

”



# Year In a Glance

APR 2019

MAY 2019

JUL 2019

AUG 2019

SEP 2019

OCT 2019

JAN 2020

MAR 2020

23 Apr 2019

## FMM-SMF MOU - Council Visit

A SMF delegation led by SMF President Mr Douglas Foo visited the Federation of Malaysia Manufacturers (FMM) in Kuala Lumpur, Malaysia for the annual SMF-FMM Dialogue Session. During the session, both Federations renewed their commitment to continue working together with the signing of a Memorandum of Understanding (MOU), witnessed by Malaysia's Deputy Minister for International Trade and Industry, YB Dr Ong Kian Ming.

21 May 2019

## German-Singaporean Trade Forum

The SMF held the German-Singaporean Trade Forum which included distinguished speakers such as Senior Parliamentary Secretary for Trade and Industry Dr Tan Wu Meng and President of the Singaporean-German Chamber of Industry and Commerce, Dr Claus Trenner.

29 May 2019

## Greek-Singapore Business Forum

The SMF organised a Greek-Singapore Business Forum, which saw a MOU signing between the SMF and SEV - Hellenic Federation of Enterprises and vibrant business matchings between Greek and Singapore company representatives.

31 May 2019

## MOU Signing with Confederation of Netherlands Industry and Employers (VNO-NCW)

The SMF signed a MOU with VNO-NCW, affirming the commitment to strengthening business relations and promote mutual cooperation with a view to assisting local companies expand into the Netherlands market.

01 Jul 2019

## SAF Day with Minister Ng Eng Hen

For the seventh consecutive year, the SMF organised the SAF Day Combined Rededication Ceremony for the East Zone. As our country celebrated its bi-centennial founding, the SMF organised this event on a larger scale with some 700 participants, including 255 NS men and 110 participating organisations. The event was graced by Guest-of-Honour and Officiating Minister, Dr Ng Eng Hen, Minister for Defence.

13 Jul 2019

## SBF - SMF MOU

Over 70 Trade Associations and Chambers (TAC) leaders engaged in a dialogue with Mr Heng Swee Keat, Deputy Prime Minister and Minister of Finance at the inaugural TACs Strategic Planning Session. During the session, the Singapore Business Federation (SBF) and the SMF inked a Strategic Partnership MOU for closer collaboration in the areas of research and advocacy, internationalisation, and capability building.

23 Aug 2019

## WSH Awards

Held in conjunction with the August edition of TGIF@SMF with RHB, the WSH awards were presented to companies and individuals who have upheld high safety and health standards at their workplaces. This year, the 11th edition of the awards saw six companies take home the WSH Innovation Awards (Manufacturing) and three supervisors awarded the WSH Awards for Supervisors (Manufacturing).

13 Sep 2019

## LIG First Roving Bazaar

The SMF's Lifestyle Industry Group (LIG), with the support of the SMF's Food & Beverage Industry Group (FB IG) and in collaboration with RHB Singapore, organised an inaugural roving bazaar for member companies to showcase and sell their products at The Singapore Story: A Food and Lifestyle Chapter Marketplace from 13-18 September 2019.

20 Sep 2019

## Annual General Meeting

The Annual General Meeting was convened on 20 September 2019 at the SMF. The President gave his annual update and all resolutions were passed unanimously by the members in attendance.

24 Sep 2019

## SMF Opens SGX Daily Securities Market

In celebration of the 20th Anniversary of the Singapore Exchange, the SMF was invited to open the daily securities market by striking the SGX gong on 24 September 2019. It was a wonderful opportunity for the SMF to be part of this time-honoured tradition, and, even more so, this invitation is a reflection of the Singapore Exchange's dedication to forge closer relations with local manufacturing companies.

22 Oct 2019

## Industrial Transformation ASIA-PACIFIC (ITAP) 2019

The SMF was the joint organiser of the Singapore Pavilion at ITAP 2019, one of Asia-Pacific's leading trade event for Industry 4.0. More than 20 members showcased their offerings during the three-day event.

24 Oct 2019

## Dialogue with Senior Parliamentary Secretary Mayor Low Yen Ling

The SMF held a closed-door dialogue session with Senior Parliamentary Secretary for Manpower and Education, Mayor Low Yen Ling. Some 300 participants from various TACs and foreign chambers attended the dialogue session as the Mayor shared numerous topics related to the promotion of family and age-friendly workplaces.

08 Jan 2020

## ISCA Pre-Budget Roundtable Event 2020

The annual ISCA Pre-Budget Roundtable discussion was held on 8 January 2020 at Intercontinental Singapore, where various business leaders offered their insights and discussed concerns to help shape the Singapore Budget 2020 statement for the advancement of Singapore's economy. SMF's Deputy President, Dr Bicky Bhangu represented the SMF to canvas our members' views at the roundtable discussion.

31 Jan 2020

## Dialogue with Minister Chan Chun Sing during CNY 2020

The SMF's annual "Lo Hei" to celebrate the Lunar New Year proceeded on a cautionary note as Singapore saw the initial effects of COVID-19. Innovatively, the "Lo Hei" was conducted remotely for the safety of our guests much to the appreciation of all that were present. Minister for Trade and Industry Mr Chan Chun Sing graced the event and helmed a dialogue session with our members.

13 Mar 2020

## Dialogue with Minister Josephine Teo

The SMF organised an insightful closed-door dialogue session with Minister for Manpower and Second Minister for Home Affairs, Mrs Josephine Teo. About 180 participants made up of SMF members and representatives from various TACs and foreign chambers attended the dialogue session to hear from the Minister on key measures for businesses as part of Singapore's fight against the COVID-19 pandemic.

19 Mar 2020

## SMF ACTS Launch - SMF COVID Response

The SMF ACTS initiative was launched to provide members with a one-stop resource landing page for information and queries in relation to government initiatives for COVID-19. <https://www.smfederation.org.sg/smf-acts>



# Key Figures and Statistics

## Incoming Delegations and VIP Visits

**48**

Incoming Delegations

**36**

Ambassadors, Ministers and other VIPs received

**400**

Total Delegates



**3000**

SMF Members  
(Comprising SMEs, MNCs & affiliate members)

**501\***

Training Classes conducted by CCL

\*excludes customised PCP Regional mentorship sessions conducted for participants

**39**

Seminars, Dialogues & meetings

**780**

Interns that went through GRT Programme

**31**

Trade Fairs

**S\$366M**

Sales Generated by Exhibitors at Trade Fairs

**454**

Participating Companies in Trade Fairs

**1920**

Local Companies signed up for EEN

**806**

Expression of Interest from European Companies for EEN

## Awards received by the SMF

NS Mark (Gold)

NS Advocate for Organisations

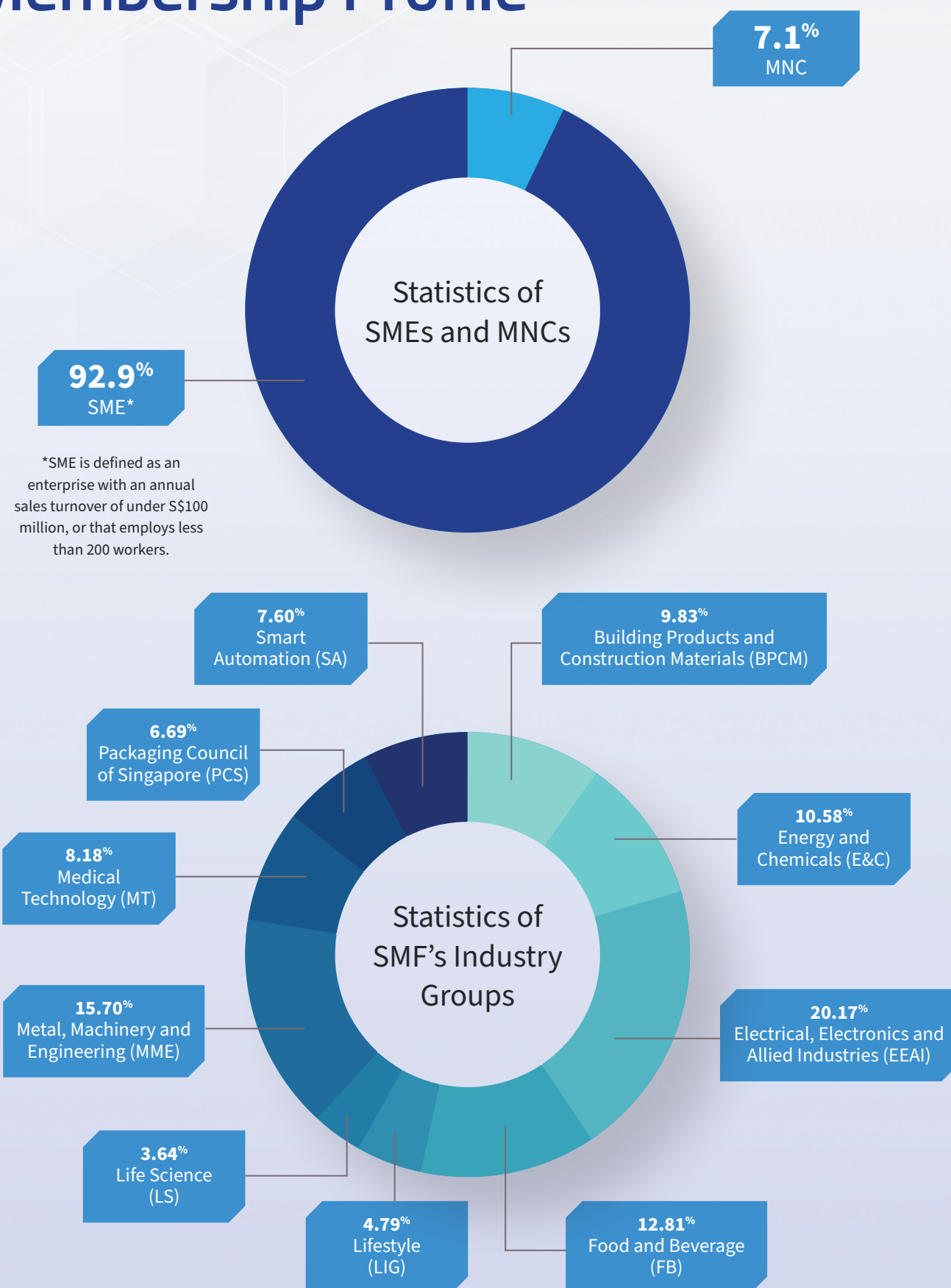
bizSAFE (level 3) Certification

Eco-Office Award 2019-2021

The BrandLaureate World BESTBRANDS Award 2019



# Membership Profile



# Associated Services

Supported by its Associated Services, the SMF provides a comprehensive, one-stop platform for manufacturing and manufacturing services, helping local companies grow and flourish.

The Associated Services and their offered services include:



## GS1 Singapore

Provides Global Standards for supply chain, leveraging on technology tools such as Barcoding, RFID and EDI, etc.



## Singapore Innovation & Productivity Institute

Provides consultancy and training on issues of innovation and productivity. Drives Business Model Innovation.



## Singapore PMC Certification

Manages and administers the Practising Management Consultant (PMC) certification scheme.



## SME Centre@SMF

Helps SMEs start, sustain, and grow their businesses through business diagnosis, advisory, information on government schemes and capability workshops.



## SMF Centre for Corporate Learning

Training and upskilling of the workforce.



## SMF Standards Development Organisation

Develops, promotes and implements local and international standards.



# Executive Committee Members



## 1. MR DOUGLAS FOO, PBM, BBM

President  
Chairman, GS1 Singapore  
Chairman, SMF Enterprises Pte Ltd  
Chairman, SMF Biz Search Pte Ltd

*Chairman  
Sakae Holdings Ltd*

## 2. DR BICKY BHANGU

Deputy President  
Chairman, Global Business Groups Function Committee

*President  
SE Asia, Pacific & South Korea  
Rolls-Royce Singapore Pte Ltd*

## 3. MR RYAN CHIOH, PBM

Honorary Secretary  
Chairman, Secretariat Management Committee

*Managing Director  
FarEastFlora.com Pte Ltd*

## 4. MR SAW KEN WYE

Honorary Treasurer  
Chairman, Finance Management Committee  
Chairman, Risk Review Committee  
Chairman, Singapore PMC Certification Pte Ltd

*CEO  
CrimsonLogic Pte Ltd*

## 5. MR RENNY YEO, PBM, BBM

Emeritus President

## 6. MR POH CHOON ANN, PBM

Vice President

*Group Chairman  
Poh Tiong Choon Logistics Limited*

## 7. MR TEO ENG CHEONG

Vice President

*CEO, International  
Surbana Jurong Pte Ltd*

## 8. MR JOHN KONG

Chairman, Ethics & Corporate Governance Function Committee  
Chairman, Public Relations & Corporate Communications Function Committee

*Group CEO  
M Metal Pte Ltd*

## 9. MR PATRICK CHANG

Chairman, Membership & Industry Groups Function Committee

*Managing Director  
Paclin Office Products Pte Ltd*

## 10. MR BERNARD ESSELINCKX

Chairman, Health, Safety, Security & Environment Function Committee

*President & CEO  
Senoko Energy Supply Pte Ltd*

## 11. MR ALESSANDRO PERROTTA

Chairman, Innovation & Productivity Function Committee

*CEO  
Interplex Holdings Pte Ltd*

## 12. MR DARREN LEE

Chairman, ICT & New Technologies Function Committee  
(Stepped down from Executive Committee from 4 August 2020)

*Managing Director  
Metrohm Singapore Pte Ltd*

## 13. MR VINCENT WONG

(Appointed as Council Member from 14 November 2019)  
Chairman, ICT & New Technologies Function Committee (From 4 August 2020)

*Director, Research & Advanced Engineering Singapore  
Continental Automotive Singapore Pte Ltd*

## 14. MS MAY NG

Chairman, Youth Network Function Committee

*Global Director, Regulatory & Quality Consultant  
ARQon Pte Ltd*



# Council Members



**MR JASON KUREK**

Chairman, Building Products & Construction Materials Industry Group

General Manager / Director  
Allegion (Asia) Pte Ltd



**MS JOYCE SEOW**

Chairman, Electrical, Electronics and Allied Industries Industry Group

Group Executive Director  
Watson E.P. Industries Pte Ltd



**MR SIMON LI**

Chairman, Energy & Chemicals Industry Group  
Chairman, SME Centre @ SMF

Chief Executive Officer  
Feoso Oil (Singapore) Pte Ltd



**MS ANGELINE SUPARTO**

Council Member

Managing Director  
Angeline Suparto Law Corporation



**MR LOW BENG TIN, PBM, BBM (L)**

Chairman, SMF Centre for Corporate Learning Pte Ltd

Managing Director  
Assimilated Technologies (S) Pte Ltd



**MR BIRCH SIO**

Chairman, SMF Singapore Innovation & Productivity Institute (SiPi) Pte Ltd

Managing Consultant & Director  
Concord Associates Pte Ltd



**MR CHEONG CHUNG KIN**

Chairman, Food & Beverages Industry Group

Chief Executive Officer  
Win Sin Pte Ltd



**MR KIMMING YAP**

Chairman, Lifestyle Industry Group

Managing Director  
Creativeans Pte Ltd



**DR ONG SIEW HWA**

Chairman, Life Sciences Industry Group  
(Resigned from 17 March 2020)

Founder and CEO  
Acumen Research Laboratories Pte Ltd



**MR GAN THIAM SOON**

Council Member  
(Resigned from 23 August 2019)

Managing Consultant  
Continental Business Consulting



**MR LEE TIONG HENG**

Council Member

Partner  
Deloitte & Touche LLP



**MR YEO CHEONG GUAN**

Council Member

Managing Director  
Eng Bee Paper Merchant Pte Ltd



**MR MOHAN KUMAR**

Chairman, Life Sciences Industry Group  
(Appointed from 4 August 2020)

CEO and Managing Director  
Strides Pharma Global Pte Ltd



**MS MARGARETA LAMINTO**

Chairman, Medical Technology Industry Group

Country Director, Hospital Group  
Johnson & Johnson Pte Ltd



**MR JAMES WONG**

Chairman, Metal, Machinery & Engineering Industry Group

Managing Director  
O.E. Manufacturing Pte Ltd



**MR CHUA CHEE SEONG**

Council Member

President and Managing Director  
Infineon Technologies Asia Pacific Pte Ltd



**MS ZHANG JIA LIN**

Council Member

Director  
Inflo Health Sciences Pte Ltd



**MR NEO ENG CHONG**

Council Member

CEO / President  
Makino Asia Pte Ltd



**MS BETTY TAN, PBM**

Chairman, Packaging Council of Singapore Industry Group

Deputy Managing Director  
Sin Cheong Containers Mfg Co Pte Ltd



**MR BRANDON LEE**

Chairman, Smart Automation Industry Group

Director of Product Strategy & Commercialisation  
Intech APAC Pte Ltd



**MR ADAM HAMID**

Council Member

Managing Director  
Naina Mohamed & Sons Pte Ltd



**DR RICKY SOUW**

Council Member  
(Appointed from 26 May 2020)

Chief Executive Officer  
Sanwa Plastic Industry Pte Ltd



**MR LIM MENG WEE**

Council Member

Managing Director  
SP Consulting (International) Pte Ltd



# Board of Governors



**MR GEORGE HUANG, PBM, DSM**

*(Chairman of the Board of Governors)*

Mr George Huang is the Managing director of Amoy Canning Corporation (S) Ltd, a well-known local company in the Food & Beverage industry with a history of over 110 years. Mr Huang brings with him much familiarity of the SMF and its history.

Since the 1980s, Mr Huang has been part of the SMF family in various capacities and has held various appointments within the SMF. Mr Huang was elected as and served as the President of the SMF from 2010 to 2014; appointed as Emeritus President from 2014 to 2018, and is currently the Chairman of the Board of Governors of the SMF. Mr Huang is also a prominent face in the business community, having held other key appointments in various high profile organisations such as – Chairman of the Business Practices Committee, Consumer Association of Singapore (CASE); the Governing Council of Singapore Business Advisors & Consultants Council; as well as the Singapore Agro-Food Enterprises Federation.

**“It is truly an honour for me to bear witness to the long history of the SMF and the efforts by the Federation to champion and support the manufacturing sector. Manufacturing is still and will continue to be a key pillar of the Singapore economy, however the next wave of manufacturers have greatly adapted with improved technology and capabilities charting an exciting new era. The SMF stands ready to support businesses at the forefront of the transformation journey, to be a crucial partner for the manufacturing sector.”**



**MR GEORGE YEO**

Mr George Yeo served in the Singapore Government for 23 years from 1988 to 2011 as Minister of State for Finance, then as Minister for Information and the Arts, Health, Trade and Industry, and Foreign Affairs.

Mr Yeo is currently a Director of AIA and Pinduoduo and also serving as Senior Advisor to Kerry Group.

**“With growing decoupling between the US and China, and the ongoing challenge of the COVID-19 pandemic, Singapore’s manufacturing sector faces huge challenges. The SMF’s role has become even more important, supporting its members in training, company development and globalisation, and working with government agencies on practical responses to a fast changing business environment.”**



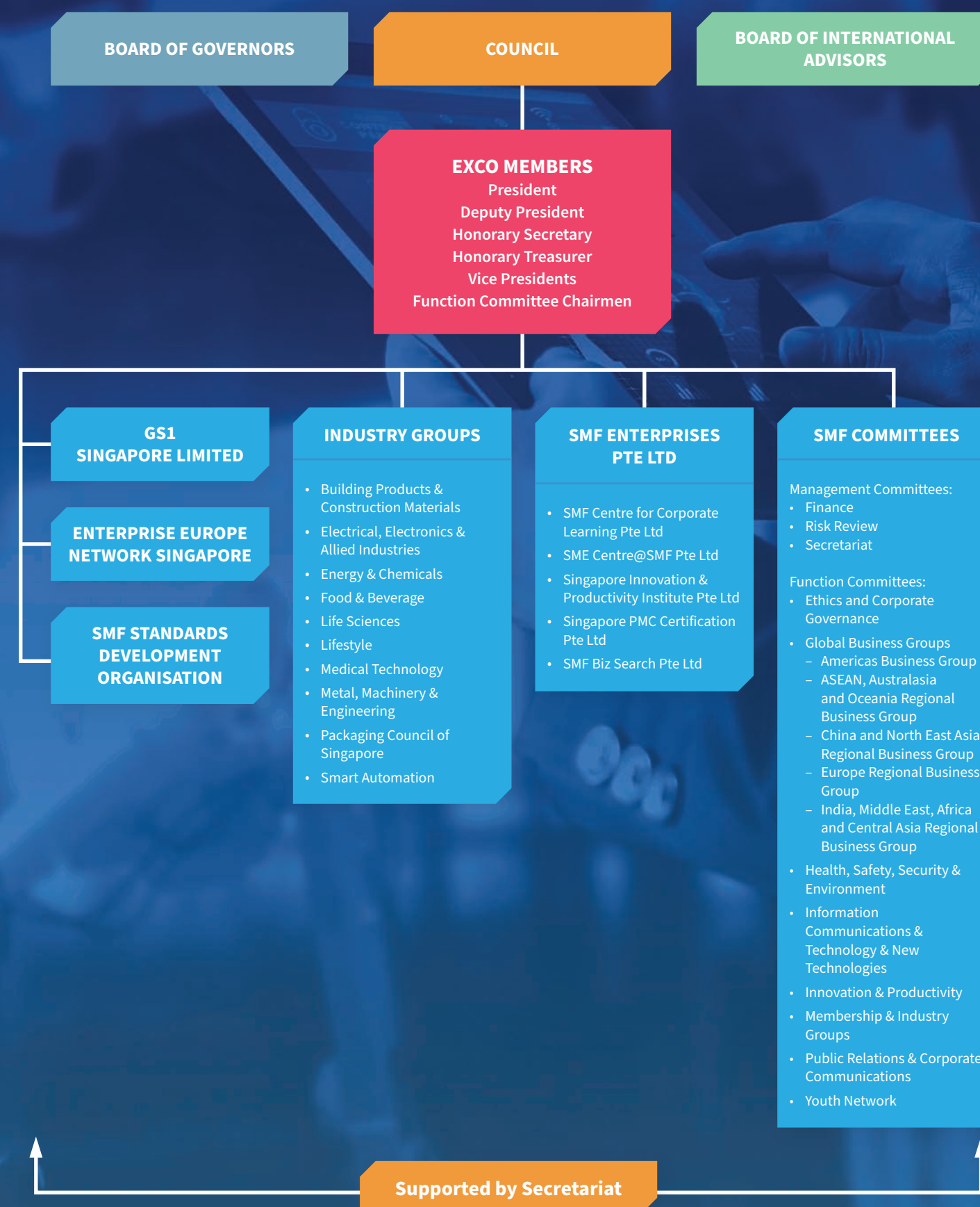
**MR ROBERT CHUA, PBM, BBM**

Mr Robert Chua is currently the Executive Chairman of the Excellent Family Lifestyle Group and the Corporate Advisor/Consultant for Major Group Projects of China’s Haier Group. He is also the Chairman of the Board of Governors of the Institute of Management Consultants (Singapore). Mr Chua is considered one of the pioneers of the Singapore air conditioning industry. He co-founded the A.C.E Daikin Group in 1968, and served as its Executive Chairman and CEO until his retirement from the Group in 2002. Mr Chua is a former President of the SMF (then known as the Singapore Confederation of Industries)

**“The Singapore manufacturing sector has been adversely impacted by the COVID-19 pandemic. Most of our SMF members will need the resilience to overcome their own crises and the SMF should help our members to survive and emerge stronger from this global catastrophe.”**

**I urge members to exploit the SMF network, to leverage on our rich resources for business transformation, skills upgrading and international business development. May your business rebound well to face a brighter future.”**

