

NEWS RELEASE

Leading manufacturing, not just manufacturers

SMA will be known as Singapore Manufacturing Federation (SMF)

Singapore – January 27, 2012 The Singapore Manufacturers' Federation (SMA) has announced the change of its name from Singapore Manufacturers' Federation to Singapore Manufacturing Federation. Its acronym will also change from SMA to SMF.

This name change is in line with the Federation's increased and increasing responsibilities and roles in representing and leading the manufacturing sector. It also reinforces the Federation's stance in serving the manufacturing-related industries. These changes underscore her transformation to meet the reality of the new economic landscape and the needs of its members and the nation. The new name will only formally take effect on 20 September 2012 when SMA launches the new logo and adoption of name during its 80th Anniversary Gala Dinner – the climax of SMA's year-long anniversary celebrations.

SMA President, Mr George Huang, explained: "The manufacturing landscape has evolved where more manufacturers are using Original Equipment Manufacturers or OEMs to obtain the needed components or products without owning and operating a factory. Moreover, products are becoming "commoditized" around the world through the use of ISO standards. So, product differentiation through branding and the provision of ancillary services are essential for total customer satisfaction."

He added: "Manufacturers are therefore not merely producing goods, but selling whole packages to provide the holistic experiences, outcomes and solutions. Our members have voted unanimously at the EOGM held in November 2011, to this name change as it reflects the evolution of our role in this new business landscape."

In tandem with this transformation, SMA will now also lead those in design, engineering services and third-party logistics services. Such services, being part and parcel of the manufacturing engine, must be embraced as part of the manufacturing community especially in light of encouraging innovation and improving companies' productivity on a holistic scale.

Celebrating **80th** Anniversary
Singapore Manufacturers' Federation
Since 1932

Guest-of-Honour President Tony Tan

This name change was announced at the *SMA's 80th Anniversary Launch & Lunar New Year Celebrations* where His Excellency, President Tony Tan Keng Yam was the guest-of-honour.

President Tony Tan Keng Yam said: "Congratulations to SMA on its 80th year of establishment. I am heartened to note that SMA is proactively making changes to meet the emerging needs of the manufacturing community and to support the manufacturing industry as an important sector of our economy for years to come."

At the event, President Tony Tan unveiled the Federation's orchid named *Ascocenda SMF 80th Anniversary* and participated in the Lo-hei. SMA also presented a cheque of \$31,000 to the Community Chest. This amount raised by SMA Council and Secretariat was initially meant for a congratulatory advertisement on Mr George Huang's conferment of the Public Service Medal (PBM) last year. This donation to the Community Chest is to show SMA's appreciation to our Singapore President as Patron-in-Chief of the Community Chest.

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

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Note: Please continue to use the name 'Singapore Manufacturers' Federation', and note that the acronym is SMA.

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About Singapore Manufacturers' Federation (SMA)

Established since 1932, SMA represents the interest of the Singapore manufacturing community, driving its competitiveness and sustainable growth through serving industry-specific needs. Supported by 11 industry groups and Centres of Excellence, SMA offers a holistic approach towards enhancing competitiveness of its members. Current membership stands at more than 2,800 corporate members ranging from SMEs to MNCs. For more information, please visit www.sma.sg

About Community Chest

Community Chest raises funds on a yearly basis to meet the needs of the social service programmes we help support. Community Chest ensures that fund-raising and other operating costs are kept to a minimum. As these costs are covered mainly by Tote Board and Singapore Pools, every dollar raised by Community Chest will be made available to social service programmes under its care.

Community Chest has made it easier for individuals to donate from the comfort of their homes via websites such as comchest.sg and www.vpost.com.sg, through the internet (DBS, UOB or Citibank) or phone banking (DBS or POSB) and even at SAM machines and iNETS Kiosks across the island. Individuals can also reap tax benefits on donations through hassle-free modes like the Community Chest's monthly workplace giving programme "SHARE", where employees make monthly donations via GIRO, credit card or payroll and have his or her tax deductions automatically included in their tax assessments.

Community Chest aims to raise \$55.7 million this year to help support 70 charities in running 158 critical social service programmes. The funds raised will benefit some 300,000 people including children with special needs, youth-at-risk, persons with disabilities, lonely and frail elderly and families in need.

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