



**Singapore Manufacturers'  
Federation**

**新加坡制造商联合会**

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**WELCOME ADDRESS BY MR GEORGE HUANG  
PRESIDENT  
SINGAPORE MANUFACTURERS' FEDERATION (SMa)**

**Asia Supply Chain & Operations 2011  
7 APRIL 2011 (Thursday)  
SUNTEC Singapore**

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**Guest-of-Honour, Mr Sam Tan, Trade & Industry and Information,  
Communications and the Arts**

**Chairman for APICS The Association for Operations Management, Mr Eric  
Schaudt**

**CEO for APICS, Mr Abe Eshkenazi**

**Deputy Chief Executive for Singapore Workforce Development Agency, Mr  
Winston Toh**

**Distinguished Guests**

**Ladies and Gentlemen**

**Good morning**

1. Welcome to the inaugural “Asia Supply Chain & Operations 2011”. And to our foreign delegates, a warm welcome to Singapore. It is a pleasure to see nearly 300 of you here today. I would also like to take this opportunity to express my appreciation to our guest-of-honour, Senior Parliamentary Secretary for Trade & Industry, Mr Sam Tan, for taking time off his busy schedule to grace this event.

2. I am proud to announce that APICS, The Association for Operations Management, for the first time, is having the conference outside of North America. And they have chosen Singapore as the location and SMA as the partner. This in recognition of SMA’s effort in driving productivity and innovation, and shows the importance of Singapore in the field of operations and supply chain management.

### **Manufacturing & Supply Chain**

3. In the new economy landscape, manufacturing remains one of the key economic pillars of the Singapore economy, contributing over 20% to Singapore’s GDP. The performance of this sector will inevitably drive the performance of other sectors including that of the supply chain. Hence it is especially important for the manufacturing sector to continue growing so as to benefit the entire Singapore economy.

4. SMA plays a major role in driving the competitive and sustainable growth of the local manufacturing sector. Through our 11 industry groupings, we are able to better serve our members in their diverse industry-specific needs. For example, our Centre for Corporate Learning and EDC@SMA, offer consultancy and training services for all members to enhance their competitive edge, upgrade skills and capitalise on new technologies.

5. We strongly believe that sustainable growth can only be achieved if we adopt more productive and innovative processes. With this, we have stepped up efforts to assist companies in improving their productivity and innovation processes. Last year, we launched the inaugural Singapore Productivity & Innovation (P&I) Conference where our members benefitted from experts who were flown in to share their experiences and insights on productivity methods and trends.

6. Over the years, we faced and overcame many challenges arising from changing business environment. Mass production has been replaced by a high-mix low-volume landscape. In response, manufacturing activities became more knowledge-based and innovation-driven. It is a natural progression for us to look, not just, within the factory walls but also to extend innovative practices into the entire supply chain. This will increase our productivity in a holistic way. This means that we have to work more closely with all parties in the entire supply chain, so that we can really achieve that quantum leap in productivity.

7. With this in mind, we have brought together leading operations and supply chain management organisations in Singapore and the United States to this conference. This is the best platform for businesses to gain insights to various challenges and opportunities in this new economy. Global professionals in the supply chain and operations management will be sharing their best practices, risk management and strategies to improve productivity and innovation. We also hope that our foreign delegates will be able to meet up with many of our local Sma members who will be able to share with you their wealth of experiences and business opportunities in Asia.

### **MOU Signing**

8. Today, Sma will also be signing a Memorandum of Understanding with WDA and APICS. This signifies our commitment in uplifting the productivity of the local manufacturing workforce through capability building, training and upgrading efforts. In fact, Sma's Centre for Corporate Learning has already started conducting two of APICS' internationally-recognised programmes; the "Certified Production and Inventory Management" and "Certified Supply Chain Professional"; since last year. Now, with our collaboration with WDA, these programmes will be aligned with the Singapore Workforce Skills Qualifications (WSQ) standards. Singaporean participants can then take up these international certifications with subsidised funding.

### **Conclusion**

9. I would like to conclude by sharing with you an old African saying - 'If you want to go fast, you go alone. If you want to go far, you go with others'. However, we,

at SMA, like Singapore, want to go both fast and far. As such, we have started the journey alone; but now, we are pleased to find and to collaborate with partners who share the same values and aspirations for long-term growth and sustainability. I am confident that this collaboration with WDA and APICS will continue to enhance our strengths as an education provider and provide useful research data to help build capacity of SMA members.

10. Last but not least, I would like to convey my appreciation to IBM for their kind sponsorship to make this conference a success. And once again, to our Guest-of-Honour, Mr. Sam Tan, for gracing and supporting this event.

11. I wish you an insightful and fruitful time at this conference. Thank you.