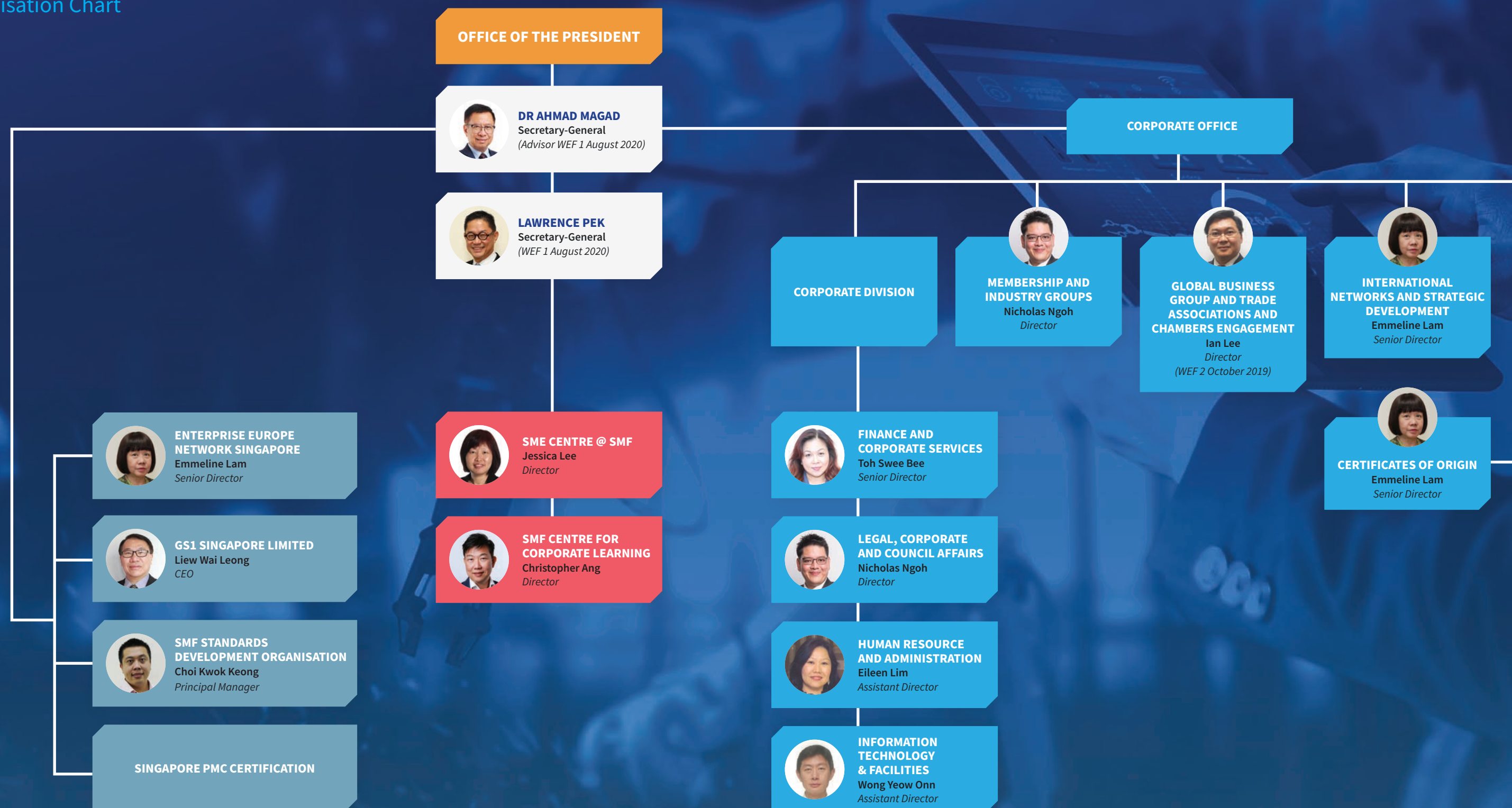
# SMF Corporate Structure





# The SMF Secretariat

## Organisation Chart



# Council Members Serving on Government Statutory Boards and Other Organisations\*

## Mr Douglas Foo, PBM, BBM

President, SMF  
Chairman, SMF Enterprises Pte Ltd  
Trustee, SMF Enterprises Pte Ltd  
Chairman, SMF Biz Search Pte Ltd  
Chairman, GS1 Singapore Ltd  
Trustee, GS1 Singapore Ltd  
Chairman, Sakae Holdings Ltd  
Singapore Non Resident High Commissioner to Tanzania

- Member, ACCORD Employer & Business Council (E&B)
- Member, ACCORD (Main)
- Member, Alexandra Health Fund Limited
- Vice Chairperson, Andhra Pradesh - Singapore Business Council
- Singapore Nominated Representative, ASEAN Business Advisory Council
- Member, Dunman High School Advisory Committee
- Member, Eisenhower Fellowships Global Network Council
- President, Eisenhower Fellowships Singapore Society
- Member, India-Singapore CEO Forum Steering Committee
- Member, Indonesia-Singapore Business Council (MTI)
- Board Member, Intellectual Property Office of Singapore
- Member, Lee Kong Chian School of Business Advisory Board
- Member, Malaysia-Singapore Business Council (MTI)
- Member, MILK (Mainly I Love Kids) Fund
- Member, National Jobs Council
- Member, Nanyang Technological University – College Advisory Board, College of Engineering
- Patron, Radin Mas Community Club Management Committee
- Chairman, Radin Mas Citizens' Consultative Committee
- Member, RMIT College of Business Industry Advisory Board
- Patron, Siglap Citizens' Consultative Committee
- Vice Chairman, Singapore Business Federation (SBF)
- Member, SBF – Digitalisation Issues Committee
- Vice President, Singapore National Employers Federation (SNEF)
- Co-Chair, Tripartite Alliance for Fair and Progressive Employment Practices
- Co-Chairman, Vietnam Singapore Business Council
- Board Member, Workforce Singapore Agency
- Member, Workplace Safety and Health Council (WSHC)
- Chairman, Workplace Safety and Health Council (Manufacturing) Committee
- Member, Young Presidents' Organisation

## Dr Bicky Bhangu

Deputy President, SMF  
Chairman, Global Business Groups Function Committee  
Director, SMF Enterprises Pte Ltd  
President – SE Asia, Pacific & South Korea, Rolls-Royce Singapore Pte Ltd

- Council Member, Singapore National Employers Federation
- Board Member, Singapore International Chamber of Commerce
- Adjunct Professor, Nanyang Technological University
- Member, Future Economy Council (FEC) Manufacturing Sub-committee
- Member, Advanced Manufacturing and Engineering Exco, Ministry of Trade & Industry
- Vice President, Institution of Engineering Technology, UK, Board of Trustees
- Board of Directors, Malaysian Industry-Government Group for High Technology (MIGHT)
- Board of Directors, Aerospace Malaysia Innovation Centre
- Board Member, Cerebral Palsy Alliance Singapore
- Advisory Committee Member, School of Applied Science, Republic Polytechnic
- Department Consultative Committee, Electrical and Computational Engineering, National University of Singapore
- Industrial Advisory Board, Mechanical and Manufacturing Engineering Degree, Newcastle University

## Mr Ryan Chioh, PBM

Honorary Secretary, SMF  
Chairman, Secretariat Management Committee  
Director, SMF Enterprises Pte Ltd  
Trustee, SMF Enterprises Pte Ltd  
Director, SMF Biz Search Pte Ltd  
Deputy Chairman, GS1 Singapore Ltd  
Trustee, GS1 Singapore Ltd  
Managing Director, FarEastFlora.com Pte Ltd

- Chairman, Interflora
- Vice Chair, Business Leaders Alumni Club
- Partnership Member, North East Community Development Council (CDC)

## Mr Saw Ken Wye

Honorary Treasurer, SMF  
Chairman, Finance Management Committee  
Chairman, Risk Review Committee  
Chairman, Singapore PMC Certification Pte Ltd  
Director, SMF Enterprises Pte Ltd  
CEO, CrimsonLogic Pte Ltd

- Board Member, Infocomm Media Development Authority (IMDA)
- Chairman, InfoComm Technology Advisory Committee, School of InfoComm Technology, Ngee Ann Polytechnic
- Member, Advisory Council on Community Relations in Defence (ACCORD)
- Member, National Integration Council
- Immediate past Chairman, SGTech
- Honorary Chairman, Chartered Management Institute Singapore
- Member, Singapore Business Federation (SBF) Digitalisation Committee

## Mr Renny Yeo, PBM, BBM

Emeritus President, SMF

- Chairman, Singapore Accreditation Council
- Independent Non-Executive Director, Zicom Holdings Pte Ltd
- Independent Non-Executive Director, Zicom Group Ltd, Australia
- Independent Non-Executive Director, Tai Sin Electric Ltd
- Non-Executive Director, BiosanaPharma B.V., The Netherlands
- Non-Executive Director, Nubio Invest Pte Ltd
- Non-Executive Director, Passat Commercial Pte Ltd
- Director, Masquad Pte Ltd
- Non-Executive Director, Hydroball Technics (SEA) Pte Ltd
- Non-Executive Director, Hydroball Technics Holdings Pte Ltd
- Non-Executive Director, Kay Lim Holdings Sdn Bhd, Malaysia
- Non-Executive Director, Bonanza Venture Holdings Sdn Bhd, Malaysia
- Non-Executive Director, Kinta Properties Holdings Sdn Bhd, Malaysia
- Non-Executive Director, KayLim Resources Bhd, Malaysia
- Member, School Advisory Committee – Greenridge Secondary School

## Mr Poh Choon Ann, PBM

Vice President, SMF  
Group Chairman, Poh Tiong Choon Logistics Limited

- Group Chairman, Poh Tiong Choon Holdings (Pte) Limited
- Chairman, Poh Choon Ann Arts Fund
- Vice-Chairman, Singapore Business Federation (SBF) – China & North Asia Business Group
- Council Member, Singapore-Liaoning Economic & Trade Council
- Committee Member, Singapore-Sichuan Trade & Investment Committee
- Senior Advisor, CP Group
- Advisor, China Central Television – Programme “Zheng Da Zong Yi”
- President, Musicians Society of Singapore
- Executive Chairman, International Chinese Culture Exchange Federation
- Honorary President, Choral Association (Singapore)
- Honorary President, Association of Composers (Singapore)
- Honorary Council Member, Singapore Chinese Orchestra
- Honorary President, Singapore Association of Writers
- Honorary President, Singapore Literature Society

## Mr John Kong

Chairman, Ethics & Corporate Governance Function Committee  
Chairman, Public Relations & Corporate Communications Function Committee  
Group CEO, M Metal Pte Ltd

- Member, Precision Engineering Master Craftsmen (PeMC) Certification Board
- Member, Workplace Safety and Health Council (WSHC) (Metalworking and Manufacturing) Committee
- Member, WSHC (Tripartite Oversight Committee on Workplace Safety and Health) Committee
- Chairman, WSHC (Manufacturing) Building Capability Workgroup
- Member, NPQS Working Committee
- Working Committee Member, Singapore Standards SS631

\*This is a non-exhaustive listing

\*This is a non-exhaustive listing



**Mr Bernard Esselinckx**

Chairman, Health, Safety, Security & Environment Function Committee  
President & CEO, Senoko Energy Supply Pte Ltd

- Council Member, Energy Association of Singapore (Singapore Chapter of World Energy Council)
- Member, Singapore Institute of Power and Gas Advisory Council

**Mr Alessandro Perrotta**

Chairman, Innovation & Productivity Function Committee  
Chief Executive Officer, Interplex Holdings Pte Ltd

- Member, Young Presidents' Organization (YPO) since 2014
- Member, Chief Executives Organisation since 2018
- CONCAMIN Ambassador to Singapore (2020)
- Member of G100 Network (2020)
- Member, The Ambrosetti Club (2019)

**Mr Patrick Chang**

Chairman, Membership & Industry Groups Function Committee  
Managing Director, Paclin Office Products Pte Ltd

- Chairman, Paclin Malaysia Sdn Bhd
- Main Committee, Singapore Business Federation (SBF) SME Committee
- Honorary Secretary (2018 – 2019), Security System Association of Singapore
- Chairman, MCST 2568

**Mr Vincent Wong**

Chairman, ICT & New Technologies Function Committee  
Director, Research & Advanced Engineering Singapore  
Continental Automotive Singapore Pte Ltd

- Advisory Committee, Electronics & Info-Comm Technology, ITE

**Ms May Ng**

Chairman, Youth Network Function Committee  
Chairperson, Industry Capability Development sub-Committee, MedTech Industry Group (MTIG)  
Global Director, Regulatory & Quality Consultant, ARQon Pte Ltd

- Group Director, ARQon companies
- Main Committee, ASEANMed
- Medtech Regulatory Advisor/Expert for IPI, A\*STAR's A\*ccelerate DxH Hub, NHIC, NUS Enterprise
- Singapore Representative, China-ASEAN Medical Committee
- US Trade ASEAN Planning Committee

**Mr Jason Kurek**

Chairman, Building Products and Construction Materials Industry Group  
General Manager / Director, Allegion (Asia) Pte Ltd

- Committee Member, Security System Association of Singapore

**Ms Joyce Seow**

Chairman, Electrical, Electronics and Allied Industries Industry Group  
Group Executive Director, Watson E.P. Industries Pte Ltd

- Council Treasurer, MCST 262

**Mr Simon Li**

Chairman, Energy & Chemicals Industry Group  
Chairman, SME Centre @ SMF  
Deputy Head, Northeast Asian Region  
Committee Member, Global Business Groups  
Chief Executive Officer, Feoso Oil (Singapore) Pte Ltd

- Executive Chairman, China-ASEAN Chemical Industry Collaboration Committee
- Executive Chairman, China-ASEAN High-tech Collaboration Committee
- Member, Environment & Resources Standards Committee, Singapore Standards Council
- Council Member, Singapore-Shandong Business Council
- Economic Advisor, Shandong Rizhao International Maritime City
- Advisor, Nanning International Chamber of Commerce
- Chairman, PR Committee, Singapore-China Business Association
- Advisor, Kowloon Club, a charitable organisation
- Honorary President, Taoist Mission (Singapore)
- Deputy President, Singapore International Investment Federation for Civil Businessmen
- Life Member, Beta Gamma Sigma, an international honor society
- Adjunct Lecturer, NCPA, NTU & LKYSPP, NUS
- Non-Executive Director, LSO Oceanrina Development (S) Pte Ltd
- Non-Executive Director, Club Chinois Pte Ltd
- Non-Executive Director, The Trading Room Enterprise Pte Ltd
- Alternate Director, Feoso (Singapore) Pte Ltd
- Alternate Director, Feoso Oil (Singapore) Pte Ltd
- Alternate Director, Feoso Investment (Singapore) Pte Ltd
- Independent Director, LHT Holdings Limited
- Non-Executive Director, Far East Oil Terminal One Sdn Bhd

**Mr Cheong Chung Kin**

Chairman, Food & Beverages Industry Group  
Chief Executive Officer, Win Sin Pte Ltd

- Representative, ASEAN Food & Beverage Alliance (AFBA)
- Honorary Chairman, Singapore Association of Food Equipment Manufacturers & Suppliers (SAFEMS)
- Argentier / Honorary Chancellor National – Confrérie de la Chaîne des Rôtisseurs - Bailliage De Singapour

**Mr Mohan Kumar**

Chairman, Life Sciences Industry Group  
CEO and Managing Director, Strides Pharma Global Pte Ltd

- Member, Biopharmaceutical Manufacturers' Advisory Council (BMAC)

**Mr Kimming Yap**

Chairman, Lifestyle Industry Group  
Managing Director, Creativeans Pte Ltd

- Executive Committee Member, Design Business Chamber Singapore
- Council Member, Young Entrepreneurs Association Singapore
- Taxpayer Feedback Panel, Inland Revenue Authority of Singapore
- Distinguished Professor, Shanghai Academy of Fine Arts

**Ms Betty Tan, PBM**

Chairman, Packaging Council of Singapore Industry Group  
Deputy Managing Director, Sin Cheong Containers Mfg Co Pte Ltd

- Governing Board Member, Singapore Packaging Agreement
- Board Member, Asian Packaging Federation (APF)
- Board Member, World Packaging Organisation (WPO)
- Board Member, WPO Education

**Mr Brandon Lee**

Chairman, Smart Automation Industry Group  
Deputy Chair, Singapore Manufacturing Standards Council - in charge of developing manufacturing standards for future economy  
Member, SME Centre@SMF  
Director of Product Strategy & Commercialisation, Intech APAC Pte Ltd

- Deputy Chairman, Manufacturing Standards Committee, SMF-SDO

**Mr Low Beng Tin, PBM, BBM (L)**

Chairman, SMF Centre for Corporate Learning Pte Ltd  
Managing Director, Assimilated Technologies (S) Pte Ltd

- Honorary Chairman, Nanyang Citizens' Consultative Committee (CCC)
- Deputy President, General Committee, Automobile Association of Singapore (AAS)
- President, National Arthritis Foundation, Singapore
- Council Member, Singapore Road Safety Council (SRSC)
- Patron, Nanyang Community Club Management Committee (CCMC)
- Patron, Nanyang Community Club Building Fund Committee (CCBFC)

**Mr Birch Sio**

Chairman, SMF Singapore Innovation & Productivity Institute (SiPi) Pte Ltd  
Director, SMF Centre for Corporate Learning (CCL) Pte Ltd  
Member, SMF Standards Development Organisation (SMF-SDO) Committee  
Managing Consultant & Director, Concord Associates Pte Ltd

- Member, Quality & Safety Standard Committee (QSSC), Singapore Standards Council, Enterprise Singapore
- President, Association of Safety Auditing Firms (ASAF)
- Committee Member, Occupational Safety & Health (OSH) Workgroup of SMF-SDO, on behalf of ASAF
- Adjunct Associate Professor, Curtin University of Technology, Perth, Australia

**Mr Yeo Cheong Guan**

Director, SMECentre@SMF  
Managing Director, Eng Bee Paper Merchant Pte Ltd

- Director, Singapore Hokkien Yeo See Association
- Director, Younger Singapore Pte Ltd
- Director, Jiangsu Younger Food Ltd, China
- Director, Yangzhou YangYang Frozen Food Co Ltd, China

**Dr Ricky Souw**

Council Member  
Chief Executive Officer, Sanwa Plastic Industry Pte Ltd

- Member, Engineering Advisory Committee (EAC), Nanyang Polytechnic School of Engineering
- Main Committee Member, SME Committee (SMEC), Singapore Business Federation (SBF)
- Council Member, Singapore Precision Engineering & Technology Association (SPETA)
- Member, Advanced Manufacturing R&D Taskforce, National Research Foundation (NRF)
- Member, SME Sub-Committee (SMEC-SC, Technology, Innovation & Productivity), Singapore Business Federation (SBF)
- Steering Committee Member, Singapore Corporation of Rehabilitative Enterprises (SCORE) & SPETA
- Board Member, The Institute of Engineers Incubator / Accelerator (IES-INCA), The Institution of Engineer Singapore (IES)
- Member, Advanced Manufacturing and Engineering Cluster Advisory Board (CAB), The Agency for Science, Technology and Research (A\*STAR)

**Mr Lim Meng Wee**

Deputy Chairman, Health, Safety, Security & Environment Function Committee  
Member, Enterprise Singapore Technical Committee, SS ISO22301 and SS ISO28000  
Managing Director, SP Consulting (International) Pte Ltd

- Independent Director, PNE Industries Ltd
- Licensed Solemnizer (Registrar of Marriages)
- Vice Chair, Queenstown Inter-Racial and Religious Confidence Circles (IRCC)
- Board of Directors, Singapore Christian Home

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# 2019/2020 Milestones

A look back at the key events and initiatives of the year.

## The SMF's Annual General Meeting 2019

**T**he SMF held its Annual General Meeting (AGM) on 20 September 2019. SMF President Mr Douglas Foo chaired the meeting and took the opportunity to update members of the key activities of the Federation over the past year. Mr Foo encouraged members to utilise the services provided by the SMF especially in the areas of digitalisation and the move towards Industry 4.0. He noted that “as with the government’s push for our companies to go into Industry 4.0, the SMF is here to help with business model remodelling, helping businesses to digitise and digitalise, and, leveraging on our extensive global networks to give our member companies a leg up in this competitive world.”

Another key item on the agenda was for members to consider the resolution to adopt the amendments to the Constitution. The draft constitution was circulated to members prior to the AGM with some of the key changes being:

- Updates to “Definitions” – Manufacturing and Manufacturing Services.
- A Re-structure of the Constitution according to the bodies and committees of the Federation.
- Provided for continuity in the Council - extension of terms for Council members to 3 year terms.

The resolution to amend the Constitution as well as all other resolutions were passed unanimously by the members in attendance.

As the meeting wound to a close, the SMF took the opportunity to celebrate the 87th birthday of the Federation. We would like to thank Polar Puffs & Cakes, a member of the SMF for their kind sponsorship of the cake.



SMF President Mr Douglas Foo (third from left) chaired the meeting and took the opportunity to update members of the key activities of the Federation over the past year.



The resolution to amend the Constitution as well as all other resolutions were passed unanimously by the members in attendance.



As the meeting wound to a close, the SMF took the opportunity to celebrate the 87th birthday of the Federation.



# The Singapore Packaging Star Awards 2019

**29** innovative packaging designs won awards at the Singapore Packaging Star Awards 2019 held on 16 August 2019 at the Singapore Marriott Tang Plaza Hotel. Organised by the SMF's Packaging Council of Singapore Industry Group, the gala dinner and award ceremony was graced by Guest-of-Honour, Mr Edwin Tong, Senior Minister of State, Ministry of Law & Ministry of Health.

The Singapore Packaging Star Awards is a prestigious national award that honours companies and students for their innovative and creative packaging designs and material use. The Award has four categories – Commercial Sales & Display, Commercial Environmental Sustainable Packaging, Commercial Transportation & Protection, and Student Sales & Display category. Winners of the Singapore Packaging Star Awards will have the opportunity to gain regional and international acclaim as they will be eligible to compete in the AsiaStar Awards and WorldStar Awards.

This year, out of the 29 awardees, 20 students from different institutes of higher learning were awarded for their packaging designs. Out of these 20 students, three of the students from Ngee Ann Polytechnic went on to represent Singapore at the regional stage, successfully adding the AsiaStar Awards to their collection. By giving a total makeover to cereal boxes, teabag storage and MAGGI® Packaging, they gave conventional product packaging a breath of fresh air, while at the same time keeping in mind the need to keep products fresher for longer.

In the commercial category, two companies received three awards at the local, regional and world stage – the Singapore Packaging Star Awards, AsiaStar Awards, and the WorldStar Awards. Magna International Pte Ltd, who won in the Commercial Environmental Sustainable Packaging Category, showcased a pouch made of mineral stone that will eliminate the use of

conventional anti-corrosion hazardous oil or solvent coatings for all metal substrates for protection against corrosion during storage or shipping. Packaging HUB (S) Pte Ltd, who won in the Commercial Sales & Display Category, put forth an ornately designed chocolate box with 3D art to provide a unique selling point for the product.

In line with Prime Minister Lee Hsien Loong's 2019 National Day Rally message on moving towards a "zero-waste" nation, the messages from all the speakers at this ceremony focused on sustainable packaging for the next generation to have a greener future.

Ms Betty Tan, Chairperson of the SMF's PCS Industry Group said during her welcome address, "In recent times, as environmental concerns resonate globally, reducing waste is a top priority for the PCS. I firmly believe that we must plan for and leave a good place for our next generation and the next. Thus, we must start now and educate our next generation on the importance of protecting our environment."

Mr Douglas Foo, President of the SMF, said during his opening address, "Our work is not done yet. Before we hand over the torch fully to our young, we must continue to instill in our youths the importance of packaging and the use of sustainable materials. The future belongs to the next generation. The youths of today must take charge to secure a greener future."

