

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



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**Welcome Address by Dr Moh Chong Tau
Deputy President, Singapore Manufacturers' Federation**

**At the Singapore Packaging Star and AsiaStar Award
Presentation Ceremony**

**10 February 2012, Friday
Sheraton Tower**

Chairman of the Packaging Council of Singapore, Mr Albert Lim

Fellow members from Packaging Council of Singapore

Award recipients

Distinguished guests

Ladies and gentlemen

Good afternoon.

1. Thank you for taking time off your busy schedule to attend this award ceremony. It is great to see so many of you here today.

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2. The Singapore Manufacturers' Federation, or SMa in short, is a non-profit organization that champions manufacturing and the Singapore manufacturing industry. SMa plays a leading role in driving the sustainable growth of our 2,800 members through serving industry-specific needs and carrying out a myriad of activities to enhance their competitiveness. To address each industry's unique and specific needs, our member companies are categorised into 11 industry groups; and one of the groups is Packaging Council of Singapore, also known as PCS.

3. PCS serves as a catalyst of growth for the packaging industry in Singapore. It provides the knowledge of principles, materials, processes, and packaging production and use to the packaging community. PCS' key role is to promote cooperation between local and foreign packaging related industries, enhancing the foreign demand for Singapore's packaging service and locally manufactured products.

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4. On a holistic scale, SMA represents the voice of our members and provides linkages to governmental agencies. SMA elevates PCS by leveraging on its extensive network of contacts and industry knowledge through our 5 centres of excellence. This year, we are happy to partner Singapore Workforce Development Agency, or WDA, to focus on the food manufacturing and food packaging industries. We are pleased to note that WDA will be launching two new Awards which will honour those who have demonstrated innovation in their food packaging and credit those who have incorporated “green” elements in food packaging.

5. In addition to these new awards, WDA has also reviewed the current two WSQ Packaging modules. Considering how packaging material is playing a critical part in the packaging of food, WDA has developed two new modules on packaging technology and materials. All these efforts will go a long way in ensuring that Singapore is at the forefront of the packaging industry. We are pleased to intensify our

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partnership with WDA, so as to elevate the standing and profile of the packaging industry to a higher plane.

SMA's transformation

6. We recently announced our change in name from Singapore Manufacturers' Federation to Singapore Manufacturing Federation, which will only formally take effect on 20 September 2012 during our 80th Anniversary Gala Dinner. This name change underscores our transformation to meet the reality of the new economic landscape and the needs of our members and the nation.

7. 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 also be embraced. I understand that some of the companies here today are design companies. We welcome you to speak to any of our

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secretariat to find out how you can be part of the SMA family and we look forward to serving you as our member.

Importance of packaging

8. Packaging is the product's identity. One classic example is the Coca Cola bottle. An instantly recognisable logo and global fame is a result of its packaging. Product packaging design is the most important aspect of a product. Packaging design conveys to the end consumer the most important feature of a product and allows the product to stand out amidst all the other competitors.

9. The winners here today have successfully demonstrated the above. I'm encouraged by their continuous pursuit in developing new and innovative packaging solutions. The Singapore Packaging Star Award affirms the companies' commitment to good packaging designs, as well as providing a springboard for them to grow their market share and expand on the global frontier.

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10. Product packaging design education is a fundamental part of the educational spectrum. Hiring a qualified designer with a good design education background is essential to every company as it enhances business values. Before I conclude, I will like to say a few words to the students here today. As the Director of SMA Institute of Higher Learning, which is one of SMA's Centres of Excellence and a leading educational provider in Singapore and Asia, I'm always inspired by the works and creativity of our students. And after seeing the submissions by the students from Nanyang Polytechnic, I am truly inspired as well. My heartiest congratulations to the students from Nanyang Polytechnic once again. Do keep up the good work and continue to be innovative and creative. I'm certain the Award will open up attractive opportunities for you as you pursue your professional career in the product-related design industries.

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11. With that, I would like to congratulate all the awardees and wish them success. I also like to thank all those presence for making today's event possible. Have a good Day!!!