Mr Edwin Tong, Senior Minister of State, Ministry of Law & Ministry of Health, said during his keynote address, "I would like to encourage the industry to further explore the use of sustainable materials in packaging. While sustainable packaging may seem to be an additional expense for businesses, we need to understand that conventional packaging materials can be resource-intensive and wasteful. In contrast, sustainable packaging maximises the use of recycled materials and low-impact

production processes, thereby conserving raw materials, which in turn preserves precious natural resources for our future generation."

In displaying their entries as part of a showcase, the evening also provided students an invaluable opportunity to interact with veterans in the packaging industry as they explained their design concepts to attendees of the dinner.



Magna International Pte Ltd received three awards from Mr Edwin Tong in the Commercial Environmental Sustainable Packaging Category – Singapore Packaging Star Award, AsiaStar Award, and WorldStar Award.



Packaging Hub (S) Pte Ltd received three awards from Mr Edwin Tong in the Commercial Sales & Display Category – Singapore Packaging Star Award, AsiaStar Award, and WorldStar Award.



Student Awardees

# Minister Dialogue Sessions

**T**he SMF organises closed-door ministerial dialogue sessions as a platform for our members to converse directly with ministers and government officials to better understand policies and provide candid feedback on the challenges that the manufacturing industry face at the ground level.

In October last year, the SMF collaborated with Restaurant Association of Singapore (RAS) and Singapore Retailers Association (SRA) to organise a closed-door dialogue session with Senior Parliamentary Secretary of Manpower and Education, Mayor Low Yen Ling at the Tripartite Alliance for Fair and Progressive Employment Practices Office.

This year, the SMF hosted separate dialogue sessions with Minister for Trade and Industry, Mr Chan Chun Sing as well as Minister for Manpower and Second Minister for Home Affairs, Mrs Josephine Teo. Both these sessions were welcomed with a capacity crowd. Held at the SMF building in the months of January and March 2020, these sessions were crucial to our members at a critical time as COVID-19 cases were starting to increase and measures were being put in place to support the economy.

Facilitated by SMF President Mr Douglas Foo, many participants queried the ministers on the plans for the Singapore economy and also used the opportunity to speak to the Ministers on their key concerns for the future of manufacturing. The Ministers on their part spoke freely, outlining the planned approach for the handling of the outbreak. Reassuring attendees that the Government is committed to assist businesses through the upcoming challenges, both ministers spoke of the need to deepen capability and build business resilience to be ready to take advantage of opportunities brought about by the crisis.



Minister for Trade and Industry Mr Chan Chun Sing graced the Annual SMF "Lo Hei" with members on 31 January 2020.



Minister Chan at the dialogue session with the attendees. Attendees had the opportunity to ask their questions on topics such as business continuity during this virus outbreak and manufacturing-related questions. Minister Chan also shared his heartfelt thoughts to the attendees and assured them that the government was working hard to help Singapore businesses.



In collaboration with RAS and SRA, the SMF held a closed-door dialogue session with Senior Parliamentary Secretary of Manpower and Education, Mayor Low Yen Ling (middle) on 24 October 2019. During the dialogue session, Mayor Low presented some possible ways and examples to creating family and age-friendly workplaces. SMF President Mr Douglas Foo, also remarked how the Singapore government acknowledged the important role TACs played in outreach engagements, capability development in internationalisation and other partnerships.



The SMF organised an insightful closed-door dialogue session with Minister for Manpower and Second Minister for Home Affairs, Mrs Josephine Teo on 13 March 2020. About 180 participants made up of SMF members and representatives from various Trade Associations and Chambers (TACs) and foreign chambers attended the dialogue session. Minister Teo presented some key measures for businesses amid the COVID-19 situation.



SMF President Mr Douglas Foo (left) facilitated the dialogue session where Minister Teo answered questions raised by the audience.



# SAF Day 2019

For the seventh consecutive year, the SMF organised the SAF Day Combined Rededication Ceremony for the East Zone. Paying tribute to all SAF servicemen and women who have played a part in making Singapore a safer home. This year being Singapore's bi-centennial anniversary, the SMF organised the ceremony on a larger scale. Themed "Beneath the Uniform", the event was held at the University Cultural Centre Theatre at the National University of Singapore. Graced by Guest-of-Honour and Officiating Minister, Dr Ng Eng Hen, Minister for Defence, some 700 participants, with 255 NS men and 110 participating organisations attended the event.

The audience was treated to a four-part musical rhapsody that combined video, skit and song to remember the sacrifices and the journey of our people in uniform. Drawing on the theme, it reminds that beneath the uniform, SAF servicemen and women are somebody's family, friend and colleague and that all Singaporeans from all walks of life play a part in keeping Singapore safe. The musical rhapsody was curated and performed by the SPOT Pocket Opera Theatre. CEOs who are representatives of the SMF's member companies also pitched in for the performance to show their support for NSmen.

The Ceremony culminated with a solemn pledge-taking ceremony and the singing of the national anthem. A fitting end to a ceremony that highlights Singapore's security is everyone's responsibility.



SPOT Pocket Opera Theatre performed a musical rhapsody that serves as a timely reminder that all Singaporeans from all walks of life play a part in keeping Singapore safe.



Guest-of-Honour and Officiating Minister, Minister for Defence Dr Ng Eng Hen, delivered the SAF Day message.



SMF President Mr Douglas Foo delivered the welcome address during the event.



Some 700 participants participated in the pledge-taking ceremony.



(front row, fifth from left): Minister for Defence Dr Ng Eng Hen with representatives from the Singapore Armed Forces, SMF Council members, Secretariat and stakeholders.

# ITAP 2019

Industrial Transformation ASIA-PACIFIC (ITAP), a HANNOVER MESSE event, is one of Asia-Pacific's leading trade event for Industry 4.0. Bringing together an ecosystem of manufacturers, government agencies, and businesses ranging from multinational corporations (MNC) to small and medium enterprises (SMEs), the SMF is pleased to be one of the joint organisers of the Singapore Pavilion at ITAP 2019, which took place from 22 to 24 October 2019.

A total of 35 local companies showcased their products under the Singapore Pavilion. 21 of these companies were members of the SMF and it was a dazzling show of expertise across varied industries such as robotics, automation, 3D printing, and numerous other solutions on display.

In addition, the 2nd day of the show also saw the opening of the Global Additive Manufacturing Summit, where the Singapore Standards Council (SSC) launched a new technical reference (TR 70) titled "Guidelines on selection criteria for metal additive manufacturing processes". The development of TR 70 was led by representatives from the Ministry of Defence (MINDEF), the Singapore Armed Forces, the National Additive Manufacturing Innovation Cluster (NAMIC), the additive manufacturing industry, and the SMF – Standards Development Organisation (SMF-SDO). It is the first in a series of four TRs that will be progressively launched by the end of 2020, to provide critical requirements and guidelines for the use of additive manufacturing in military and non-military applications in Singapore. The SMF-SDO also had the opportunity to introduce the standards developed for service and industry robots to Senior Minister of State (SMS) for Trade and Industry Dr Koh Poh Koon.

At the show, SMF Secretary-General Dr Ahmad Magad signed a Memorandum of Understanding (MOU) with iSMART Advanced Manufacturing Solutions (iSAMS) consortium as one of its supporting organisations. Through this MOU, the SMF and iSAMS will assist SMEs in the Singapore manufacturing sector embark on their smart manufacturing transformation and provide resources to SME smart manufacturing providers to better serve manufacturers. iSAMS is founded by iPlast 4.0 Pte Ltd, SMT Technology Pte Ltd and Nanyang Polytechnic.



SMF Secretary-General Dr Ahmad Magad signed a MOU with iSAMS consortium as one of its supporting organisations.



SMF Secretary-General Dr Ahmad Magad (right) introduced the Singapore Pavilion to Deputy Prime Minister and Minister for Finance Mr Heng Swee Keat.



SMF President Mr Douglas Foo participating in the ribbon cutting ceremony to launch the Russian Pavilion at ITAP 2019.



The SSC launched TR 70, a new technical reference titled "Guidelines on selection criteria for metal additive manufacturing processes". The development of TR 70 was led by representatives from MINDEF, the Singapore Armed Forces, the NAMIC, the additive manufacturing industry, and the SMF-SDO.



The SMF-SDO introduced the standards developed for service and industry robots to SMS Dr Koh Poh Koon (seventh from left).



# The SMF Opens Singapore Exchange's Daily Securities Market

In celebration of the 20th Anniversary of the Singapore Exchange and at its invitation, the SMF opened the daily securities market by taking part in the time-honoured tradition of striking the gong on 24 September 2019. In giving the opening address, SMF President Mr Douglas Foo thanked the Singapore Exchange for the invitation, which is a reflection of the Singapore Exchange's dedication to working closer with local manufacturing companies. Mr Foo also praised the Singapore Exchange for putting such strong emphasis on corporate transparency and governance, such that companies listed on the Singapore Exchange have instant credibility.

"Therefore, I think it is very timely that the SMF and the Singapore Exchange have now come together to celebrate the 20th anniversary of the Singapore Exchange. This is a manifestation of our partnership and it is only through such partnerships that Singapore has grown to be a reputable place to do business and come to be known as a global financial hub," said Mr Foo.

Click here to watch the event video.

<https://youtu.be/r8VvMFxB5r0>



SMF Council members opening the market.



SMF President Mr Douglas Foo giving his opening address.



SMF Council members at the opening of the daily securities market on 24 September 2019.

## MOU Signings

As part of providing our members an advantage for their businesses through having a good network for collaboration, the SMF signs Memorandums of Understanding (MOU) with various organisations and stakeholders. During this financial year, the SMF signed 17 MOUs with local organisations such as the Singapore Computer Society (SCS), the Singapore Business Federation (SBF) and the National University of Singapore (NUS) as well as overseas organisations.

These MOUs are focused on collaborations in the fields of technological advancements for the manufacturing sector, internationalisation and talent development.



In May 2019, the SMF signed a Memorandum of Intent (MOI) with the SCS where both parties agreed to set up the Tech Advancement Group (Manufacturing Tech Interest Group) within the SMF. The Tech Advancement Group is a joint initiative by the SCS and the SMF and is supported by the Infocomm Media Development Authority (IMDA) of Singapore under the National Tech Skills Accelerator initiative, to improve the tech capabilities of professionals in the manufacturing sector.



In July 2019, the SMF signed a MOU with the NUS School of Continuing and Lifelong Education (SCALE), where both organisations aim to enable professionals to stay relevant with the right knowledge and skills, and be ready for opportunities in the digital economy. We will work together on initiatives and projects that promote thought leadership and lifelong learning.



In July 2019, the SMF and the SBF signed a Strategic Partnership Memorandum of Understanding (SPM) at the Strategic Planning Session for Trade Associations and Chambers (TAC). Witnessed by Deputy Prime Minister and Minister for Finance, Mr Heng Swee Keat (standing, second from right), Chief Executive Officer of Enterprise Singapore, Mr Png Cheong Boon (standing, second from left), SBF Chairman Mr Teo Siong Seng (standing, extreme left) and SMF President Mr Douglas Foo, the MOU affirms the intent of both the SMF and the SBF to collaborate in the areas of research and advocacy, internationalisation, and capacity building.



# SMF ACTS – COVID-19 Response

**T**o help our members navigate the many different government regulations and relief measures in relation to the COVID-19 pandemic, the SMF launched the SMF ACTS initiative to provide a one stop resource in these difficult times.

Under this initiative, the SMF has among other things assisted our members with appeals to government agencies on circuit breaker restrictions, assisted with spare human resource placements, as well as, organised strategic planning workshops, webinars and virtual business pitching sessions. The SMF also provided free hand sanitisers and sold contactless thermometers at cost price to our members.

The SMF ACTS also includes a COVID-19 microsite for easy access to the latest government advisories, support initiatives by the SMF, email and text for weekly updates by the Secretariat, as well as a resource library from the 'Overcoming' series of webinars providing crucial information on labour solutions, legal obligations, and even business matching.



**Dialogue Session with SMF Members on the COVID-19 Situation:** The SMF held a dialogue session chaired by SMF President Mr Douglas Foo on 12 February 2020 to understand their business needs during the COVID-19 situation. The views from SMF members were forwarded on to Enterprise Singapore which contributed to the formulation of policies in the Singapore Budget 2020 statement.



**Business Continuity Planning Workshop:** To guide members in their Business Continuity Planning (BCP), the SMF organised a BCP workshop on 19 February 2020. Conducted by SMF Deputy President Dr Bicky Bhangu, it was a comprehensive workshop that guided attendees to consider different viewpoints and alternative commercial arrangements in this COVID-19 situation.

**A**dvocate for the Manufacturing Sector

**C**ommitment to Alternative Sources

**T**argeted Solutions to Business Issues

**S**kills and Upgrading Programmes

<https://www.smfederation.org.sg/smf-acts>



**Distribution of Hand Sanitisers and Thermometers to members:** In a national effort to stop the spread of COVID-19, the SMF's new initiative, SMF ACTS, distributed one litre of hand sanitiser to each SMF member over a two-day period on 19 March 2020 and 20 March 2020. Members brought their own bottles to collect the hand sanitisers, a water-based zero-alcohol solution that is non-flammable, toxic or corrosive. Besides distributing hand sanitisers, the SMF made available contactless thermometers at cost price for SMF members.

# TGIF@SMF with RHB

**T**GIF@SMF with RHB is the flagship networking and knowledge sharing event for members of the SMF. Usually held monthly, the sessions aim to facilitate collaboration amongst SMF members and for the SMF secretariat to strengthen its ties with SMF members. With its revamp in early 2019 and collaborations with the SMF's partner RHB Singapore, members have since been treated to insightful sessions every month with themes ranging from Legal concerns, Digitalisation, Succession Planning for Family Businesses and Smart Business Design.

Attended by an average of 100 company representatives each month, TGIF@SMF with RHB counts representatives from both the public and private sectors as notable guest speakers during the sessions. Key guests include speakers from RHB Singapore, IMDA, Samsung Electronics, Sembcorp and Qoo10 to name a few.

The SMF renewed the SMF-RHB Collaboration for 2020 during the Chinese New Year celebrations with our members on 31 January 2020. The collaboration aims to continue to create programmes and events catered to members of the SMF and the manufacturing community. This is the third year that the SMF is collaborating with RHB Singapore to create value and content for our members.

As the COVID-19 outbreak began to bring the shutters down on physical events, RHB Singapore has since continued to be a key partner for the SMF as events pivoted to the online space to address the increasingly urgent needs of members for information and business assistance. The SMF thanks RHB Singapore for its continuous support of the SMF.



Mr Shekhar Jaiswal, Head of Equity Research of the RHB Research Institute Singapore, shared key takeaways for businesses from the Budget during the March 2019 edition of TGIF@SMF with RHB.



Participants got to try "Smart" games to test their focus and reflexes during the October edition of TGIF@SMF with RHB that was titled "Smart Thinking for Smart Businesses".



Speakers for the Legal Edition that was held in July 2019. (From left): Mr Haagen Huang (Head of Transaction Banking Sales, RHB Singapore), Mr James Yeo (Regional Head of Mergers & Acquisitions, RHB Singapore), Mr Ronnie Tan (Founding Director, Central Chambers), Mr Irving Choh (Managing Director, Optimus Chambers), and Mr Linus Ng (Corporate Partner, Donaldson & Burkinshaw).



The SMF renewed its collaboration with RHB Singapore and launched the SMF-RHB Collaboration 2020 during the SMF CNY Lo Hei 2020 celebration. (From left): SMF Vice President Mr Teo Eng Cheong, SMF Secretary-General Dr Ahmad Magad, and Head & CEO of RHB Singapore, Mr Danny Quah.



# Beyond Our Shores

Connecting our manufacturing community to an ever-expanding global network. Forge new partnerships and explore new markets with the SMF.

## Global Business Groups

**T**he SMF's Global Business Group (GBG) is committed to assist our members explore opportunities and internationalise their business through participation in trade fairs and business missions. GBG collaborates with Enterprise Singapore, various embassies, foreign chambers of commerce, business councils and other trade associations to develop cross-border relations and generate trade and investment opportunities that capture new market prospects in geographical or alternative industries for our members, creating a presence at the international level and strengthening the global network.

### Trade Shows

In this financial year, the SMF took the lead in organising Singapore Pavilions in 31 domestic and international trade fairs in various countries such as Malaysia, Vietnam, Indonesia, Cambodia, Thailand, Philippines and in Europe to help local manufacturing companies expand their business horizons. A total of 454 local companies participated and generated more than S\$366 million of sales revenue through these trade fairs.

### Industrial Transformation ASIA-PACIFIC 2019

Industrial Transformation ASIA-PACIFIC (ITAP) 2019, is one of Asia-Pacific's leading trade event for Industry 4.0. A flagship trade fair for the SMF, the event attracted a total of 35 companies housed under the Singapore Pavilion, generating a total of S\$43 million in sales by these participating companies. The event brought together various stakeholders to shape and support transformation initiatives, building a strong ecosystem within the industry. ITAP 2019 was held from 22 to 24 October 2019 at the Singapore Expo with an estimate of 412 exhibitors from different regions, showcasing their manufacturing processes, design and production facilities, distribution systems, and global supply chains.

### Other Notable Trade Shows



**SEMICON Southeast Asia 2019** attracted a total of 39 companies under the Singapore Pavilion, with S\$15 million sales generated in the Pavilion. Held from 7 to 9 May 2019 at Kuala Lumpur, it is one of the top-notch trade fairs within Southeast Asia that is dedicated to microelectronics industries including semiconductors, LEDs, MEMs, OLEDs, printed/flexible electronics and other related industries.



A total of 35 local companies were housed under the Singapore Pavilion at ITAP 2019.



Exhibitors showcased their innovative products in their respective booths. Pictured above: Weston Robot Pte Ltd showcased its exoskeleton.





The SMF led 25 Singapore companies from the Food and Beverages industry to showcase their new and innovative food products at **THAIFEX – World of Food Asia 2019**, which was held in Bangkok, Thailand from 28 May to 1 June 2019. THAIFEX is one of Asia's leading trade show for the Food and Beverages industry. With a total of 2,745 exhibitors from different markets, the show attracted 67,136 visitors from various related industries. Business matching and cooking demonstrations were some of the highlights that were successfully organised for some of our Singapore companies.



**Broadcast Asia 2019** was held from 18 to 20 June 2019 at Suntec City, Singapore. It showcased the latest technologies and trends that promise to shape Asia's digital future. A total of 33 Singapore companies exhibited under the Singapore Pavilion and together, they yielded S\$56 million of sales. It is one of the must-attend international events that brings together some of the largest telecommunication, media and technology professionals. The event had over 1,700 exhibitors and held a series of discussions on issues such as artificial intelligence and cybersecurity.



Held from 2 to 4 July 2019, the SMF and SGTech jointly organised a Singapore Pavilion at the second edition of **Interpol World 2019** that housed 24 Singapore companies with S\$25 million worth of sales generated. The event provided a strategic platform to shape global responses to future security threats, through dialogues and exhibitions where companies showcased innovative and cutting-edge technologies. With Interpol's 190 member countries and at least 450 key decision-makers, the exhibition gathered 8,000 trade and professional visitors from international police organisations, law enforcement agencies and corporate security professionals. (From left): SMF Secretary-General Dr Ahmad Magad, Minister for Manpower and Second Minister for Home Affairs Mrs Josephine Teo and SGTech Executive Director Mr Yeo See Kiat at the Singapore Pavilion Lounge.



**Cosmobeauté Malaysia 2019** is the leading international exhibition for the beauty and aesthetics, spa, and wellness industry, housing both international and local premium beauty brands under one roof. Held at Putra World Trade Centre, Kuala Lumpur from 15 to 18 July 2019, the fair housed 13 Singapore companies under the Singapore Pavilion, showcasing their latest innovative beauty products and equipment, and generated S\$7 million in sales revenue. Cosmobeauté is a platform that connects beauty trade professionals within the region to explore business opportunities. Apart from Malaysia, Cosmobeauté is also present in Vietnam and Indonesia.



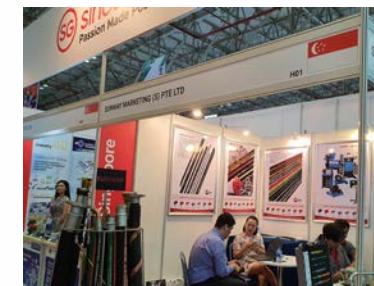
Held from 9 to 12 September 2019, Australia's leading trade exhibition - **Fine Food Australia 2019** connected buyers and sellers within the food services, hospitality and retail industries. 9 Singapore companies were housed under the Singapore Pavilion, generating sales of S\$770,000. It is a popular event for international buyers sourcing products from the Asia-Pacific region, with over 26,000 visitors across 60 countries. Fine Food Australia welcomed personnel from restaurants, cafes, bars, hotels to bakeries and patisserie. With the diverse audience, it increases brand awareness for Singapore companies' to buyers that are sourcing for new suppliers, new products and innovations.



The SMF led 15 local companies from the Building and Construction industry to showcase the latest building materials and construction equipment at **CamBuild 2019**, which was held in Phnom Penh, Cambodia from 18 to 20 September 2019. Housing over 300 local and international brands, Cambuild provided an international stage where exhibitors found opportunities to grow and connect with international buyers. An equipment display show was successfully organised for Singapore's building and construction companies during this three-day event.



**Tank Storage Asia** is a platform that brings together the Southeast Asian bulk liquid storage industry to discover business and network opportunities. The show was dedicated to both suppliers and manufacturers from across the supply chain in the region. Held at the Marina Bay Sands Expo & Convention Centre, from 25 to 26 September 2019, the SMF housed 14 Singapore companies under the Singapore Pavilion to showcase their latest technologies as well as innovative equipment and services.



**Metalex Vietnam 2019** was held from 10 to 12 October 2019 in Ho Chi Minh City, Vietnam. A total of 10 Singapore companies were housed under the Singapore Pavilion, where they showcased innovative metalworking machinery, latest welding technologies and industrial robots. The show was co-located with "Welding Vietnam 2019" and "ROBOT X @ HCMC", attracting over 500 participating brands from local and international companies with their state-of-the-art welding technologies. An estimated 16,000 trade visitors came to this one-stop networking platform dedicated to the metalworking industry.



The medical and healthcare sector met in Düsseldorf from 18 to 21 November 2019 for **Medica 2019**. With a record participation of 5,598 exhibitors from 69 countries, it was the world's largest and leading medical trade fair with 121,369 visitors from 177 countries. 15 Singapore companies showcased an array of innovative medical technologies ranging from AI technology for analysis of neurological disorders to 3D printing to produce implantable devices that enable the body to regenerate tissue such as bone and cartilage.



# Visits from VIPs and Dignitaries

## VIP Visits

To maintain robust international relationships, the SMF received more than 400 delegations and ambassadors during this financial year. Through these visits, the SMF forms connections with international bodies, helping the local manufacturing community go beyond the shore into other markets.



**13 May 2019** High Commissioner of the United Kingdom to Singapore, His Excellency Scott Wightman (second from left), was received by SMF Deputy President Dr Bicky Bhangu (third from right), SMF Honorary Treasurer Mr Saw Ken Wye (second from left), SMF Council member Mr Alessandro Perrotta (third from left) and SMF Secretary-General Dr Ahmad Magad (extreme left).



**12 April 2019** Mr Jari Gustafsson, Permanent Secretary of the Ministry of Economic Affairs and Employment of Finland



**02 May 2019** His Excellency Santiago Miralles Huete, Ambassador Extraordinary and Plenipotentiary of Spain to Singapore



**21 May 2019** The SMF received Senior Parliamentary Secretary for Trade and Industry Dr Tan Wu Meng (third from right) and President of Singaporean-German Chamber of Industry and Commerce, Dr Claus Trenner (second from left).



**23 May 2019** Dr Vu Viet Ngoan, Economic Advisor to the Prime Minister and President of the Vietnam, Singapore Friendship Association



**26 June 2019** His Excellency Chua Thai Keong, High Commissioner of Singapore to the Republic of South Africa



**27 June 2019** Mr Le Ngoc Hoa, Vice Chairman of the People's Committee of Nghe An Province of Vietnam



**11 July 2019** Mr Alade Akinremi Bolaji, Acting High Commissioner of Nigeria to Singapore



**11 July 2019** Dr Arken Arystanov, Ambassador Extraordinary and Plenipotentiary of The Republic of Kazakhstan



**29 July 2019** Datu Liaw Soon Eng, Permanent Secretary of Ministry of Industrial and Entrepreneur Development of Sarawak (second from right)



**15 August 2019** Dr Veerathai Santiprabhob, Governor of the Bank of Thailand



**23 August 2019** Her Excellency Joanne Diedre Tyndall, High Commissioner of New Zealand to Singapore



**18 September 2019** His Excellency Sagi Karni, Ambassador Extraordinary and Plenipotentiary of Israel to Singapore



**23 September 2019** Her Excellency Magdalena Bogdziewicz, Ambassador Extraordinary and Plenipotentiary of The Republic of Poland



**24 September 2019** His Excellency Truong Hoa Binh, Permanent Deputy Prime Minister of Vietnam



**26 September 2019** His Excellency Antti Tapani Vanska, Ambassador Extraordinary and Plenipotentiary of the Republic of Finland



**30 October 2019** His Excellency Patrick Bourne, Ambassador Extraordinary and Plenipotentiary of the Republic of Ireland



**31 October 2019** Mr Rafik Kamal Mansour, Deputy Chief of Mission, Embassy of the United States of America in Singapore



**31 October 2019** Mr Christopher Quinlivan, Commercial Counsellor from the Embassy of The United States of America in Singapore



**18 December 2019** Mr Do Minh Phu, Chairman of DOJI Group of Vietnam



**2 January 2020** His Excellency Victor H Rojas, Ambassador Extraordinary and Plenipotentiary of the Republic of Costa Rica to Singapore



**2 January 2020** Her Excellency Rukhsana Afzaal, High Commissioner of Islamic Republic of Pakistan to Singapore



**13 January 2020** Her Excellency Sumadhurika Sashikala Premawardhane, High Commissioner of the Democratic Socialist Republic of Sri Lanka to Singapore



**21 January 2020** His Excellency Vongsey Vissoth, Permanent Secretary of State, Ministry of Economy and Finance of Kingdom of Cambodia



**11 February 2020** His Excellency Manuel Hernando Solano Sossa, Ambassador Extraordinary and Plenipotentiary of the Republic of Colombia



**26 February 2020** His Excellency Saoud Jassim Mohammed Al-Jufairi, Ambassador Extraordinary and Plenipotentiary of the State of Qatar to Singapore



**12 March 2020** His Excellency Dr Suriya Chindawongse, Ambassador Extraordinary and Plenipotentiary of Thailand to Singapore



**16 March 2020** Her Excellency Kara Justine Owen, High Commissioner of United Kingdom to Singapore



## Incoming Delegations



**29 April 2019** SMF President Mr Douglas Foo, together with a few of the SMF Council members, welcomed a delegation from the Selangor Branch and Johor Branch of the Federation of Malaysian Manufacturers (FMM).



**29 July 2019** The SMF welcomed a delegation from the China-ASEAN Centre.



**20 August 2019** The SMF received delegates from the Russian Federation.



**21 June 2019** Hon. Treasurer Mr Saw Ken Wye (fifth from right) and SMF Council Member Mr Adam Hamid (second from left) received the delegation from Jordan who were led by Minister of Industry and Trade of Jordan, Dr Tareq Hamouri (middle).



**15 August 2019** SMF President Mr Douglas Foo (fourth from right) and SMF Vice President Mr Poh Choon Ann (second from right) received the delegation from People's Government of Chongqing, Bishan District (CQBS). The delegates were led by Standing Committee Member and Director of the Organisation Department, Ms Wan Rong (third from right).



**5 September 2019** The SMF received delegates from Taiwan Federation of Industries. The SMF was represented by SMF Vice President Mr Poh Choon Ann (front, second from right) and SMF Council member Mr Simon Li (front, second from left), who welcomed Director of the Taiwan Federation of Industries Mr Yang Ying-ming (front, third from left) and his delegates to the SMF.



**14 October 2019** The SMF welcomed officials from the Bishan District Committee of Chongqing. SMF Vice President Mr Poh Choon Ann (third from left), received the delegates, who were led by Secretary of the Bishan District Committee of Chongqing, Mr Lan Qinghua (fourth from left).



**23 October 2019** SMF President Mr Douglas Foo (front, middle) received Deputy Chairman of the Son La People's Council, Mr Bui Minh Son (front, second from left) and his delegates from Son La Province, Vietnam. The visit was to explore possible collaboration and learn about the development of Singapore companies in various industries. The group also discussed about Smart City, digitalisation, education and training, healthcare and other developments.



**30 October 2019** The SMF received a delegation from Zao Zhuang, China.



**21 October 2019** The Federation of Malaysian Manufacturers (FMM) President, Tan Sri Dato's Soh Thian Lai (front, fifth from left) led his team of delegates to the SMF where they were welcomed by SMF President Mr Douglas Foo (front, sixth from left), some of the SMF's Council members and SMF Secretary-General Dr Ahmad Magad (front, third from right). This visit was to hold a business discussion on possible partnerships and strategic alliance. Both Federations also explored possible ways to implement Industry 4.0 tools to connect Singapore and Malaysian companies.



**25 October 2019** The SMF received a group of delegates from Chongqing, China.



**5 November 2019** The Bangladesh delegation of the Temasek Foundation Productivity and Innovation Management Programme visited the SMF for a business meeting with the SMF Secretariat. The delegation was led by their mission leader, Dr Md Mafizur Rahman.





**20 November 2019** Delegates from Dalian, China visited the SMF. The delegates were received by SMF Council member Mr Simon Li.



**25 November 2019** The SMF welcomed Deputy Director-General of Yunnan Provincial Investment Promotion Bureau, Mr Fan Tao (seventh from left) and his officials. The delegation was received by SMF Council member Mr Simon Li (eighth from left). The purpose of the visit was to gain a better understanding of Yunnan's business opportunities.



**4 December 2019** The SMF met with a delegation from the Vietnam-Singapore Friendship Association. The delegates were received by SMF Deputy President Dr Bicky Bhangu.



**4 December 2019** The SMF welcomed a team of students from Chikushi Jogakuen, Japan.



**6 December 2019** A group of delegates from Chongqing, China visited the SMF.



**11 December 2019** Delegation from Gansu Department of Commerce, China were received by SMF Council member Mr Simon Li during their visit to the SMF.



**12 December 2019** Egyptian Delegation visited the SMF. The delegation was led by its Mission Leader, Mr Essam Elnaggar.



**16 December 2019** Korean delegation visited the SMF.

# Cross-Border Seminars

The SMF organised seminars and conferences to share business knowledge to participants and update them on the latest policies, free trade agreements, and investment opportunities to guide them into other markets with ease.



**24 April 2019** The SMF organised the **CommunicAsia Industry Briefing Panel** on "Fire-side chat: Addressing Cybersecurity, Interoperability and Standards in Industrial Transformation".



**10 April 2019** The SMF organised the **Asian Utility Week 2019 Industry Briefing Panel** on "Infrastructure Opportunities: Transitioning to an electric economy".



**22 May 2019** SMF President Mr Douglas Foo was invited as the Guest-of-Honour to the **World Opportunities Forum Panel** on "Connect, Create and Cross Invest". He was followed by 30 esteemed speakers and moderators, 18 of whom were heads of missions representing their countries in Singapore.



**29 May 2019** The SMF organised a seminar on **Business Opportunities in Can Tho City of Vietnam** with Chairman of People's Council of Can Tho City Government, Mr Pham Van Hieu (fifth from left). The speakers include Ambassador of Socialist Republic of Vietnam to Singapore, Her Excellency Tao Thi Thanh Huong (sixth from left), SMF President Mr Douglas Foo (seventh from left) and many other Vietnam delegates.



**19 June 2019** The SMF organised the seminar on **Business Opportunities in Thai Binh Province of SR Vietnam**. Delegates from the Thai Binh Province and Ambassador of Socialist Republic of Vietnam to Singapore, Her Excellency Tao Thi Thanh Huong (seventh from left) and SMF President Mr Douglas Foo (sixth from left) were present at the seminar.





**8 July 2019** SMF President Mr Douglas Foo attended the **Timor-Leste-Singapore Business Forum** at Shangri-La Hotel, Singapore. The SMF was one of the supporting organisations for this forum.



**1 August 2019** The SMF organised a **“Pahang Investment Forum 2019 – Doing Business in Pahang”** together with the Malaysian Trade Commission of the High Commission of Malaysia, Singapore. High level dignitaries such as High Commissioner of Malaysia to Singapore, His Excellency Dato’ Zainol Rahim Zainuddin and Chief Minister of Pahang and Representatives from Pahang State Government, East Coast Economic Region Development Council (ECERDC) and Malaysian Investment Development Authority (MIDA), His Excellency Dato’ Sri Haji Wan Rosdy Wan Ismail presented at the forum.



**16 August 2019** The SMF organised a **Sarawak-Singapore Business Forum & Expo 2019**. Minister for Trade and Industry Mr Chan Chun Sing and Chief Minister of Sarawak His Excellency Datuk Patinggi (Dr) Abang Haji Abdul Rahman Zohari Tun Abang Haji Openg were present at the forum.



**9 July 2019** The SMF organised a roundtable meeting on **“US Economic and Trade Sanctions on Foreign Business – Gaining an Understanding on Implications and Compliance”** with the US Department of Treasury’s Office of Foreign Assets Control (OFAC). Speakers in this roundtable meeting include SMF Secretary-General Dr Ahmad Magad, SMF Regional Head for Americas Business Group Mr Alessandro Perotta, as well as Ms Kerri Bitsoff, Enforcement Officer, US Department of Treasury’s OFAC and her team of delegates.



**24 September 2019** The SMF organised a **closed-door roundtable dialogue session with Permanent Deputy Prime Minister of Vietnam, Mr Truong Hoa Binh** (fifth from right) together with his delegates and some of the SMF’s Council members. SMF President Mr Douglas Foo (fourth from right) led the SMF team in this session.



**25 November 2019**, SMF Deputy President Dr Bicky Bhangu was invited by the Embassy of the Socialist Republic of Vietnam to take part in the time-honoured tradition of **striking the gong to open the securities market** at SGX Building. During the ceremony, Dr Bicky shared some of the SMF’s initiatives and programmes. The ceremony was attended by Ambassador of Socialist Republic of Vietnam to Singapore, Her Excellency Tao Thi Thanh Huong, her delegates and representatives from Singapore Exchange Limited.

## MOU Signings



**23 April 2019** The SMF and the Federation of Malaysian Manufacturers (FMM) renewed their MOU which encourages more strategic partnerships with each other to bring their respective member companies to greater heights. The MOU was signed by SMF President Mr Douglas Foo (left) and FMM President Dato’ Soh Thian Lai (right), witnessed by Deputy Minister for International Trade and Industry, YB Dr Ong Kian Ming (middle).



**19 June 2019** A MOU was signed between the SMF and Thai Binh Economic Zone and Industrial Zone Management Board of Thai Binh Province of Socialist Republic of Vietnam (TBEZ & IZMB). The MOU was signed by SMF President Mr Douglas Foo, and TBEZ and IZMB Acting Head of Board Mr Khuc Van Luong.



**21 June 2019** The SMF signed a MOU with Jordan Chamber of Industry (JCI), which was signed by SMF President Mr Douglas Foo and JCI Chairman Eng. Fathi Aljaghbir (extreme right).



**22 October 2019** SMF Secretary-General Dr Ahmad Magad represented the SMF in the MOU signing with the Association of Kazakhstan Machinery Industry.



**29 May 2019** The SMF signed a MOU with the People’s Council of Can Tho City of Vietnam. The MOU was signed by SMF President Mr Douglas Foo and Permanent Vice Chairman of People’s Council of Can Tho City of Socialist Republic of Vietnam Mr Dao Anh Dung (seated, right). The signing was witnessed by Ambassador of Socialist Republic of Vietnam to Singapore, Her Excellency Tao Thi Thanh Huong (standing, middle).



**21 June 2019** The SMF signed a MOU with with Jordan Chamber of Commerce (JOCC). This MOU was signed by SMF President Mr Douglas Foo and Chairman of JOCC, Senator Nael AlKabariti (right). The signing was witnessed by Minister for Trade and Industry Mr Chan Chun Sing (standing, middle), Jordan’s Minister of Industry and Trade, Dr Tareq Hamouri (standing, right), and Jordan’s Minister of Digital Economy and Entrepreneurship, His Excellency Mothanna Gharaibeh (standing, left).



**15 August 2019** The SMF signed a MOU with The People’s Government of Chongqing, Bishan District (CQBS). The MOU was signed by SMF President Mr Douglas Foo and CQBS Standing Committee Member and Director of the Organisation Department Ms Wan Rang (second from right). The signing was witnessed by Mr Sam Goi Seng Hui, SMF’s Senior Representative and Mr Poh Choon Ann, the SMF’s Senior Advisor to China Business Group.



**24 October 2019** SMF Secretary-General Dr Ahmad Magad signed a MOU with iSMART Advanced Manufacturing Solutions (iSAMS) consortium as one of its supporting organisations. Through this MOU, the SMF and iSAMS will assist SMEs in the Singapore manufacturing sector embark on their smart manufacturing transformation and provide resources to SME smart manufacturing providers to better serve the manufacturers. iSAMS was founded by iPlast 4.0 Pte Ltd, SMT Technology Pte Ltd and Nanyang Polytechnic. The consortium was officially launched at ITAP 2019.



# Overseas Business Missions

## Council Mission to Kuala Lumpur, Malaysia

Led by SMF President Mr Douglas Foo, the SMF organised a Council Mission to Kuala Lumpur for the Annual SMF – Federation of Malaysian Manufacturers (FMM) Dialogue Session on 23 April 2019. The SMF and FMM have always enjoyed a close relationship and both Councils have been having regular dialogues and engagement sessions with a primary focus on issues faced by the manufacturing community in both countries. Through such missions, the SMF continues to build important linkages beyond Singapore to benefit our member businesses.



Led by SMF President Mr Douglas Foo (front, fourth from left), the SMF Council members went on a council mission to Kuala Lumpur to meet FMM representatives on 23 April 2019.



SMF Council members and Secretariat staff met with Deputy Minister, YB Dr Ong Kian Ming.



SMF President, Mr Douglas Foo and FMM President, Dato' Soh Thian Lai, chaired the annual SMF-FMM dialogue session.



SMF and FMM Council members and Secretariat staff had the chance to meet with former Prime Minister of Malaysia, Tun Dr Mahathir bin Mohamad during their time in Malaysia.

## Business mission to Johor Bahru, Malaysia

The SMF organised a business mission to Johor Bahru, Malaysia on 4 July 2019 to explore business opportunities in the Malaysian market and to meet with other industrial players to foster possible working relationships. This business mission was jointly organised with Iskandar Halal Park (IHP), the FMM, Malaysian Investment Development Authority (MIDA) and Senai Airport City. During the business mission, Singapore company representatives visited the Eco Business Park II, which was located in Iskandar Malaysia, and attended a business talk on investing in the halal industry in Johor.



The business mission representatives attended a business talk and met with Chief Executive Officer of IHP En. Ahmad Lokman bin Ibrahim and Johor Committee Chairman of Investment and Utilities Y.B. Jimmy Pua Wee Tse.



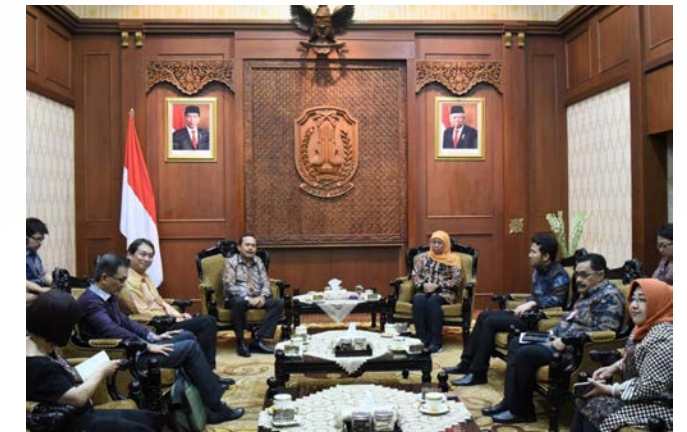
The business mission representatives visited Eco Business Park II, which is located at Iskandar, Malaysia.

## SMF Business Mission to Surabaya, Indonesia

The SMF organised a business mission to Surabaya, Indonesia on 13 December 2019 to help Singapore companies explore business and investment opportunities in Indonesia. The mission was led by SMF President Mr Douglas Foo, together with Ambassador of the Republic of Indonesia to Singapore, His Excellency Mr Ngurah Swajaya.



SMF President Mr Douglas Foo (fourth from left) together with Ambassador of the Republic of Indonesia to Singapore, His Excellency Mr Ngurah Swajaya (fifth from left) led Singapore company leaders to Surabaya Indonesia where they met with East Java Governor Khofifah Indar Parawansa (middle) and East Java Vice Governor the Hon. Emil Elestianto Dardak (fifth from right).



East Java leaders and Singapore business leaders discussed possible business and investment opportunities in East Java.



# Working in Partnership (WIP)

The SMF fronted the Working in Partnership (WIP) Programme where it helps the food and beverage (F&B) manufacturing industry capture other markets through the concept of “hunting in packs”. Supported by Enterprise Singapore, this programme helps the F&B industry internationalise and put their food products on the shelves at overseas supermarkets.

## SIAL China 2019 Shanghai

The SMF organised a WIP booth at SIAL China in Shanghai, from 14 to 16 May 2019. SIAL China is Asia’s largest and the third largest food innovation exhibition in the world, attracting around 110,000 local and international professional visitors yearly and is seen as a must go event of the food and beverage industry.

A total of 15 companies participated and displayed their products in this tradeshow under the WIP contingent, which formed the Singapore Pavilion. For some of the participating companies, this WIP campaign in Shanghai represented their first venture into the Chinese market and is indeed a good platform for them to better understand Chinese consumers’ needs and create brand awareness. For others, this has been a repeat event for them as it has generated many successful leads.

## China Food Expo 2019 Wuhan

The SMF organised a WIP booth at the China Food Expo 2019 in Wuhan, China from 6 to 9 December 2019. The China Food Expo has been recognised by governments, business associations, and food producers across China as a leading food exhibition in Wuhan. China Food Expo 2019 covered a total of 48,000 square metres, with an estimate of 16,000 professional visitors.

A total of 7 companies participated and displayed their products in this tradeshow under the WIP contingent, which formed the Singapore Pavilion. For some participating companies, this WIP campaign represented their first venture into the Wuhan market.

Besides participating in the trade fair, the SMF worked with the Enterprise Singapore Wuhan Office and a Wuhan importer to hold a networking dinner together with the Singapore delegates and Wuhan buyers.



A total of 15 companies participated and displayed their products in this tradeshow under the WIP contingent, which formed the Singapore Pavilion.



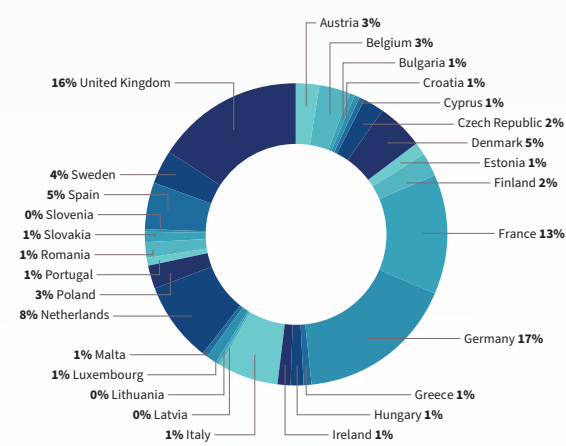
Booth sampling of the Singapore products – featuring Unisoy a home-grown company that manufactures instant soy milk powder from non-GMO Soy Beans



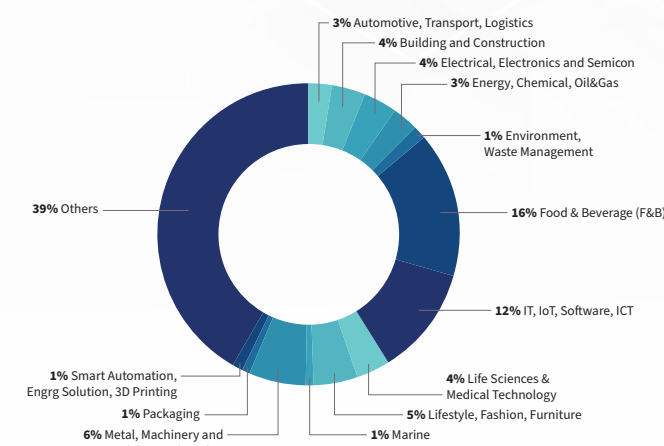
Sampling and product displays at the booth. It was the first time in Wuhan for companies like Mr Popiah and Lim Kee Food Manufacturing Pte Ltd.

# Enterprise Europe Network Singapore

To assist Singapore companies gain access into EU markets through business and technology partnership opportunities with European companies, the SMF collaborated with Enterprise Singapore and Intellectual Property Intermediary (IPI) to set up the Singapore branch of the Enterprise Europe Network (EEN). To date, over 1000 Singapore companies have registered to join EEN and be part of its database.



Preferred EU countries in EEN Database



Sector Group in EEN Database

## Seminar on Taxation in France, Italy & Switzerland and European Union General Data Protection Regulation (EU GDPR)



Speakers from Fidinam Group answered questions from the audience during the seminar.

EEN Singapore organised a seminar titled “Taxation in France, Italy & Switzerland and the EU GDPR” on 17 April 2019. Speakers from GS1 Singapore and Fidinam Group who specialise in taxation in the three European countries, as well as in the EU GDPR, shared insights on doing business, taxation policies in the three European countries, as well as the framework of the EU GDPR.

## Conversation with the British High Commissioner His Excellency Scott Wightman – Brexit and United Kingdom Going Forward



SMF Deputy President Dr Bicky Bhangu with British High Commissioner His Excellency Scott Wightman (right) at the dialogue session to answer questions from the audience regarding Brexit.

EEN Singapore held a conversation with the British High Commissioner His Excellency Scott Wightman to an audience of over 120 company representatives on 13 May 2019. During the conversation, the Commissioner gave an update on the Brexit situation and his insights to its possible outcomes. He also shared how the United Kingdom is shifting its focus to Asia, with possible developments in new bilateral trade arrangements with Asian economies post-Brexit.



## German-Singaporean Trade Forum



Guest-of-Honour, Senior Parliamentary Secretary for Trade and Industry Dr Tan Wu Meng (middle) and SMF President Mr Douglas Foo (second from right) together with representatives from Singaporean-German Chamber of Industry and Commerce, German Embassy to Singapore, and Association of German Chambers of Industry and Commerce.

EEN Singapore co-organised the German-Singaporean Trade Forum titled “Ensuring market access in times of turbulent trade” on 21 May 2019. During the forum, the Guest-of-Honour, Senior Parliamentary Secretary for Trade and Industry Dr Tan Wu Meng delivered his keynote speech, which outlined the importance of FTAs, business opportunities available in Singapore and Germany and what both nations are doing to ensure a predictable operating business environment. A lively panel discussion was held where panellists from Singapore and Germany shared their insights on the Singapore and Germany markets.

## Greek-Singapore Business Forum



(From left): SMF Deputy President Dr Bicky Bhangu, Ambassador Extraordinary and Plenipotentiary of Greece to Singapore Her Excellency Constantina Koliou, SMF President Mr Douglas Foo, Minister for Foreign Affairs of Greece Mr Georgios Katrougalos, Vice President of Greek Exporters Association Mr Panagiotis Hassapis, and Vice-Chairman of SEV – Hellenic Federation of Enterprises Mr Konstantinos Bitsios



Business delegation from Greece met with company representatives from Singapore.

EEN Singapore organised a Greek-Singapore Business Forum and Business-to-Business (B2B) Matching Session on 29 May 2019. During the forum, speakers presented business and investment opportunities that are available in both Singapore and Greece. Representatives from Singapore companies then had a B2B matching session with Greek business delegates led by the SEV – Hellenic Federation of Enterprises. This business forum also saw the signing of a memorandum of understanding (MOU) between the SMF and SEV – Hellenic Federation of Enterprises.



The SMF signed a MOU with SEV – Hellenic Federation of Enterprises during the forum.

## The SMF Signs MOU with Confederation of Netherlands Industry and Employers (VNO-NCW)



SMF President Mr Douglas Foo and VNO-NCW President Mr Hans de Boer (right) signed the MOU during TGIF@SMF with RHB.

A delegation from the Confederation of Netherlands Industry and Employers (VNO-NCW) visited the SMF on 31 May 2019, where they signed a MOU with the SMF at the SMF's flagship networking event, TGIF@SMF with RHB. The MOU was signed by SMF President Mr Douglas Foo and VNO-NCW President Mr Hans de Boer. This MOU signifies a commitment to strengthen business relations and promote mutual cooperation with a view to assisting local companies expand into the Netherlands market.

## Business Seminar On “Business Continuity Planning and Management in Time of Crisis”



Partners from Eversheds Harry Elias, Mr Derick Ting (left) and Mr K K Lim, facilitated the Q&A segment.

EEN Singapore organised a business seminar for small and medium-size enterprises (SMEs) on 17 March 2020 to guide them in their Business Continuity Planning (BCP) amid the COVID-19 situation.

Conducted by partners from Eversheds Harry Elias, the seminar attracted some 40 SME representatives where they received practical and straightforward advice on BCP for businesses, practitioners and vendors. Many aspects on crisis management were also covered such as its framework and protocols, cyber hygiene practices for organisations and managing contractual impact in a crisis.



# List of SMF Partners

## Number of Singapore Partner Organisations

- |   |   |
|---|---|
| 1. Africa-South East Asia Chamber of Commerce                         | 45. Real Estate Developers' Association of Singapore            |
| 2. American Chamber of Commerce in Singapore                          | 46. Republic Polytechnic (RP)                                   |
| 3. American Society of Transportation and Logistics                   | 47. Restaurant Association of Singapore                         |
| 4. Association for the Advancement of Medical Instrumentation         | 48. RHB Singapore   |
| 5. Association of Banks in Singapore                                  | 49. SGTech  |
| 6. Association of Small and Medium Enterprises (ASME)                 | 50. Singapore Institute of Manufacturing Technology (SIMTech)   |
| 7. Australian Alumni Singapore  | 51. Singapore Armed Forces (SAF)                                |
| 8. British Chamber of Commerce  | 52. Singapore Association for Private Education (SAPE)          |
| 9. Canadian Chamber of Commerce in Singapore                          | 53. Singapore Business Advisors and Consultants Council (SBACC) |
| 10. China Enterprises Association                                     | 54. Singapore Business Federation (SBF)                         |
| 11. Consumers Association of Singapore (CASE)                         | 55. Singapore Chinese Chamber of Commerce and Industry (SCCCI)  |
| 12. Design Business Chamber Singapore (DBCS)                          | 56. Singapore Computer Society                                  |
| 13. Economic Development Board (EDB)                                  | 57. Singapore Contractors Association Limited                   |
| 14. Enterprise Singapore  | 58. Singapore Corporation of Rehabilitative Enterprises (SCORE) |
| 15. European Chamber of Commerce, Singapore                           | 59. Singapore Environment Council (SEC)                         |
| 16. EXPERIAN  | 60. Singapore Food Manufacturers' Federation (SFMA)             |
| 17. Food Industry Asia (FIA)  | 61. Singapore Hotel Association                                 |
| 18. Food Innovation and Resource Centre, Singapore Polytechnic (FIRC) | 62. Singapore Indian Chamber of Commerce and Industry (SICCI)   |
| 19. French Chamber of Commerce in Singapore                           | 63. Singapore Institute of Management (SIM)                     |
| 20. Health Promotion Board (HPB)                                      | 64. Singapore Institute of Technology (SIT)                     |
| 21. Infocomm Media Development Authority (IMDA)                       | 65. Singapore International Chamber of Commerce (SICC)          |
| 22. Institute of Engineers, Singapore                                 | 66. Singapore Logistics Association (SLA)                       |
| 23. Institute of Singapore Chartered Accountants                      | 67. Singapore Malay Chamber of Commerce and Industry (SMCCI)    |
| 24. Institute of Technical Education (ITE)                            | 68. Singapore Management University (SMU)                       |
| 25. Italian Chamber of Commerce in Singapore                          | 69. Singapore National Employers Federation (SNEF)              |
| 26. Intellectual Property Office of Singapore (IPOS)                  | 70. Singapore Police Force (SPF)                                |
| 27. iSmart Advanced Manufacturing Solutions (iSAMS)                   | 71. Singapore Polytechnic (SP)                                  |
| 28. Japanese Chamber of Commerce and Industry Singapore               | 72. Singapore Press Holdings                                    |
| 29. JTC Corporation   | 73. Singapore Retailers Association                             |
| 30. Korean Chamber of Commerce (Singapore)                            | 74. Singapore Shipping Association                              |
| 31. LASALLE College of the Arts                                       | 75. Singapore University of Social Sciences (SUSS)              |
| 32. Ministry of Education (MOE)                                       | 76. Singapore University of Technology and Design (SUTD)        |
| 33. Ministry of Manpower (MOM)  | 77. Singaporean-German Chamber of Industry and Commerce         |
| 34. Ministry of the Environment and Water Resources (MEWR)            | 78. SkillsFuture Singapore (SSG)                                |
| 35. Ministry of Trade and Industry (MTI)                              | 79. Specialists Trade Alliance of Singapore                     |
| 36. Nanyang Academy of Fine Arts (NAFA)                               | 80. Temasek Polytechnic (TP)                                    |
| 37. Nanyang Polytechnic (NYP)   | 81. The Australian Chamber of Commerce, Singapore               |
| 38. Nanyang Technological University (NTU)                            | 82. Vietnam Chamber of Commerce                                 |
| 39. Nanyang Technological University Student Union (NTUSU)            | 83. Workforce Singapore (WSG)                                   |
| 40. National Environment Agency (NEA)                                 | 84. WSH Council   |
| 41. National University of Singapore (NUS)                            |   |
| 42. New Zealand Chamber of Commerce (Singapore)                       |   |
| 43. Ngee Ann Polytechnic (NP)   |   |
| 44. NTUC Learning Hub Pte Ltd   |   |

## Number of Overseas Partner Organisations

### AMERICAS

- |   |   |
|---|---|
| 1. Banco Adolpho Oliveria (represent the Central East Trade Corridor; CETRAC) | 12. The Chamber of Commerce of Lima, Peru   |
| 2. Camara de Comercio Brasil - Cingapura                                      | 13. U.S. Department of Commerce (International Trade Administration)  |
| 3. Camara de Comercio Exterior de Cordoba                                     | 14. Union Industrial Argentina  |
| 4. Camara Nacional de la Industria de Transformacion                          | 15. The Association for the Advancement of Medical Instrumentation of United States (AAMI)                                  |
| 5. Canadian Manufacturer's Association  | 16. Trinidad & Tobago Manufacturers' Association  |
| 6. Confederacion de Camaras Industriales de los Estados Unidos Mexicanos      | 17. The Mexican Businessmen's Council for International Affairs (Consejo Empresarial Mexicano Para Asuntos Internacionales) |
| 7. Confederation College  | 18. The Dade County Beacon Council  |
| 8. Corredor Centroleste   | 19. The Sociedad de Fomato Fabril (SOFOFA), Chile   |
| 9. Guadalajara National Chamber of Commerce of Mexico                         |   |
| 10. Oklahoma Alliance for Manufacturing Excellence, Inc.                      |   |
| 11. Sociedad De Fomento Fabril  |   |

### EUROPE

- |   |   |
|---|---|
| 1. Bulgarian Chamber of Commerce and Industry                         | 14. Romania Prahova County Chamber of Commerce                                |
| 2. Camera De Comert Si Industrie Cluj                                 | 15. ROSTEC State Corporation  |
| 3. Chamber of Commerce & Industry for Bedfordshire & District         | 16. Russia-Singapore Business Council   |
| 4. Chamber of Commerce & Industry of Brasov                           | 17. Scottish Enterprise   |
| 5. Confederation of Hungarian Employers and Industrialists (MGYOSZ)   | 18. SEV Hellenic Federation of Enterprises                                    |
| 6. Confederation of Industry of the Czech Republic                    | 19. Swiss-South East Asia Chamber of Commerce                                 |
| 7. Confederation of Italian Industries (Confindustria)                | 20. Chamber of Commerce and Industry of Romania and of Bucharest Municipality |
| 8. Confederation of Netherlands Industry and Employers (VNO-NCW)      | 21. Unindustria, Italy  |
| 9. Croatian Chamber of Commerce                                       | 22. Farindustria, Italy   |
| 10. Federation of Belgian Enterprises VBO - FEB                       | 23. Bcelona Centre de Disseny (Barcelona Design Centre, BCD)                  |
| 11. Federation of Hungarian Industrialists                            |   |
| 12. Hungarian Chamber of Commerce                                     |   |
| 13. Independent Industrialists and Businessmen's Association (MUSIAD) |   |



## ASEAN, AUSTRALIA &amp; OCEANIA

- |  |   |
|--|---|
| 1. Australian Chamber of Manufacturers   | 15. Commerce and Industry of West Sumatra)                              |
| 2. Batam Industrial Development Authority  | 16. Makati Business Club  |
| 3. Cambodia Chamber of Commerce and Industry   | 17. Massey University   |
| 4. Chinese Filipino Business Club, Inc (CFBCI)   | 18. Metal Trades Industry Association of Australia (MTIA)               |
| 5. Da Nang People's Committee  | 19. Myanmar Industries Association                                      |
| 6. Department of Science, Education, Natural Resources and Environment, Ministry of Planning and Investment of Vietnam | 20. People's Committee of Quang Binh Province, Vietnam (Quang Binh PPC) |
| 7. Federation of Malaysian Manufacturers   | 21. People's Council of Can Tho City of Vietnam                         |
| 8. Federation of Thai Industries (FTI)   | 22. People's Committee of Yen Bai Province of Vietnam                   |
| 9. Foreign Investment Agency of Vietnam Ministry of Planning and Investments   | 23. Philippines Chambers of Commerce and Industry                       |
| 10. Indonesian Chamber of Commerce & Industry of North Sumatra   | 24. Philippine Economic Zone Authority (PEZA)                           |
| 11. KADIN TK. I Sumatera Utara Perwakilan Kotamadya Medan (KADINDA Medan)  | 25. Phnom Penh Chamber of Commerce                                      |
| 12. Kamar Dagang Industri Jawa Barat (Chamber of Commerce and Industry of West Java)                                   | 26. Quezon Chamber of Commerce & Industry                               |
| 13. Kamar Dagang Dan Industri - KADIN (Indonesia Chamber of Commerce and Industry)                                     | 27. Salim Group of Companies  |
| 14. Kamar Dagang Industri Sumatera Barat (Chamber of   | 28. Thai Binh Province People's Committee of Vietnam                    |
|  | 29. Timor-Leste TradeInvest Agency                                      |
|  | 30. Vietnam Chamber of Commerce & Industry (VCCI)                       |
|  | 31. Vietcombank HQ, Hanoi   |
|  | Vietnam Association of Small and Medium Enterprises (VINASME)           |

## CHINA &amp; NORTH EAST ASIA

- |  |  |
|--|--|
| 1. Asia Business Creation (ABC) Platform of Kankeiren                        | 20. Industry   |
| 2. China-ASEAN Business Council  | 21. Kansai Economic Federation   |
| 3. China Association of Industrial Economics (CAIE)                          | 22. Korea Federation of SMEs of the Republic of Korea (KBIZ)               |
| 4. China Council for the Promotion of International Trade Shandong Committee | 23. Nakao Fusion Institute   |
| 5. China (Guangdong) Pilot Free Trade Zone Nansha Area of Guangzhou          | 24. Nanjing Federation of Commerce and Industry                            |
| 6. China National Chemical Information Center                                | 25. Nantong Federation of Commerce and Industry                            |
| 7. China Wuhan General Chamber of Commerce                                   | 26. The People's Government of Chongqing, Bishan District                  |
| 8. China-ASEAN Expo  | 27. Shanghai Federation of Industry and Commerce                           |
| 9. Chinese National Federation of Industries                                 | 28. Singapore Chamber of Commerce (Hong Kong)                              |
| 10. Ehime International Business Association (EIBA)                          | 29. Takasaki Seinenkeieisy Kyogikai  |
| 11. Fuzhou Investment Promotion Organisation                                 | 30. The Taiwan Electric Appliance Manufacturers' Association               |
| 12. Hangzhou Federation of Industry and Commerce                             | 31. Tianjin Association in Singapore                                       |
| 13. Hebei Provincial Business Invitation & Co-operation Bureau of China      | 32. Tianjin Chamber of Commerce and Industry                               |
| 14. Hong Kong Chinese Enterprises Association Electronics Committee          | 33. Tianjin Federation of Chambers of Commerce and Industry                |
| 15. International Association of Traffic and Safety Sciences (IATSS)         | 34. Xiamen Municipal Government of China                                   |
| 16. International Investment Promotion Agency of Shandong Province           | 35. Xi'an Foreign Investment Centre  |
| 17. Ishikawa Machinery and Electronic Association                            | 36. Yokohama Industrial Institute (YII)                                    |
| 18. Japan Productivity Centre  | 37. Osaka Chamber of Commerce and Industry (OCCI)                          |
| 19. Jiangsu Federation of Chamber of Commerce and                            | 38. Committee for the Promotion of International Trade, D.P.R Korea (KOMT) |
|  | 39. Japan Management Association (JMA)                                     |
|  | Ningbo Foreign Economic and Trade Commission                               |

## INDIA, AFRICA, MIDDLE EAST AND CENTRAL ASIA

- |  |  |
|--|--|
| 1. Amman Chamber of Commerce                               | 18. Manufacturer's Association of Israel                                   |
| 2. Association of Lebanese Industrialists                  | 19. Metropolitan Chamber of Commerce and Industry, Dhaka                   |
| 3. Association of Kazakhstan Machinery Industry            | 20. National Association of Small & Cottage Industries of Bangladesh       |
| 4. Bangladesh Chamber of Industries                        | 21. Nepal Chamber of Commerce (NCC)  |
| 5. Cairo Chamber of Commerce                               | 22. PHD Chamber of Commerce and Industry                                   |
| 6. Ceylon Chamber of Commerce                              | 23. The Federation of Pakistan Chambers of Commerce & Industry             |
| 7. Chamber of Commerce and Industry of Uzbekistan          | 24. Forum of Indian Food Importers (FIFI)                                  |
| 8. Confederation of Indian Industry (CII)                  | 25. Maharashtra Industrial Development Corporation (MIDC)                  |
| 9. Dubai Chamber of Commerce and Industry                  | 26. Agency for the Promotion of Industry, Tunisia                          |
| 10. Egyptian Businessmen Association                       | 27. The Federation of Bangladesh Chambers of Commerce and Industry (FBCCI) |
| 11. Federation of Chambers of Commerce of Egypt            | 28. Manufacturers' Association of Israel                                   |
| 12. Federation of Indian Chambers of Commerce and Industry | 29. Federation of Israeli Chambers of Commerce                             |
| 13. Indian Chemical Manufacturers Association (ICMA)       |  |
| 14. Indian Merchants' Chamber                              |  |
| 15. Jordanian Businessmen Association                      |  |
| 16. Jordan Chamber of Commerce                             |  |
| 17. Jordan Chamber of Industry                             |  |



# Stronger Together

Leveraging on its extensive network, Industry Groups and Associated Services, the SMF believes that collectively, we achieve more.

## Membership and Industry Groups

**T**he SMF, through its Membership and Industry Groups (MEMIG), engages its members via its 10 industry groups (IG) through a myriad of initiatives and activities such as seminars, networking events and dialogue sessions. These activities enhance engagement between members and external parties which includes other federations and government agencies. With constant engagement and outreach, the committee aims to provide members with a conducive platform to network and meet fellow industry peers.

**Life Sciences (LS)** represents the local generic drug manufacturers and related life sciences trade distributors. The group was established to maintain and enhance the reputation and credibility of the pharmaceutical industry in Singapore. Members meet regularly with the Health Sciences Authority (HSA) to discuss the latest regulatory issues in the region.

**Lifestyle (LIG)** was officially formed in September 1988 as a result of the merger of the Fashion & Apparel IG, the Jewellery & Watches IG, and the Furniture IG. Today, the LIG acts as the representative voice of the Lifestyle industry, its suppliers and customers. It encompasses sub-sectors from Beauty & Wellness, Entertainment & Enrichment, Fashion & Accessories, Gifts & Novelties, Health & Fitness, Hobbies, to Home & Furnishing products and supporting services. It has also been actively engaging Singapore's Lifestyle industry through various strategic initiatives with its members, partners and government agencies to transform and grow the industry.

### Our Industry Groups

The SMF's members hail from both manufacturing and manufacturing-related sectors. To address each sector's unique needs and interests, member companies are categorised into the following IGs:

**Building Products and Construction Materials (BPCM)** manufactures, trades and distributes building and construction materials to cater to the construction industry. BPCM IG engages government authorities and statutory boards to ensure a level playing field for Singapore companies. Through collaboration with national organisations such as the Specialists Trade Alliance of Singapore (STAS) and the Institution of Engineers Singapore (IES), the IG champions for the development of the local building & construction materials industry, and for better trading conditions.

**Electrical, Electronics and Allied Industries (EEAI)** manufactures and supports development and trade in a wide spectrum of electrical and electronics products for use in both consumer and commercial environments. Products include common electrical appliances, PBCA boards and info-communication devices.

**Energy and Chemicals (E&C)** is a cluster of companies in the oil & gas, power generation and chemicals manufacturing & distribution industries. These companies cover almost the entire spectrum of the petroleum supply chain and include downstream industries such as plastics and paints.

**Food and Beverage (FB)** involves the food & beverage manufacturing and services industries. This IG is instrumental in leading members in dialogues with government agencies and its involvement in various major taskforces has helped lobby for important changes in the food industry. The FB IG has also been successful in listing participating members' products in overseas supermarkets through the SMF's Working in Partnership (WIP) programme.

**Medical Technology (MT)** aims to be the leading voice for the medical technology industry in Singapore. The active industry group comprises of top global medical technology multinational companies (MNCs) and local small and medium-sized enterprises (SMEs). MT IG strives to continue building effective relations with government stakeholders and industry partners to move towards a more holistic approach for collaborative opportunities to address the industry concerns in the developments of medical devices to the end users.

**Metal, Machinery and Engineering (MME)** is a cluster of manufacturing companies that conduct metal fabrication, conventional machining and precision engineering activities. The end products from these MME manufacturers are typically parts which are widely used in the assembly of mechanical systems and structures.

**Packaging Council of Singapore (PCS)** is a cluster of companies in the packaging and plastic industry in Singapore. The key event for this IG is the Singapore Packaging Star Award. The PCS IG is a member of the Asian Packaging Federation and a board member of the World Packaging Organisation.

**Smart Automation (SA)** is a cluster of member companies in industrial automation, system integration, automation solution and consultancy companies that provide an array of products and services such as general automation, process control, sensors and sensing, vision systems and vision cameras, bar codes & RFID and motion control design, testing and implementation.



# Industry Groups Committee Members

## Building Products & Construction Materials Industry Group (BPCM IG)

### Chairman

Mr Jason Kurek  
Allegion (SouthEast Asia) Pte Ltd

### Immediate Past Chairman

Mr Rowan Tan

### 1st Deputy Chairman & Government, Innovation and Productivity Sub-Committee Chairman

Mr Alan Lee  
South East Metal Industries Pte Ltd

### 2nd Deputy Chairman

Mr Brian Wong  
Tacam Steel Pte Ltd

### 3rd Deputy Chairman

Mr David Goh  
Vanguard Fire Systems Pte Ltd

### Technical and Standards Sub-Committee Chairman

Mr Shawn Chan  
Rockwool Building Materials (Singapore) Pte Ltd

### Members Engagement Sub-Committee Chairman

Ms Helen Ang  
STO SEA Pte Ltd

### Members Engagement Sub-Committee Deputy Chairman

Ms Chee Lian Di  
Richee Engineering Enterprise Pte Ltd

### Committee Member

Mr Birch Sio  
Concord Associates Pte Ltd

Mr John Zhang  
JLFC Pte Ltd

Mr Richard Chee  
Richee Engineering Enterprise Pte Ltd

Mr Sim Jae Shen  
Saint-Gobain (SEA) Pte Ltd

Mr Lem Yang Lim  
Singapore Green Building Council

Mr Lim Meng Wee  
SP Consulting (International) Pte Ltd

Mr Simon Swee Peng Koon  
Sun City Maintenance Pte Ltd

Mr Tony Wong  
Tiki International Enterprises Pte Ltd

Mr Andy Liang  
Zoom Tech Pte Ltd

### Observer

Mr John Kong  
M Metal Pte Ltd

## Energy & Chemicals Industry Group (E&C IG)

### Chairman

Mr Simon Li  
Feoso Oil (Singapore) Pte Ltd

### Deputy Chair and Chairman, Oil & Gas Sub Committee

Mr Dennis Tan  
Surbana Jurong Infrastructure Pte Ltd

### Chairman, Chemicals Sub Committee

Mr Roy Tan  
Aik Moh Paints & Chemicals Pte Ltd

### Chairman, Energy & Power Sub Committee

Mr Toh Seong Wah  
Energy Market Company Pte Ltd

### Vice Chairman, Membership Recruitment Committee Group

Mr Ng Tze Yik  
Huntsman (Singapore) Pte Ltd

### Vice Chairman, Programs & Events Committee Group

Dr See Soo Loi  
NSL Chemicals Ltd

### Chairman, CAMP Sub-Group

Dr Khoo Keng Meng  
Lonza Chemical Singapore Pte Ltd

### Committee Member

Ms Foo May Ling  
Enviro Gas Pte Ltd

Mr Senthil Kumar  
iSwitch Pte Ltd

Mr Chau Tak Vui  
McKinn International Pte Ltd

Ms Geraldine Tan  
PacificLight Energy Pte Ltd

## Electrical, Electronics and Allied Industries Industry Group (EEAI IG)

### Chairman

Ms Joyce Seow  
Watson E P Industries Pte Ltd

### Immediate Past Chairman

Mr Tay Jih-Hsin  
Swee Hin Power Systems Pte Ltd

### Deputy Chairman and Vice-Chairman, Membership Engagement

Mr Tan Beng Koon  
Fung Yip Electrical (S) Pte Ltd

### Vice-Chairman, IT & Technology

Dr Anton Ravindran  
Rapidstart Pte Ltd

### Vice-Chairman, Testing, Inspection and Certification (TIC) Interest Group

Mr Sze Thiam Siong  
SETSCO Services Pte Ltd

### Vice-Chairman, Digital Commerce (DCom) Interest Group

Mr Vincent Lau Koon Tuck  
Voyager Innovations Singapore Pte Ltd

### Committee Member

Mr Wong Keat Tze  
ATE Singapore Pte Ltd

Mr Lim Eng Heng  
CAST Laboratories Pte Ltd

Mr Don Quek  
Centre Testing International Pte Ltd

Mr Bernard Teo  
China Singapore Suzhou Industrial Park Development

Ms Ellen Teo  
Sembas (Asia) Trading Pte Ltd

Mr Stefano Boscaglia  
Senoko Energy Supply Pte Ltd  
(Left in March 2020)

Mr James Chong  
Senoko Energy Supply Pte Ltd  
(Joined in July 2020)

Mr Michael Wong  
Tuas Power Supply Pte Ltd

Mr Teng Chen-Ji  
WWRC Singapore Pte Ltd

Ms Belinda Ng  
China Singapore Suzhou Industrial Park Development

Mr Tan Ee Wei  
Cyclect Group

Mr Tan Boon Chong  
GP Batteries International Ltd

Ms Jackie Hilario  
Hitachi Sunway Informations Systems

Ms Pearl Yu  
Keystone Cable

Mr Jeffrey Lee  
Nidec Sankyo Singapore Pte Ltd

Mr Thomas Ng  
NKH Fluid Engineering Pte Ltd

Ms Jacqueline You-Seah  
RHB Bank Berhad  
(Joined in January 2020)

Mr Bernard Lim  
Tai Sin Electric Limited

Mr Chan Chee Seng  
Sakae Fintech  
(Left in May 2020)

Mr Jeffrey Tan  
YCH Group Pte Ltd

Ms Chay-Lee Swee Gee  
TÜV SÜD PSB Pte Ltd



## Food & Beverage Industry Group (FB IG)

### Chairman of F&B IG, Vice-Chairman for Government relations sub-work group

Mr Cheong Chung Kin  
Win Sin (Pte) Ltd

### Deputy Chairman

Ms Cyndy Au  
Danisco Singapore Pte Ltd

### Vice-Chairman for Functional Health Claims Sub-Work Group

Mr Darwin Lai  
DSM Singapore Industrial Pte Ltd

### Vice-Chairman for Singapore Code of Advertising Practice / Common Nutrition Criteria Sub-Work Group, Waste Management Sub-Work Group and War on Diabetes Sub-Work Group

Ms Lee Gee Chyn  
Nestle Singapore (Pte) Ltd

### Vice-Chairman for War on Diabetes Sub-Work Group

Ms Jennifer See  
F&N Foods Pte Ltd

### Vice-Chairman for Pro Enterprise Panel - USME

Ms Claire Ariela Shen  
Cooking Art Industries Pte Ltd

### Vice-Chairman for Enterprise Singapore sub-work group

Ms Zhang Jia Lin  
Inflo Health Sciences

## Lifestyle Industry Group (LIG)

### Chairman / Chairman for Education Subcommittee

Mr Kimming Yap  
Creativeans Pte Ltd

### Deputy Chairman / Chairman for Exhibition Subcommittee

Mr Theodore Khng  
Theo10 PTE LTD

### Chairman for Export Subcommittee

Mr Nick Chua  
Meitoto Pte Ltd

### Committee Members

Ms Verleen Goh  
Alchemy Foodtech Pte Ltd

Ms Shermin Low  
Clouet Trading

Ms Sharon Tan  
Coca Cola Far East Limited

Ms Eva Tanudjaja  
FrieslandCampina (Singapore) Pte Ltd

Ms Tan Sock Hoon, Yvonne  
Gardenia Foods (S) Pte Ltd

Ms Charlotte Lok  
Herbalife International Singapore Pte Ltd

Mr Ang Khim Wee  
Lim Kee Food Manufacturing Pte Ltd  
(joined in 2 Apr 2019)

Ms Chenchill Kho  
Pepsico International Pte Ltd

Mr Teri Teo  
PS Food and Beverage (S) Pte Ltd

Ms Valerina See  
Straits Wholefoods Company

Mr Jeremy Hauw  
Tuck Lee Ice Pte Ltd

Mr Eugene Tan  
Wanin Industries Pte Ltd

### Committee Members

Mr Cheong Kai Fon  
FYT Trading Enterprise Pte Ltd

Mr CK Mah  
Magicforest.com.sg (Pte Ltd)

Mr Ben Goh  
MS 1947 Pte Ltd

Ms Jade Yip  
Shevron Pte Ltd

Mr Alfred Tan  
Torov System Pte Ltd

## Life Sciences Industry Group (LS IG)

### Chairman

Dr Ong Siew Hwa  
Acumen Research Laboratories  
(Resigned from 17 March 2020)

Mr Mohan Kumar  
Strides Pharma Global Pte Ltd  
(Appointed from 4 August 2020)

### Deputy Chairman

Dr Farshad Shishehchian  
Blue Aqua International Pte Ltd  
(Joined on 4 August 2020)

### Vice Chairman

Mr Adam Hamid  
Naina Mohamed & Sons Pte Ltd

## Metal, Machinery and Engineering Industry Group (MME IG)

### Chairman

Mr James Wong  
O. E. Manufacturing Pte Ltd

### 1st Deputy Chairman

Mr Raymond Wee  
SalesTrade Corporation (S) Pte Ltd

### Chairman for New Members Recruitment

Mr Raymond Wee  
SalesTrade Corporation (S) Pte Ltd

### Deputy Chairman for New Members Recruitment

Mr John Kong  
M Metal Pte Ltd

### Deputy Chairman for Manpower Development & Engagement with Poly/ITE students

Mr Alvin Cher Tai Soon  
Almarc Engineering Pte Ltd

### Chairman for Collaborations within MME members

Mr Ow Chun Chor  
Star Union Engineering Pte Ltd

### Chairman for Market Outreach through Joint Exhibitions

Mr Tan Shi Han  
Taishan Sports Engineering Pte Ltd

### Deputy Chairman for Market Outreach through Joint Exhibitions

Mr Ho Kee Nian  
HKN Tanks Pte Ltd

### Chairman for Family Business Continuity and Sustainability

Dr Lim Chee Song  
Simplex Pte Ltd

### Deputy Chairman for Family Business Continuity and Sustainability

Mr Dave Low  
Willsoon (F.E.) Pte Ltd

### Committee Members

Mr Marcus Sia (Chen Cheong)  
Applied Total Control Treatment Pte Ltd

Mr Kelvin Tan Keng Hock  
Bayswater Shipping & Forwarding Pte Ltd

Mr Benny Yeo  
catTHIS Pte Ltd

Mr Tony Moochala  
Chemtron Pte Ltd

Mr Siew Yit Foong  
Cititech Industrial Engineering Pte Ltd

Mr Alvin Neo Hock Yeow  
D&H Precision Tools Pte Ltd

Mr Chan Hai Kiang  
Flexspeed Technology Pte Ltd

Mr Van Kim Li  
Gtrade S'pore Pte Ltd

Mr Tay Chor Kuan  
Heidenhain Pacific Pte Ltd

Mr Oliver Chong  
Kawarin Enterprise Pte Ltd

Mr Andy Koh  
Linkmet Controls Pte Ltd

Mr Yacob Bin Mokti  
New Lead Engineering Pte Ltd

Mr Dedrick Loo  
Sunlink Engineering Pte Ltd

Mr Kumar Ramesh  
Titan Engineering Pte Ltd



**Medical Technology Industry Group (MT IG)****Chairman**

Ms Margareta Laminto  
Johnson & Johnson Pte Ltd

**Deputy Chairman**

Mr Henry Tan  
Alpha-Health (Asia) Pte Ltd

**Vice Chairman**

Ms Jacqueline C. Monteiro  
Abbott Laboratories

**Regulatory Services Sub Committee Chairman**

Ms Audrey Lee  
Invisalign Singapore Pte Ltd  
(Left on 27 February 2020)

Mr James Chan  
Baxter Healthcare (Asia) Pte Ltd  
(Joined on 21 April 2020)

**Industry Development Sub Committee Chairman**

Ms May Ng  
ARQon Pte Ltd

**Committee Members**

Mr Daniel Tan  
Boston Scientific Asia Pacific Pte Ltd

Mr Kenneth Cheong  
ConvaTec (Singapore) Pte Ltd

Ms Kitty Mao Yi Qing  
GE Healthcare Pte Ltd

Ms Priscilla Koh  
Johnson & Johnson Asia Pacific

Mr Rey Zheng  
Mediwell Enterprise Pte Ltd

Mr Bernard Tan  
Medtronic International  
(Joined in April 2020)

Mr Edwin Tay  
NeuMed Pte Ltd

Ms Yenny Anggoro  
Stryker ASEAN

Ms Shannon Khoo  
Teleflex Medical Asia Pte Ltd

**Packaging Council of Singapore Industry Group (PCS IG)****Chairman**

Ms Betty Tan, PBM  
Sin Cheong Containers Mfg (Pte) Ltd

**Deputy Chairman and Team Lead for Singapore Packaging Star Awards Gala Dinner**

Mr Richard Ng  
Transicom Engineering Pte Ltd

**Team Lead for Packaging Conference**

Mr Lloyd Lowe  
BASF South East Asia Pte Ltd

**Team Lead for Membership Recruitment, Outreach and Awareness**

Mr Phillip Lee  
Sealed Air Pte Ltd

**Committee Members**

Mr Terrence Hong  
Asiawide Print Holdings Pte Ltd

Ms Susan Chong  
Greenpac (S) Pte Ltd

Mr Damien Fong  
Iceworks Communications Pte Ltd

Ms Toh Lili  
L'earth (S) Pte Ltd

Miss May Yap  
LHT Holdings Limited

Dr Nelson Cheng  
Magna International Pte Ltd

Mr Albert Lim  
Packagers Pte Ltd

Mr Johnny Tan  
Sing Mah Wooden Cases Manufacturer Pte Ltd

Ms Andelyn Oh  
Sin Chew Woodpaq Pte Ltd

Miss Joanna Tan  
Starlite Printers (Far East) Pte Ltd

Mr Tan Jit Khoon  
Winson Press Pte Ltd

**Smart Automation (SA IG)****Chairman**

Mr Brandon Lee  
Intech APAC Pte Ltd

**Vice Chairman for Automation Services & Consulting**

Mr Mun Kok Woh  
ASTech Pte Ltd

**Committee Members**

Mr Ong Chin Shen (Jenson)  
ABB Pte Ltd  
(Joined in 2019)

Ms Florence Tan  
ABB Pte Ltd  
(Left in 2019)

Mr David Chia  
Beckhoff Automation Pte Ltd

Mr Su Cong  
Carl Zeiss Pte Ltd

Mr Zavior Kulandasamy  
CMR (Far East) Pte Ltd

Mr Darren Lee  
Metrohm Singapore Pte Ltd

Mr Lee Theam Wah  
Opex Consulting Group LLP

Ms Chen Zi Juan  
Rexadvance Technology Pte Ltd

Mr Daniel Lau  
Servo Dynamics Pte Ltd

Mr Tan Keok Boon  
TecMaven Group Pte Ltd  
(Left in 2019)

Mr Sew June Sung  
TecMaven Group Pte Ltd  
(Joined in 2019)

Mr Ng Teck Soon  
Transystem FA Pte Ltd

Mr Roy Guo  
Xceltron Technologies Pte Ltd

Mr Tan Aik Jin (AJ)  
Zebra Technologies Asia Pacific Pte Ltd



# Networking

## Sharing Session with Czech-Singapore Chamber of Commerce (5 July 2019)

The SMF Metal, Machinery and Engineering (MME) Industry Group (IG) held a sharing session with the Czech-Singapore Chamber of Commerce on 5 July 2019 to strengthen business relationship with the Chamber and to explore business opportunities in Czech Republic.



MME IG Chairman Mr James Wong together with his members, had a fruitful discussion with representatives from the Czech-Singapore Chamber of Commerce.

## Factory visit to Yamazaki Mazak Singapore Pte Ltd (23 July 2019)

Yamazaki Mazak celebrated its 100th Anniversary by opening its doors to industry players to showcase their i-SMART factory. MME and SA IG Chairmen, Mr James Wong and Mr Brandon Lee, as well as their members were invited to tour the factory on 23 July 2019 and had a front seat view of how the latest technological trends can be applied to daily manufacturing operations. More than 20 members from the SMF MME IG and the SMF SA IG participated in this tour.



SA IG Chairman Mr Brandon Lee (fifth from right) and MME IG Chairman Mr James Wong (fifth from left) together with their committee members.

## Visit to Makino Asia Pte Ltd (16 July 2019)

MME IG Chairman Mr James Wong and Smart Automation (SA) IG Chairman Mr Brandon Lee organised a factory visit to Makino Asia on 16 July 2019. More than 20 members from both IGs toured the smart factory where they learned how Makino adopted digital Industry 4.0 solutions. The members saw how real-time analysis on the machines aids manufacturing processes.



Both MME and SA IG Chairman and members listened attentively to the presentation.

## Factory Tour at Flexspeed Technology Pte Ltd (2 August 2019)

The SMF MME IG held its quarterly IG meeting on the premises of Flexspeed Technology on 2 August 2019. After the meeting, some 20 members toured the factory where they learnt how Flexspeed Technology adopted Industry 4.0 technologies to aid them in their daily manufacturing operations. Flexspeed Technology has also implemented real-time analysis in their machines so that they can keep track of their machines' performance.



MME IG Chairman Mr James Wong and some 20 MME IG members toured the factory at Flexspeed Technology.



Members saw how real-time analysis on the machines aids manufacturing processes

## Roving Bazaar – A Singapore Story: Food and Lifestyle Chapter (13 to 18 September 2019)

The SMF Lifestyle IG (LIG), with the support of the SMF Food & Beverage (FB) IG and in collaboration with RHB Singapore, organised the Roving Bazaar 2019, from 13 to 18 September 2019 at Tiong Bahru Plaza. A total of 14 companies set up booths selling food and lifestyle products.

The theme of the roving bazaar was A Singapore Story: The Food and Lifestyle Chapter. With 2019 being the bicentennial year of Singapore's founding by Sir Stamford Raffles, the objective of the event was to celebrate companies and their heritage, as well as to showcase the traditional and innovative aspects of Singapore companies – traditional brands evolving to stay relevant with classic and new innovative products to forge Singapore's future.

Mr Sam Tan, Minister of State, Ministry of Foreign Affairs & Ministry of Social and Family Development was invited on the third day of the bazaar for the opening ceremony and to tour the bazaar booths.

It was an interactive and dynamic bazaar, with activities such as workshops, exhibitions and lucky draws. There were also many interesting activities like Tea Blending, Mooncake making, Kids MasterChef competition and many more.



Minister of State Mr Sam Tan visiting the booths set-up at the roving bazaar.



LIG Chairman Mr Kimming Yap giving a speech for the opening ceremony.

## SMFyouth – Nurturing Future Champions in Manufacturing (27 September 2019)

The SMF Youth Network (SMFy) Function Committee helmed the TGIF@SMF with RHB edition on 27 September 2019.

Themed “Nurturing Future Champions in Manufacturing”, which is also SMFy's mission, this session discussed strategies for next-generation business growth and expansion. Through this session, SMFy aims to prepare and nurture the next generation of business owners.

During the session, next-generation business owner, Ms Yap Chauwei of GAO Capital, shared her experience and challenges when she took over the family business. Renowned Professor at the Singapore Management University (SMU), Professor Annie Koh, who is also Academic Director of the SMU's Business Families Institute, shared her insights on “Innovation in Singapore-based Family-Owned Enterprises”. RHB Singapore's Head of Wealth Management in Retail Banking, Mr Clement Tee shared “Holistic Approaches to Legacy Planning”.

The event ended off with a panel discussion, on the topic “Innovation in Singapore-Based Family Owned Enterprises” with Professor Koh as the moderator. First and second generation business leaders such as Founding Partner of GAO Capital Ms Yak, Director of O.E. Manufacturing Pte Ltd Mr James Wong, who is also MME IG Chairman, and Director of Concord Associates Pte Ltd Mr Bryan Sio, who is also chairman of the mentorship sub workgroup of SMFy were the panelists for the discussion.



SMFy Chairperson Ms May Ng gave the opening speech during the event.



(From left): Panel Discussion with Professor Annie Koh, Mr James Wong, Ms Yak Chauwei, and Mr Bryan Sio.

## Uganda National Oil Company Engagement Summit (13 September 2019)

The Oil and Gas Sub-Committee of the SMF Energy and Chemicals (E&C) IG warmly welcomed a delegation from the Uganda National Oil Company (UNOC) on 13 September 2019 to the SMF. E&C IG Chairman Mr Simon Li and E&C IG Deputy Chair and Chairman of the Oil and Gas Sub-Committee Mr Dennis Tan received the UNOC delegation, who was led by UNOC Directors, Mr Francis T Nuru and Ms Grace Tubwita. The delegation received a briefing on the SMF and its many services, followed by a presentation from UNOC representatives on the opportunities for Oil and Gas companies in Uganda and Africa. The meeting ended with both sides promising to explore greater opportunities for collaboration and synergy.



UNOC delegation and E&C IG Chairman Mr Simon Li (front standing, fourth from right) with E&C IG members.



Members of the UNOC delegation, together with E&C IG members shared opportunities and insights on the Singapore and African Oil and Gas markets.



### Meeting the Makers and Movers - a SMF / SLA Networking Event (15 November 2019)

On 15 November 2019, SMF members and members of the Singapore Logistics Association (SLA) came together to learn, share and meet at this Inter-Trade Associations and Chambers (TAC) event, focusing solely on manufacturing (the makers) and the logistics sector (the movers) here in Singapore. Co-organised by the SMF and the SLA and supported by Enterprise Singapore, it was aptly dubbed "Meeting the Makers and Movers", as it was themed to foster greater relations in this highly entwined business ecosystem and share the latest technological advancements across both industries.

SA IG Chairman Mr Brandon Lee shared key advances towards Industry 4.0 and how it was transforming Singapore's manufacturing scene, followed by CEO of Global eTrade Services Mr Chong Kok Keong who shared ways to achieving Supply Chain optimisation through digitalisation. The session rounded off with a presentation from Enterprise Singapore and how companies could partner with Enterprise Singapore to capitalise on growth opportunities. After the session, participants were treated to light refreshments and snacks while they mingled and shared views on their respective industries.



Members of both Trade Associations listening to the various speakers from Enterprise Singapore, the SMF and the SLA sharing on the latest developments in both sectors.



Held at Enterprise Singapore's premises in Bugis, the event was well received by both sectors, drawing a crowd totaling over a hundred attendees.



Participants from both the SMF and the SLA networking over sandwiches and coffee. Participants gained a deeper understanding of each other's industries and the opportunities existing within their sectors. Members look forward to greater collaboration and exploring partnerships together.

### LIG Networking Night (20 December 2019)

The LIG Networking Dinner was held on 20 December 2019 at The Bar Station @ ARC. The purpose of the dinner was to engage LIG members through networking with one another. During the dinner, LIG Chairman, Mr Kimming Yap reviewed past activities of 2019 and shared with the members the upcoming initiatives for 2020.



LIG members form networks over food and drinks.



LIG Chairman Mr Kimming Yap (fifth from right) with some of the LIG Committee members and SMF secretariat staff.

### "Lo Hei" 2020 with Packaging Council of Singapore (6 February 2020)

The SMF Packaging Council of Singapore (PCS) IG held its traditional Lunar New Year celebration, generously supported by Messe Düsseldorf, for its members on 6 February 2020. Messe Düsseldorf took the stage with a short presentation on trade shows that they organised in Germany such as Interpack and Drupa.

During the event, PCS IG Chairperson Ms Betty Tan took the opportunity to share the plans the IG has such as Packaging Star Awards and possible overseas business missions. Ms Tan also urged members to be part of the Committee so that PCS can make a bigger difference in the packaging industry.



PCS Members and partners, including representatives from Enterprise Singapore enjoying a prosperity toss to usher in the Year of the Rat.



PCS members and Industry Partners



# Seminars

## Shared Vision on the Journey towards Zero Waste Conference (26 June 2019)

Every year, the SMF PCS IG organises a packaging conference as a platform to reach out to both the industry and students from Institutes of Higher Learning (IHL) to discuss the latest trends and changes impacting the Packaging Industry.

The focus for the conference on 26 June 2019 was on Singapore's Journey towards Zero Waste. This was the first time the conference focused fully on achieving zero waste and co-organised with the SMF FB IG.

In collaboration with RHB Singapore and Messe Düsseldorf, the conference attracted more than 120 participants. Deputy Director of the Waste and Resource Management Department of the National Environment Agency (NEA), Mr Ron Wong highlighted the importance of Singapore becoming a Zero Waste Nation. His presentation covered topics like Electronic Waste, Food Waste and Mandatory Waste Reporting for industrial premises as well as Mandatory Packaging reporting.

Among the speakers featured were RenewFibre Asia Pte Ltd, one of the winners of the Singapore Packaging Star Awards (SPSA) 2017, AsiaStar 2017 and Worldstar 2018, and Consulus Pte Ltd, who sits on the committee of Design Business Chamber Singapore. The speakers shared their experiences with the participants on their journey towards zero waste.



Panel Discussion with the panellists. (From left): Mr Ron Wong, Deputy Director of the Waste and Resource Management Department of the NEA, Ms Sharon Kam, Head of Creative Strategies at Consulus Pte Ltd, and Mr Wong Teck Tin, CEO of RenewFibre Asia Pte Ltd. The panel discussion was moderated by one of the SMF PCS IG's committee members, Mr Lloyd Lowe (extreme right).



Singapore Packaging Star Awards winners showcased their winning pieces at the PCS Annual Conference.



SMF PCS IG Chairperson Ms Betty Tan (left) with SMF FB IG Chairman Mr Cheong Chung Kin (right) during the Conference.

## SMF Industrial Forum (18 October 2019)

The SMF MME IG co-organised a SMF Industrial Forum with one of its committee members, supported by the SMF and Enterprise Europe Network (EEN) Singapore on 18 October 2019.

At the forum, participants learned how the EEN Singapore could assist them to venture into the EU markets. SMF SA IG Chairman Mr Brandon Lee shared key value creation objectives of manufacturing digitalisation and how to achieve cohesion among the different stakeholders in continuously enhancing the values of the product, supply chain, organisation and the eco-systems at large. The second speaker, BD & Marketing Manager of Schildknecht AG, Ms Elena Eberhardt shared with the participants on how the industrial IOT has opened up new business models in the crane and automation sector.



SMF SA IG Chairman Mr Brandon Lee shared key value creation objectives of manufacturing digitalisation and how to achieve cohesion among the different stakeholders in continuously enhancing the values of the product, supply chain, organisation and the eco-systems at large.

# Community Engagement Dialogue Sessions

## Asian Packaging Federation (APF) Strategic Meeting (6 April 2019)

To serve the packaging industry as a catalyst in driving packaging innovation and creativity, the SMF PCS IG joined the APF and the World Packaging Organisation (WPO) as a member to provide an extensive network for its members in Singapore.

As a member of the APF and WPO, the SMF PCS IG is involved in their annual meetings to strengthen its network. One such meeting was held on 6 April 2019, where the SMF PCS IG organised the APF 4th Strategic Planning Meeting and hosted the APF's office bearers and honorary members at Hotel Parkroyal Singapore. During the meeting, the members discussed action plans to implement the Certified Asian Packaging Professional (CAPP) programme. A summary of the 2018 Asia Star Awards was also presented which announced two Singapore winners out of 42 winners from 170 entries.



APF's office bearers and honorary members together with SMF PCS IG Chairperson Ms Betty Tan (standing, second from left).

## Dialogue sessions with CEO of Singapore Food Agency (7 May 2019 and 28 November 2019)

The Singapore Food Agency (SFA) organised two roundtable dialogue sessions on 7 May 2019 and 28 November 2019, for members of both the SMF FB IG and the Singapore Food Manufacturers' Association (SFMA) with SFA CEO Mr Lim Kok Thai.

During the dialogue sessions, the SFA shared some of the changes and new initiatives that the SFA would be pushing out in 2019/2020 and solicited feedback and suggestions from the members in the industry, especially on strengthening Singapore's Food Safety System which includes the outsourcing of SFA's food testing services to accredited commercial laboratories and changing the licensing framework of the Food Manufacturing establishments.



SMF FB IG Chairman Mr Cheong Chung Kin (second from left) and his Committee members together with SFA CEO Mr Lim Kok Thai (third from left) and SFA directors at the first dialogue session on 7 May 2019.



### HSA Closed-Door Dialogue Session with the SMF Medical Technology Industry Group (MTIG) and Asia Pacific Medical Technology Association (APACMed) (6 January 2020)

The Health Sciences Authority (HSA) organised its annual dialogue session with the SMF MTIG and APACMed on 6 January 2020, at HSA's office together with HSA CEO, Dr Mimi Choong.

During the meeting, the SMF MTIG updated the HSA on the various sub-committees' 2020 Roadmap and initiatives while APACMed shared their experiences with the Unique Device Identifier (UDI), Additive Manufacturing and Custom Made Devices. This was followed by updates from the HSA on overview of workload for medical devices, updates on regulatory initiatives and international collaborations.



Representatives from the SMF MTIG and the APACMed, with the HSA officers gathered for the closed-door dialogue session.

### HSA Closed-Door Dialogue with the SMF Life Sciences Industry Group (LSIG) and the Singapore Association of Pharmaceutical Industry (SAPI) (26 February 2020)

The HSA organised a closed-door dialogue session with the SMF LSIG and the SAPI, which was hosted by HSA CEO, Dr Mimi Choong on 26 February 2020.

During the dialogue session, the HSA shared some updates and new initiatives such as the Australia-Canada-Singapore-Switzerland (ACSS) Consortium and HSA's digital transformation efforts. The objective of the Consortium was to help facilitate the speeding up of the registration process of products in these four countries. Members from both the SMF LSIG and SAPI raised regulatory issues faced by pharmaceutical companies such as the procedures for registration of products with HSA. Dr Choong also gathered feedback from the attendees regarding the impact of the COVID-19 pandemic on the Pharmaceutical Industry. Overall, the attendees found the dialogue session insightful and beneficial to both the industry and regulator.



### Townhall and Networking Session with SFA (14 January 2020)

The SMF FB IG organised a townhall session with the SFA on 14 January 2020. Some 40 SMF FB IG member representatives attended the Townhall, where SFA shared the new changes and initiatives that would be rolled out in 2020. During the Townhall, members gave their feedback and raised issues that their companies were facing. A networking session was organised for members after the Townhall session to network with each other as well as with the SFA officers.



(On stage from left): SMF FB IG Chairman Mr Cheong Chung Kin, with Mr Leslie Phua and Dr Leong Hon Keon, Senior Directors of SFA during the Townhall session with SMF FB IG members.



Networking session with FB IG Members and SFA officers.

## Training

### Human Factors Engineering Workshop (26 April 2019)

More than 50 participants attended the Human Factors Engineering (HFE) workshop on 26 April 2019. Mr Merrick Kossack, Research Director of Emergo, a UL company, introduced the participants to Usability Engineering (UE) of Software as a Medical Device (SaMD) as the key highlight of HFE 2019, demonstrating the advantages of optimising device design through the application of HFE/UE.

The participants learned about the constitution of SaMD as well as human factors and its relevance to SaMD development. The workshop also covered the way to interpret effectively regulatory guidance, including Medical Device Directive (MDD) and US Food & Drug Administration (FDA) regulations related to SaMD.

At the end of the workshop, the attendees had a better understanding of use-related risk management activities for SaMD and how to better apply Human Factors Engineering process to SaMD. They also learned about the usability testing techniques for SaMD and other considerations when developing SaMD.



More than 50 participants attended the training workshop co-organised by Emergo, a UL Company, the SMF MTIG and JUMPSTART.

### Workshop on Designing for Compliance to IEC 60601-1 3rd + Amendment 1 Edition (8 May 2019)

The SMF MTIG together with UL International – Singapore Pte Ltd, co-organised a workshop on Designing for Compliance to IEC 60601-1 3rd + Amendment 1 Edition on 8 May 2019.

The UL presenters introduced the electrical safety standard of IEC 60601-1-11 with its structure and global requirements for home healthcare medical devices with a focus on electrical safety protection for these medical devices. The 30 participants at the workshop learned about the awareness of protection against the electrical hazards and how the improved safety for medical devices is applied regardless of whether the medical electrical equipment or medical electrical system is intended for use by a lay operator or by trained healthcare personnel.



Group photo of participants with the trainers at the workshop that was co-organised by UL International and the SMF MTIG.



### Workshop on Medical Device Software, Life Cycle Process, SaMD consideration and Cybersecurity (29 May 2019)

More than 50 participants attended a one-day seminar on 29 May 2019, to learn more about the IEC 62304 standard for Medical Device software, and, the UL 2900 – a cybersecurity standard. This workshop is timely as software has increasingly enabled advanced functionalities and interaction in medical devices. In addition, software-driven user interfaces, stand-alone software applications, and mobile medical applications are becoming more and more prevalent within the healthcare ecosystem.

At the end of the seminar, the participants had a better understanding of how a combination of the IEC 62304, UL 2900 and the Clinical Evaluation of SaMD are crucial to have a completely effective SaMD life cycle from pre-market to post-market.



SMF MTIG Regulatory Services sub-committee Chairperson Ms Audrey Lee delivered her welcome address at the training workshop co-organised by SMF MTIG, Emergo, a UL Company, the SMF Standards Development Organisation (SMF-SDO) and JUMPSTART.

### Accelerating New Businesses in MedTech (30 May 2019)

The SMF MTIG collaborated with A\*STAR to organise a seminar on 30 May 2019 on how A\*ccelerate could be a part of the Medical Technology ecosystem to help SMEs with their needs for current technological capabilities.

Through the seminar, participants learned about Intellectual Property rights and obligations and the importance of protection for intangible intellectual property and the ownership of exclusive rights to these technological properties. Two A\*STAR MedTech start-ups also shared their success stories and best practices with the participants.

## Overseas Missions

### Jakarta Mission (29 October 2019 to 1 November 2019)

Annually, the SMF PCS IG organises overseas business mission trips to different countries to understand the latest developments in the Packaging Industry and to exchange best practices with overseas companies in the industry. This is the first time the SMF PCS IG has led a group of delegates to Jakarta, Indonesia, in collaboration with RHB Singapore. It was a 4 days 3 nights trip from 29 October to 1 November 2019. The delegates comprised of not only members from packaging companies but with some members from the SMF LIG and the SMF FB IG as well. The business mission encompasses networking with the foreign business communities as well as visiting a packaging trade show.



Opening Ceremony at AllPack Indonesia 2019



Factory visit to PT YCH Indonesia

### SMF Engineering Cluster's Business Mission to Bangkok, Thailand (18 to 21 November 2019)

The SMF MME IG, in collaboration with RHB Singapore, led a group of 12 company representatives from the engineering cluster to Bangkok, Thailand from 18 to 21 November 2019.

During the four-day business mission, members met with Singapore companies who have succeeded in Thailand. They visited many factories which included PetraChem, Zicom Thai Hydraulics and Petracarbon. They also attended a business matching event at Metalex 2019 and held a sharing session where participants from Thailand and Singapore shared their insights and opportunities in Thailand. The group also visited the Amata City Rayong Industrial Estate.



Day 1 - Visit to PetraChem Factory



Day 2 - Visit to Abex Hydraulics & Engineering Co Ltd



Day 3 - Visit to PetraCarbon



Day 4 - Visit to Metalex 2019



Various SMF IGs jointly organised a business mission from 8 to 9 January 2020 to discover manufacturing investment opportunities on the nearby islands of Batam and Bintan, Riau Indonesia. The objective of this mission was to gather insights into the immediately available and upcoming industrial parks and ports that are specially designed for manufacturers in the building, marine, machinery, Halal food, and medical technology industries. A highlight of the mission was the visit to Schneider Electric's Batam Smart Factory, which has been designated by the World Economic Forum (WEF) as an Industry 4.0 Lighthouse.



Participants toured the Schneider Electric's Batam Smart Factory.



Participants visited the Batamindo Industrial Park.

# SMF Centre for Corporate Learning (CCL)

**F**or over five decades, the SMF has been providing training programmes to the Singapore business community. To enhance our training programmes, the SMF set up the SMF Centre for Corporate Learning (CCL) in 2010. It has since been instrumental in assisting the SMF to meet its mission of helping companies increase their competitiveness by equipping their employees with skillsets and knowledge to perform at optimum levels. With the belief that people are the most important asset of any organisation, and having built a wide range of comprehensive and holistic corporate learning programmes, the SMF CCL now extends its services beyond the manufacturing industries.

## SERVICE OFFERINGS

The SMF CCL is a one-stop business service provider, offering a holistic suite of training programmes including:

- Upgrading of skills of the manufacturing workforce
- Nurturing of T-Shaped skills for Professionals, Managers, Executives and Technicians (PMETs)
- Driving Productivity Growth
- Seminars, Conferences and Workshops
- Customised In-House Training Solutions
- Career Services, Job Placements and Job Matching
- Training Needs Analysis
- Local & Overseas Training Consultancy

## SMEs Go Digital: Digital Project Management Services (DPMS)

The SMF is the only TAC appointed by various Government agencies and supporting organisations (Enterprise Singapore, Infocomm Media Development Authority (IMDA), Workforce Singapore (WSG), SkillsFuture Singapore, and NTUC) to help SMEs in their digitalisation journey.

With the availability of the Productivity Solutions Grant (PSG) to provide funding support to SMEs in adopting pre-approved digital solutions, the SMF worked closely with pre-approved solution providers on the effective and timely implementation of digital solutions.

There have been many success stories of SMEs making use of the PSG and DPMS support to transform their traditional business models to an elevated digitalised system that has resulted in higher revenue and more cost savings for their businesses.

## SMF CCL BOARD OF DIRECTORS

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**Mr Low Beng Tin, PBM, BBM (L)**  
Assimilated Technologies (S) Pte Ltd

### Mr Birch Sio

Concord Associates Pte Ltd

### Mr John Kong

M Metal Pte Ltd

### Dr Ahmad Magad

Singapore Manufacturing Federation



This progressive SME received national recognition and interests for its successful transformation to go digital



A good case in point was where a traditional fishmonger, with the help of his son, took the step forward to introduce an e-commerce platform for their fresh seafood retail business, which was implemented by the pre-approved solution provider, FirstCom Solutions jointly together with the SMF's DPMS team. Soon after a re-branding exercise and implementing a digital platform for online sales of their range of fresh seafood, which are specially packed and delivered to buyers after receiving orders, this SME is now looking forward to developing a B2B model to supplement its already growing B2C market segment.



The co-training conducted by the SMF and a pre-approved solution provider, Ezee, was well attended by an enthusiastic group of PMETs/PMCs and trainers.

To further help and expedite SMEs to go digital, the SMF's DPMS team organised a series of sessions on 'Product Familiarisation and Technical Competency' training for Digital Project Managers with pre-approved digital solution providers. With the training provided, the participants were put on board to support DPMS projects for SMEs.



Co-training session by another pre-approved solution provider, Dodoca Marketing

## Global Ready Talent

The SMF continues to be an Approved-In-Principle (AIP) partner of Enterprise Singapore to promote and manage the Global Ready Talent Programme (GRT) that facilitates Singaporean/Singapore Permanent Resident undergraduate students from the autonomous universities and polytechnics in Singapore to perform their internships in local companies, particularly SMEs. The programme, formerly known as SME Talent Programme (STP), was enhanced by Enterprise Singapore with effect from 1 April 2019 to include overseas internships (focusing on SEA, China and India) in addition to local internships.

The GRT programme provides 3 types of funding support to help local SMEs attract undergraduate talent from the local IHLs:

- Full-time local internships
- Full-time hybrid (local + overseas) internships
- Full-time overseas internships

For local internships, SMEs can qualify for up to 70% funding support on the internship stipend. For hybrid and overseas internships, besides the funding support for internship stipend by Enterprise Singapore, the IHLs will help fund the travel and subsistence allowance for interns.



## P-Max Place-and-Train Programme

P-Max @ SMF is a place-and-train programme administered by the SMF and supported by WSG, to assist SMEs to better recruit, train, manage and retain their newly-hired PMETs. It will help newly-hired PMETs to better acclimatise to the new SME work environment and encourage better PMET retention in SMEs.

P-Max @ SMF will also enable SMEs to establish better communication channels between supervisors and staff, and to adopt progressive Human Resource (HR) practices for their newly hired PMETs.

In July 2019, WSG enhanced the P-Max programme by introducing P-Max for Older Worker whereby SMEs that employ Singapore Citizens aged 50 years and above will be able to qualify for an additional S\$5,000 assistance grant besides the one-off S\$5,000 assistance grant given in the standard P-Max programme. In total, a qualifying SME would be able to receive up to S\$10,000 in assistance grants. In addition to the standard workshops for the PMET and the SME supervisor, the SME supervisor would be required to attend a workshop on Age Management to help the company to better manage the older worker.

On 6 February 2020, WSG invited SMF President Mr Douglas Foo and our P-Max team for the CNY appreciation luncheon with the Minister for Manpower and Second Minister for Home Affairs Mrs Josephine Teo, as well as invited the SMF to participate in the minister tour with our PCP participating company, TranZplus Engineering, for our 1,000 placements achievement.



Guest-of-Honour Minister for Manpower and Second Minister for Home Affairs Mrs Josephine Teo (fourth from right), together with SMF President Mr Douglas Foo (third from right) and senior management from WSG and SMF CCL. (Photo from WSG).



## Redeployment Professional Conversion Programme

The Professional Conversion Programme (PCP) is a structured Place and Train programme to train mid-career Singaporean or Permanent Resident (PR) PMETs, to take on new job roles while supplying manpower to meet industry and companies' needs.

The SMF CCL has been working with WSG to assist companies in their talent development plans in support of their business operations.

The Redeployment PCP supports employers in their business transformation plans by allowing them to train, reskill and redeploy existing employees (whose jobs are being phased out) into new growth areas within the same companies.

Besides the benefits of having existing employees undergo training and reskilling, companies enjoy a three-month salary support from WSG.

## Work-Life Grant

The Work-Life Grant (WLG) aims to incentivise companies through funding support to create a work-life harmony environment. It is achieved through the use of flexible work arrangements (FWAs) for all employees.

The Grant comprises both the FWA and Job Sharing incentives, which companies can tap on. Eligible companies can receive funding support up to \$105,000 per company for local employees over two years.

To support companies during the COVID-19 pandemic, the Ministry of Manpower (MOM) announced an enhanced version of the work life grant to enable companies to receive expedited support.

In over a period of less than two months since the announcement from MOM, the SMF has received overwhelming response from interested companies. There were over 2,000 enquiries from the public of which 800 companies were keen to apply and seek clearance for either the existing WLG or enhanced WLG.



# Singapore Innovation and Productivity Institute (SiPi)

**T**he SMF's Singapore Innovation and Productivity Institute (SiPi) is one of the three productivity centres appointed by SPRING Singapore (now known as Enterprise Singapore) in 2012 to drive innovation and productivity in the manufacturing community in Singapore.

Its vision is to be the leading driver of innovative thinking and best practices for manufacturing companies in Singapore. Its mission is to empower manufacturing companies with the mindset and tools to achieve the highest level of innovation and productivity possible.

With a strong team of Lean Six Sigma black belt experts and Business Model Innovation (BMI) experts, SiPi has successfully incorporated its proprietary BMI modules into the SMF Centre for Corporate Learning's (CCL) Talent Development and SMEs Go Digital: Digital Project Management Service (DPMS) programmes, such as:

- Professional Conversion Programme (PCP Regional)
- Professional Conversion Programme (PCP Broad-based Manufacturing)
- SMEs Go Digital: Digital Project Management Service (DPMS)
- Business Modelling towards Digitalisation and Industry 4.0
- Roadmap Leading to Industry 4.0
- Licensing of BMI / Corporate Transformation Roadmap (CTR™)

## SIPI BOARD OF DIRECTORS

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**Mr Birch Sio**

Concord Associates Pte Ltd

### Deputy Chairman

**Mr John Kong**

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**Mr Low Beng Tin, PBM, BBM (L)**

Assimilated Technologies (S) Pte Ltd

**Dr Ahmad Magad**

Singapore Manufacturing Federation



## BUSINESS MODEL INNOVATION (BMI) METHODOLOGY IN SMF CENTRE FOR CORPORATE LEARNING (SMF CCL) TRAINING PROGRAMMES

SiPi plays a critical role in the development of course materials that incorporates BMI methodology into various SMF CCL programmes such as ‘Professional Conversion Programme (PCP) Regional’, and ‘Business Modelling towards Digitalisation and Industry 4.0’.

### Professional Conversion Programme (PCP) Regional

Workforce Singapore (WSG) appointed SMF CCL to design and manage this government-funded programme to help mid-career professionals, managers, executives and technicians (PMETs) reskill with the necessary competencies to embark on a career which includes overseas assignments/roles. To enhance the employability of these PMETs, BMI module is incorporated into mentoring sessions. More than 420 PMETs have attended this programme and have benefited from the BMI training and customised topics to suit the PMETs’ specific training needs.



PCP Regional mentorship sessions in progress whereby Mentors share their extensive knowledge and experience with participants in key areas such as sales, customer services, marketing, cultural changes, operations management, project management, effective communications, leadership and people management.

### Business Modelling towards Digitalisation and Industry 4.0

This programme is jointly presented by the Manufacturing Alliance comprising the Singapore Manufacturing Federation, SGTech, and Singapore Industrial Automation Association. This programme is approved and funded by SkillsFuture Singapore (SSG). The programme aims to provide participating companies with a good understanding of digitalisation and how Industry 4.0 can generate many different business models.

Under Module 1 “SMEs Go Digital – Digital Project Manager”, workshop participants will learn about the common digital solutions available and job redesign required. For the longer term, participants will understand digitalisation – i.e. new business models that can possibly be generated by Industry 4.0, to improve business processes in order to reduce costs as well as create new demands. Workshop participants will have valuable take-away from the training and guidance received.



“SMEs Go Digital – Digital Project Manager” of the Business Modelling towards Digitalisation and Industry 4.0 programme

#### What's in it for you?



- Be more innovative in coming up with new business models from I4.0
- Better appreciate methods and solutions to help you to think clearly
- Prevent yourself from going astray with many business models from I4.0
- Devise a I4.0 quick start roadmap and make your business future ready



# GS1 Singapore Ltd

**G**S1 Singapore is part of a worldwide network of GS1 organisations in over 114 countries with its global office based in Brussels, Belgium. We enable companies to become more efficient in their supply chain by uniquely identifying products, assets, shipments and physical locations throughout the global supply chain, while also enabling trading partners to exchange information critical to their businesses. Applications of GS1 standards are wide ranging. Examples are scanning groceries at supermarkets' point-of-sales for fast check-out, tackling counterfeit issues for online purchases through marketplaces, tracing defective product batches during a recall, as well as locating medical items accurately and quickly to save a life.

## GS1 builds a strong foundation for the industries we serve

As a member-based, not-for-profit organisation, we are the only authorised source for GS1 barcode numbers and standards in Singapore. Our charter is to bring the GS1 standards to the industries to help companies achieve efficient supply chain management. We bring businesses, technology providers and government agencies together. We assist business owners in finding solutions to overcome their supply chain challenges and provide regulators with neutral, user-driven and global perspectives to aid them in developing policies affecting supply chain efficiencies. We enable networking platforms and help to showcase our members, solution providers and industry leaders' supply chain best practices.

## GS1 builds bridges between the physical and digital worlds

GS1 Standards are the most widely used system of standards in the world for supply chain management, covering sectors in retail, food, healthcare, finance, technical industries, transport and logistics. Our standards form the backbone of the supply chain and help to Identify, Capture and Share information. Businesses can use these standards in business processes such as traceability and fighting illicit trade.

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**Dr Ahmad Magad**  
Singapore Manufacturing Federation

## GS1 Digital Supply Chain Forum, 11 April 2019

Riding on the Digital Transformation theme and industry's growing interests in supply chain digitalisation, GS1 Singapore curated and organised the inaugural GS1 Digital Supply Chain 2019 Forum on 11 Apr 2019. Supported by the Employment and Employability Institute (e2i) and the SMF, the half day event held at Devan Nair Institute of Employment and Employability was a great success with more than 160 participants representing various industry sectors including Retail, Food, Healthcare, Transport & Logistics, Solution Providers, Academia and Government.

Industry expert speakers from supply chains were generous in their sharing with moving trends and key takeaways including practical tools, techniques and ready-solutions to help businesses jumpstart their supply chain digitalisation and be equipped to make good decisions in their digital transformation journey. Additionally, the forum brought about an awareness of GS1 standards, and the role played to improve the efficiency, safety and visibility of supply chains.

Given the good success of the GS1 Digital Supply Chain 2019 Forum, GS1 Singapore will continue its outreach efforts through such events, riding on the good support and interests shown by industry for such knowledge sharing to facilitate Digital Transformation in Supply Chains.



*Dr Bicky Bhangu, President of SE Asia, Pacific & South Korea of Rolls-Royce Singapore Pte Ltd shared cases on the transformation journey of multinational companies (MNCs) and the future of factories*



*Networking session for attendees*



*Group of panellists*



*Group photo with speakers and panellists*



*Attendees getting insights for digital supply chain transformation*





## GS1 E-Commerce Workshop: Expand your business globally anytime and anywhere, 1 November 2019

In collaboration with eBay Singapore, GS1 Singapore successfully organised an e-commerce workshop to address cross-border e-commerce best practices. Logistics giant, DHL Express Singapore, was also invited to address cross-border fulfilment within the e-commerce space. eBay Singapore's office, where the event was held, was at full capacity with participants from various sectors such as retail, food, automotive and others, all

hungry to be updated with the latest trends in e-commerce, and more importantly, how to best expand their business globally.

This workshop equipped attendees to make informed decisions regarding their business on enhancing their e-commerce business, and even inspired some to start expanding their business into e-commerce from a traditional brick and mortar store.

GS1 Standards and solutions play important roles in preparing companies to embark on their e-commerce journey by adopting global product identification from the start to ensure visibility and traceability. Along with good quality digitalised content creation, this can provide businesses with an edge over their competitors. With this successful event, eBay Singapore is looking to GS1 Singapore to organise series of events in year 2020.



Mr Liew Wai Leong, CEO of GS1 Singapore, gave an opening address



Mr Tam Yong Sheng, Business Development Lead of eBay SEA, shared on Best practices of selling globally on eBay.



Mr Alvin Goh, Business Development & Projects Manager of GS1 Singapore, shared on How GS1 Standards & Solutions can help you in selling on market places



Mr Paul Goh, Business Development Manager of DHL Express (S) Pte Ltd, shared on Shipping and Custom clearance for overseas markets



Attendees learning best practices in E-Commerce



Group photo with event partners

## Launch of GS1 Singapore Solution Centre

The GS1 Singapore Solution Centre was launched on 23 March 2020, and was attended by the GS1 Singapore Solution Centre sponsors, members of the GS1 Singapore Board of Directors and the Singapore Manufacturing Federation, as well as key personnel of GS1 Singapore.

The GS1 Singapore Solution Centre is a showcase of how GS1 standards can be operationalised into business systems and used along the supply chain processes, which aims to provide a better understanding of the use and implementation of GS1 Standards. Tours of the GS1 Singapore Solution Centre will be conducted for visitors. A 25-minute tour will showcase 4 stations of digital solutions, sponsored by GS1 Singapore Solution Partners, including live demonstration of a typical process flow from GS1 Singapore membership application to manufacturing, warehousing, and distribution to retailers down to the consumer.

Interested parties are encouraged to register their interest to visit the GS1 Singapore Solution Centre by filling in an online form: <https://forms.gle/TUKtHjoqxdCY5xw39>

## GS1 Singapore Solution Centre Sponsors



**Avery Dennison (Singapore) Pte Ltd**  
RFID tags for Fashion/Apparel



**Esker Document Automation Asia Pte Ltd**  
Mobile Ordering Solution



**Infolog Pte Ltd**  
Warehouse Management System



**SATO Asia Pacific Pte Ltd**  
Inventory Tracking System, RFID Scanner, Barcode Printer



**Videojet Technologies (S) Pte Ltd**  
Inkjet coding and verification machine



**Singapore Institute of Manufacturing Technology**  
Collection and Delivery Management System

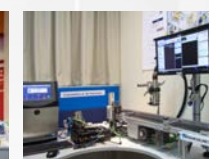


**Zebra Technologies Asia Pacific Pte Ltd**  
Handheld scanner, mobile computer, Barcode Printer

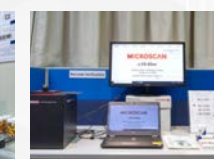
# Stations of Digital Showcase



Retail CPG Supply Chain Solution



Healthcare Product Serialisation



Barcode Verification



RFID Solution



Tour at GS1 Singapore Solution Centre



## Partners of SMF

### Launch of GS1 Singapore weCONNECT Community Solution

GS1 Singapore launched the weCONNECT Community Solution for e-commerce under The DNA Hub with the aim of creating a one-stop service in providing weCREATE (digital product content creation) and weXCHANGE (content management).

Combining in-house photography expertise and collaborations with digital creation and management partners, weCONNECT forms an integrated digital product content creation and content management service, serving the needs of businesses, brand owners and retailers for digital product content and management.

The weCONNECT Community Solution is supported by Enterprise Singapore under Local Enterprise and Association Development (LEAD) Programme to help businesses kick start their digital content creation and management journey, targeting originally businesses serving the e-tailers.

As part of GS1 Singapore's role to help enable businesses to embark on e-commerce, The DNA Hub continues to review, improve and innovate the weCONNECT Community Solution offerings to be relevant and competitive for the e-commerce business needs of today.

### Launch of GS1 Singapore Registration Agent Services for Legal Entity Identifier (LEI)

Since year 2017, GS1 Global has been accredited by Global Legal Entity Identifier Foundation (GLEIF) to issue LEIs to legal entities. Accreditation from GLEIF is a globally recognised designation of commitment to data quality and customer service.

GS1 and its global network of Member Organisations operating in 114 countries, are uniquely qualified to offer complete LEI services, with expertise in data validation and knowledge of local language, laws and regulations. GS1 is currently accredited in over 70 jurisdictions around the world, and has validated and issued over 30,000 LEIs, establishing itself as one of the top 10 LEI issuers in terms of volume.

GS1 Singapore is the first local authorised Registration Agent in Singapore since June 2018 and provides efficient and timely local support for LEI registration services. LEI applications for Singaporean entities are effectively processed by GS1 Singapore and undergo a strict verification procedure to validate the legal existence of an entity against local business registration authorities (e.g. ACRA).

GS1 also provides a free public database of all LEI data that it manages, allowing users access to a valuable set of information when researching entity identification, risk, and exposure. GS1's LEI services enable companies to meet financial regulatory requirements and make smarter, less costly and more reliable decisions about who to do business with.

## Figures as of 31 March 2020

### Membership Profile – 48.6% of GS1 Singapore members represented by SMEs.

- Sectors breakdown of SMEs Group as follow:
- Retail Sector - 70%
- Healthcare sector - 5.4%
- Food Service sector - 1%
- Transport and Logistics Sector - 0.6%
- Others – 23%

### Number of Seminars, Dialogues, and meetings – Total 6

- Armor Technical Club Asia – Taxation in Europe Seminar (SMF-EEN), 17 April 2020
- SAF Day, 1 July 2019
- PSA's inaugural Internet of Logistics (IoL) Summit, 10 July 2019
- Launch of SS 640, 11 July 2019
- Medtech Exchange Networking, 3 October 2019
- International Medical Device School, 21 February 2020

### Number of training classes conducted – Total 37

- Getting Started with Barcodes: 9
- Members Briefing Session: 13
- SP Seminar: 3
- weCONNECT Workshop: 6
- Barcode Workshop: 6

### Number of Trade Fairs – Total 11

- Seamless Asia, 26 to 27 June 2019
- Smart Nations Innovation Week, 27 to 28 June 2019
- Interpol World, 2 to 4 July 2019
- Eezee Seminar, 2 July 2019
- SMEC event - Navigating the "Digital Marketing space", 5 July 2019
- Feeding the Future Asia, 26 July 2019
- Singapore Healthcare Supply Chain Management Congress, 21 to 22 August 2019
- Home Delivery Asia, 24 to 25 September 2019
- Medical Device School Program, 1 to 4 October 2019
- Accounting & Finance Show Asia, 8 to 9 October 2019
- eCommerce Expo Asia, 9 to 10 October 2019



# SME Centre @ SMF

**S**ME Centre @ Singapore Manufacturing Federation (SME Centre @ SMF) was established in May 2005 as one of the Associated Services of the SMF. Supported by Enterprise Singapore, SME Centre @ SMF provides small and medium enterprises (SMEs) with easy access to business advisory to help them start, sustain and grow their businesses. The first-stop SME Centres provide services including business diagnosis, information on government schemes and capability workshops.

## SME Capability Workshop @ NorthWest - Fuel your Business with Digital Marketing

Organised by SMECentre@NorthWest and hosted by Dr Teo Ho Pin, Mayor of North West District, the event on 11 June 2019 was organised to help SMEs gain insight and learn the ropes of digital marketing from an expert from Google and how SMEs are able to transform their businesses with these new capabilities. The event also featured an exhibition area with 10 booths by solution providers to assist SMEs in their digital transformation.

## Going ASEAN 2020

Jointly organised by SMECentre@SouthWest with JTC, the event on 25 October 2019, aimed to help SMEs gain insights to the ASEAN market and to encourage them to expand their business overseas. The first segment of the event featured insights from experts on the market outlook in ASEAN, key information to do business in ASEAN, and the legal aspects of setting up a business in Indonesia. The second segment featured a panel discussion with invited panelists sharing their experiences venturing into the ASEAN market.



Panelists shared their experiences in venturing into the ASEAN market.

### SME CENTRE @ SMF BOARD OF DIRECTORS

#### Chairman

**Mr Simon Li**

Feoso Oil (Singapore) Pte Ltd

#### Deputy Chairman

**Mr Melvin Tan**

Cyclelect Holdings Pte Ltd

**Mr Neo Eng Chong**

Makino Asia Pte Ltd

**Mr Brandon Lee**

Intech APAC Pte Ltd

**Mr Yeo Cheong Guan**

Eng Bee Paper Merchant Pte Ltd

**Dr Ahmad Magad**

Singapore Manufacturing Federation

## Go.Grow.Globalise - SME Centre Conference 2019

The SME Centre Conference is an annual event for micro and small enterprises to learn how to grow their businesses and stay competitive in the ever-changing business landscape. SMEs learn from well-respected business leaders and knowledge experts during the conference. Conference participants are provided with an excellent platform to network with over 800 SME CEOs, founders, entrepreneurs and policy makers.

Jointly organised by the SME Centres and supported by Enterprise Singapore, this year's conference held on 17 April 2019, highlighted the importance for SMEs to stay relevant with digital technologies, identify and seize international growth opportunities, as well as acquiring actionable insights from industry experts. The SME Centre Conference is also a valuable channel for SMEs to gain practical and valuable information about business outlook and trends.

The theme, "Accelerate Digital Transformation, Grow Globally" focused on the need for SMEs to go digital and fast-track their overseas expansion. The conference featured expert speakers and successful SMEs sharing on how SMEs may upgrade their technological capabilities to stay relevant, increase productivity and enhance their capabilities. SMEs keen to venture overseas for the first time was introduced to the fundamentals of internationalisation with focus on South East Asia to expand markets. The conference aimed to empower SMEs with the knowledge and tools to chart a roadmap for expanding businesses digitally and globally. An exhibition area that featured 20 booths and comprised of solution providers from various industries and public organisations allowed the SMEs to learn about the relevant services to boost business growth.



Over 800 SME CEOs, founders, entrepreneurs and policy makers attended the SME Centre Conference.



# Singapore PMC Certification Pte Ltd (SPMCC)

**S**PMCC was inaugurated on 1 June 2016 and is a fully owned subsidiary of SMF Enterprises. SPMCC has been ISO/IEC 17024 accredited since 2 November 2016. It manages and administers the Practising Management Consultant (PMC) Certification Scheme, which was licensed from Singapore Advisors and Consultants Council (SBACC) to SPMCC.

SPMCC's mission is to provide and advance the professionalism of management consulting by having in place internationally recognised and valued standards of performance and conduct for its certified PMCs. In essence, its objectives are to raise the stature, professionalism and standards of management consulting practices; to implement, manage, promote and administer certification schemes for PMCs; and to organise, promote and support activities that facilitate the professional development of the certified PMCs.

## Benchmarking Study Mission to Singapore on Registered Management Consultant (RMC)

The Singapore PMC Certification (SPMCC) hosted delegates from Malaysia who visited SPMCC on 21 August 2019 to learn about the best practices adopted by SPMCC in certifying their Practising Management Consultant (PMC) at different levels namely: Associate Practising Management Consultant (APMC), Practising Management Consultant (PMC) and Senior Practising Consultant (SPMC).

The visit was organised by the Asian Productivity Office (APO) Liaison Officer for Singapore and SPMCC was chosen as a visit stop due to its structured certification scheme that ensures a consistent quality of certified management consultants in Singapore. The delegates learnt about how each management consultant is rigorously assessed by the PMC Certification Board before an individual is certified as a Practising Management Consultant. The PMC designation is therefore a formal endorsement of the individual's professionalism and integrity, and is a testament to his or her competency and reliability.



(From left): Mr Winston Kum (Principal Manager of SPMCC), Mr William Lim (Assistant Director of Singapore Productivity Centre & APO Liaison Officer for Singapore), Mr Nicholas Ngoh (Director of Operations of SPMCC), Dr Shaik (Deputy Director of Malaysia Productivity Corporation, Mission Leader), Ms Isabella Loh (Board Of Directors of SPMCC), Datuk Michael Kang (President of SME Associations of Malaysia), Dr Yeoh Oon Tean (CEO of Federation of Malaysian Manufacturers (FMM)), Ms Azhani Ismail (Manager of Malaysia Productivity Corporation) and Mr Nik Rosdi Nik Yusoff (Deputy Director of Malaysia Productivity Corporation).

## PMC Bond Series – Data Protection and You

PMCs attended a seminar on data protection on 24 September 2019, organised by SPMCC. The purpose of the seminar was to help PMCs understand how to protect data, become a Data Protection Officer (DPO) and assist companies to increase their competitive advantage and build trust with Data Protection Trustmark accredited by IMDA.

The PMCs learnt that personal data refers to data, whether true or not, that an individual can be identified from; or from that data and other information to which the organisation has or is likely to have access to. Personal data in Singapore is protected under the Personal Data Protection Act 2012 (PDPA).

At the end of the seminar, PMCs left with new knowledge that was useful in their course of work as they could assist with their clients' needs. They look forward to attend more of such seminars in the future.



PMCs attended a seminar on data protection organised by SPMCC.

### SPMCC BOARD OF DIRECTORS

#### Chairman of SPMCC

**Mr Saw Ken Wye**  
CrimsonLogic Pte Ltd

#### Ms Isabella Loh

Singapore Business Advisors and Consultants Council (SBACC)

#### Mr Lee Tiong Heng

Deloitte & Touche LLP

#### Dr Ahmad Magad

Singapore Manufacturing Federation

# SMF Standards Development Organisation

**T**he SMF Standards Development Organisation (SMF-SDO) is supported by Enterprise Singapore and endorsed by the Singapore Standards Council (SSC), to manage the development, promotion and implementation of standards and to participate in relevant international standardisation activities. To date, the SMF-SDO has established a total of 324 standards and manages 90 active committees across four major sectors - biomedical, food, quality and safety, and manufacturing. The SMF-SDO reaches out to more than 500 active individuals from both public and private sector to contribute their expertise to standardisation in their respective industries.

In FY2019/2020, SMF-SDO has established 62 new standards. SMF-SDO also organised 29 outreach events attended by 3,360 participants to promote standard awareness to the industries.

### SMF-SDO STEERING COMMITTEE

#### Chairman

**Mr Tan Boon Chong**  
GP Batteries International Limited

#### Industry Representatives

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

#### Ms Heidi Goh

Edwards Lifesciences (Singapore) Pte Ltd

#### Mr Brandon Lee

Intech APAC Pte Ltd

#### Mr Sze Thiam Siong

SETSCO Services Pte Ltd

#### Mr Birch Sio

Concord Associates Pte Ltd

### Singapore Manufacturing Federation (SMF) Representative

**Dr Ahmad Magad**  
Singapore Manufacturing Federation

### Standards Committee Representatives

**Dr Yong Chern Chet**  
Chairman, Biomedical and Health Standards Committee

#### Dr Allan Lim

Chairman, Food Standards Committee

#### Er Go Heng Huat

Chairman, Quality & Safety Standards Committee

#### Dr John Yong Ming Shyan

Manufacturing Standards Committee

### Enterprise Singapore Representatives

**Mr Sim Choon Siong**  
**Mr Cheong Tak Leong**



## First Urban Farm certified with Organic Primary Produce Grown in Urban Environment

SMF-SDO organised a seminar on 11 June 2019, where the first certified recipient of the Singapore Standard 632 (SS 632), Sky Greens Pte Ltd proudly received its certification. This seminar was graced by Minister for the Environment and Water Resources Mr Masagos Zulkifli, and attracted some 64 participants comprising farmers, distributors, retailers, certification bodies and quality assurance personnel.

SS 632 is the world's first national standard for organic primary produce grown in urban and peri-urban environment. It was administered by Enterprise Singapore, developed under the purview of the SSC's Food Standards Committee, and with the support of the SMF-SDO. This Standard (SS 632: 2017 – Organic Primary Produce) incorporates not just organic agriculture principles (i.e. health, ecology, fairness, and care) used in traditional organic farming, peri-urban and urban organic farming, but also address key challenges faced by urban farms in Singapore, which include limited space for agriculture and lack of natural resources like soil and water and higher operating costs due to energy consumption.

## AV forum on Singapore Standards TR 68 in Stuttgart, Germany

The publication of the world's first technical reference for Autonomous Vehicles (AV), TR 68, has attracted international attention. As a follow up to introduce the standard to the world and to collate feedback to further improve the next version of this standards, SMF-SDO organised a full day forum on TR 68 in Stuttgart, Germany on 20 May 2019. This is the first overseas workshop conducted by SMF-SDO and was graced by Mr Laurence Bay, Ambassador of Singapore to Germany. The event was attended by 50 international experts from 26 organisations. Attendees include representatives from Daimler Mobility Services, Federal Ministry of Transport, Germany, Robert Bosch GmbH, Siemens Mobility, Scania and Volkswagen.

## Hosting 38th ISO/TC8 Ships and Marine Technology Plenary Meeting

SMF-SDO played host to the 38th ISO/TC8 Ships and Marine Technology Plenary Meeting in September 2019. This five-day international standard discussion event attracted more than 100 international experts from 20 countries, which includes representatives from China, Norway, Germany, Japan, Korea and United States. Besides fostering Singapore's international relationships with key industry players, Singapore was also involved in the discussion to shape upcoming ISO standards in marine operations (ISO/TC 67/SC7/WG9) and offshore structures (ISO/TC 67/SC7).



Minister for the Environment and Water Resources Mr Masagos Zulkifli (middle) witnessed the certification presentation between Sky Greens Pte Ltd and Control Union and received a copy of SS 632 from SMF Secretary-General Dr Ahmad Magad (second from right).



SMF-SDO organised a full day forum on TR 68 in Stuttgart, Germany which was attended by 50 international experts from 26 organisations.



The 38th ISO/TC8 Ships and Marine Technology Plenary Meeting attracted more than 100 international experts from 20 countries.

# Management and Function Committee Members

### Management Committee

#### Finance Management Committee

##### Chairman

Mr Saw Ken Wye  
CrimsonLogic Pte Ltd

##### Deputy Chairman

Mr Lee Tiong Heng  
Deloitte & Touche LLP

##### Committee Members

Mr Ryan Chioh, PBM  
FarEastFlora.com Pte Ltd

Mr Henry Tan  
Nexia TS Pte Ltd

Mr Birch Sio

Concord Associates Pte Ltd

#### Risk Review Committee

##### Chairman

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CrimsonLogic Pte Ltd

##### Advisor

Mr George Huang, PBM, DSM  
Amoy Canning Corporation (S) Ltd

##### Committee Members

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Allegion (Southeast Asia) Pte Ltd

Mr Darren Lee  
Metrohm Singapore Pte Ltd

Mr Neo Eng Chong  
Makino Asia Pte Ltd

Mr Bernard Esselinckx  
Senoko Energy Supply Pte Ltd

#### Secretariat Management Committee

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Mr Ryan Chioh, PBM  
FarEastFlora.com Pte Ltd

##### Deputy Chairman

Mr Saw Ken Wye  
CrimsonLogic Pte Ltd

##### Committee Members

Dr Ong Siew Hwa  
Acumen Research Laboratories Pte Ltd  
(Resigned from 17 March 2020)

##### Mr Patrick Chang

Paclin Office Products Pte Ltd

##### Mr Melvin Tan

Cyclelect Holdings Pte Ltd



## Function Committees

### Global Business Groups Function Committee

#### Chairman

Dr Bicky Bhangu  
Rolls-Royce Singapore Pte Ltd

#### Deputy Chairman

Mr Poh Choon Ann, PBM  
Poh Tiong Choon Logistics Limited  
(Resigned from Function Committee from 20 February 2020)

#### Advisors

Mr Douglas Foo, PBM, BBM  
Sakae Holdings Ltd  
President, Singapore Manufacturing Federation

Mr Renny Yeo, PBM, BBM  
Emeritus President  
Singapore Manufacturing Federation

Mr Teo Eng Cheong  
Surbana Jurong Limited  
Vice President, Singapore Manufacturing Federation

#### Americas Business Group

##### Regional Head

Mr Alessandro Perrotta  
Interplex Holdings Pte Ltd

#### ASEAN Australasia and Oceania

##### Regional Business Group

##### Regional Head

Ms Angeline Suparto  
Angeline Suparto Law Corporation

#### Europe Regional Business Group

##### Regional Head

Mr Neo Eng Chong  
Makino Asia Pte Ltd

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

##### Regional Head

Mr Adam Hamid  
Naina Mohamed & Sons Pte Ltd

#### Committee Members

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Assimilated Technologies (S) Pte Ltd

Mr Saw Ken Wye  
CrimsonLogic Pte Ltd

Mr Melvin Tan  
Cyclelect Holdings Pte Ltd

Mr Simon Li  
Feoso Oil (Singapore) Pte Ltd

Mr Willy Koh  
Racer Technology Pte Ltd

### Enterprise Europe Network Advisor

Mr Neo Eng Chong  
Makino Asia Pte Ltd

### Health, Safety, Security and Environment Function Committee

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Mr Bernard Esselinckx  
Senoko Energy Supply Pte Ltd

#### Immediate Past Chairman

Mr Tay Jih-Hsin  
Swee Hin Power Systems Pte Ltd

#### Deputy Chairman

Mr Lim Meng Wee  
SP Consulting (International) Pte Ltd

#### Committee Members

Dr Ong Siew Hwa  
Acumen Research Laboratories

Mr David Chia  
Beckoff Automation Pte Ltd

Mr Don Quek  
Centre Testing International Pte Ltd

Ms Foo May Ling  
Enviro Gas Pte Ltd

Mr Edwin Tay  
NeuMed Pte Ltd

Mr Richard Chee  
Richee Engineering Enterprise Pte Ltd

Mr Raymond Wee  
SalesTrade Corporation (S) Pte Ltd

Ms Joanna Tan  
Starlite Printers (Far East) Pte Ltd

Mr Theodore Khng  
Theo10 Pte Ltd

Mr Cheong Chung Kin  
Win Sin (Pte) Ltd

#### Advisor

Mr John Kong  
M Metal Pte Ltd

### Information & Communications Technology & New Technologies Function Committee

#### Chairman

Mr Darren Lee  
Metrohm Singapore Pte Ltd  
(Stepped down from 4 August 2020)

Mr Vincent Wong  
Continental Automotive  
Singapore Pte Ltd  
(Appointed as Chairman from 4 August 2020)

### Innovation & Productivity Function Committee

#### Chairman

Mr Alessandro Perrotta  
Interplex Holdings Pte Ltd

*Steering Committee Industry 4.0*  
**Chairman of Steering Committee**  
Mr Gan Thiam Soon  
Continental Business Consulting  
(Resigned from 23 August 2019)

Vincent Wong  
Continental Automotive Singapore  
Pte Ltd  
(Appointed from 14 November 2019)

**Committee Members**  
Mr Chua Chee Seong  
Infineon Technologies Asia Pacific  
Pte Ltd

Mr Brandon Lee  
Intech APAC Pte Ltd

*Steering Committee DPMS*

**Committee Members**  
Mr Saw Ken Wye  
CrimsonLogic Pte Ltd

Mr Darren Lee  
Metrohm Singapore Pte Ltd

Mr Low Beng Tin, PBM, BBM (L)  
Assimilated Technologies (S) Pte Ltd

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Mr Patrick Chang  
Paclin Office Products Pte Ltd

#### Deputy Chairman

Mr Adam Hamid  
Naina Mohamed & Sons Pte Ltd

**Committee Members**  
Dr Ong Siew Hwa  
Acumen Research Laboratories Pte Ltd  
(Resigned from 17 March 2020)

Mr Jason Kurek  
Allegion (Asia) Pte Ltd

Mr Kimming Yap  
Creativeans Pte Ltd

Mr Simon Li  
Feoso Oil (Singapore) Pte Ltd

Mr Brandon Lee  
Intech APAC Pte Ltd

Ms Margareta Laminto  
Johnson & Johnson Pte Ltd

Ms Betty Tan  
Sin Cheong Containers Mfg Co. Pte Ltd

Mr James Wong  
O.E. Manufacturing Pte Ltd

Mr Mohan Kumar  
Strides Pharma Global Pte Ltd  
(Appointed from 4 August 2020)

Ms Joyce Seow  
Watson E.P. Industries Pte Ltd

Mr Cheong Chung Kin  
Win Sin Pte Ltd

Mr Birch Sio  
Concord Associates Pte Ltd

Zhang Jia Lin  
Inflo Health Sciences Pte Ltd



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Mr John Kong  
M Metal Pte Ltd

##### Committee Members

Mr Birch Sio  
Concord Associates Pte Ltd

##### Deputy Chairman

Zhang Jia Lin  
Inflo Health Sciences Pte Ltd

Ms Betty Tan, PBM  
Sin Cheong Containers Mfg Co Pte Ltd

#### Ethics & Corporate Governance Function Committee

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Mr John Kong  
M Metal Pte Ltd

##### Committee Members

Dr Ong Siew Hwa  
Acumen Research Laboratories Pte Ltd  
(Resigned from 17 March 2020)

Mr Lim Meng Wee  
SP Consulting (International) Pte Ltd

##### Deputy Chairman

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Angeline Suparto Law Corporation

Mr Birch Sio  
Concord Associates Pte Ltd

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ARQon Pte Ltd

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###### Chairperson

Mr Bryan Sio  
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##### Programme Subcommittee

###### Chairperson

Mr Richard Ng  
Transicom Engineering Pte Ltd

##### Deputy Chairman

Mr Eugene Tan  
Wanin Industries Pte Ltd

##### Partnership Subcommittee

###### Chairperson

Mr Theodore Khng  
Theo1o Pte Ltd

##### Entrepreneurship Subcommittee

###### Chairperson

Mr John Cheng  
Cheng Yew Heng Candy Factory Pte Ltd.





**Singapore  
Manufacturing  
Federation**  
新加坡制造商总会

**Singapore Manufacturing Federation**

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