



Media Release

Kindly observe embargo till 25 November 2016, 1900 hrs

ASME marks 30 years of celebrating SME spirit

Singapore, 25 November 2016 – The Association of Small & Medium Enterprises (ASME) commemorated its 30th Anniversary at a celebration dinner event held at Suntec Singapore Convention and Exhibition Centre. The event was graced by Guest-of-Honour, Deputy Prime Minister & Coordinating Minister for Economic and Social Policies, Mr Tharman Shanmugaratnam.

Other distinguished guests who attended the event include Ms Sim Ann, Senior Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry; Chief Executives of statutory boards: Mr Ng Cher Pong, Chief Executive Officer of SkillsFuture Singapore, Mr Poon Hong Yuen, Chief Executive of SPRING Singapore, Mr Png Cheong Boon, Chief Executive Officer of JTC Corporation and Mr Kenneth Yap, Chief Executive of Accounting and Corporate Regulatory Authority (ACRA).

Mr Yeo Guat Kwang, Assistant Secretary-General of the National Trade Union Congress; key representatives from Singapore's Institutes of Higher Learning: Mr Bruce Poh, Director & Chief Executive Officer of Institute of Technical Education (ITE), Professor Tan Thiam Soon, President of Singapore Institute of Technology (SIT); and key representatives from other trade associations and chambers: Mr Thomas Chua, President of Singapore Chinese Chamber of Commerce & Industry (SCCCI) and Dr R Theyvendran, Chairman of Singapore Indian Chamber of Commerce and Industry (SICCI) were also present at the celebration dinner.

As a leading association championing enterprise in Singapore, ASME's mission is to work closely with the public and private sector and foster a business environment conducive for small and medium enterprises (SMEs) to grow and thrive. ASME's wide array of programmes and services helps to develop homegrown enterprises and encourage entrepreneurship in Singapore.



Mr Kurt Wee, President of ASME, said, "ASME has reached a significant milestone in developing the SME space in Singapore. I am very honoured to lead the association as we celebrate 30 years of SME spirit. ASME will continue our efforts to be the representing voice of local SMEs, effectively bridging the public and private sector together."

ASME was first established in 1986 by a group of passionate businessmen who believed that local enterprises needed to come together to champion the cause of SMEs and be more self-reliant in the economic market. Over the years, the association has grown from strength to strength under the leadership of 10 Past Presidents. Each of them has contributed significantly to the foundation, growth and success of ASME today.

Dr Dora Hoan, Chairman of ASME 30th Anniversary Celebrations Organising Committee, Past President and Council Member of ASME, said, "Throughout ASME's 30 years of history, the association has been a key player in raising the profile of local SMEs and enabling them to develop a strong brand name of their own in the domestic and overseas market. I am fully confident that ASME will continue to excel and promote Singapore's SME spirit over the next decades to come."

At the evening, the *ASME 30th Anniversary Commemorative Book: Celebrating 30 Years of SME Spirit* was also launched. The book illustrates how each Past President, during his or her term, addressed critical challenges and worked hard to push ASME to scale greater heights.

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*Celebrating
30 Years
of SME Spirit*

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CONGRATULATORY MESSAGES FEATURED IN COMMEMORATIVE BOOK

“My warmest congratulations to the Association of Small & Medium Enterprises (ASME) on your 30th anniversary celebrations!

Our SME associations, national and sectoral, play a key role in our future. Our SMEs face the challenges of innovating, overcoming cost and manpower constraints, and at the same time growing their presence in markets abroad. It is a challenge that also presents opportunities for the most enterprising companies.

Associations like ASME are a very useful guide for our SMEs in this regard. I am heartened that ASME has helped many of our SMEs along in their innovation and internationalisation journey.

I am sure ASME will continue to catalyse and support our SMEs, enabling more companies to grow and develop a strong name for themselves in Singapore and abroad.”

Mr Tharman Shanmugaratnam
Deputy Prime Minister &
Coordinating Minister for Economic and Social Policies

“SMEs employ the largest group of workers in Singapore. Their success is vital to the livelihood of our workers. For SMEs to stay ahead of the competition, we must be keenly aware of the evolving market needs, new technological advances and disruptive business models. The Singapore Government’s goal is to help our SMEs succeed not just in the domestic markets but also in the markets beyond Singapore. Our manpower will always be finite but our adoption of new technological possibilities can be limitless to help us transcend our constraints. Being small does not mean that SMEs are necessarily at a disadvantage, if we can capitalise on our nimbleness to innovate and try new business models to disrupt others before we are disrupted ourselves. NTUC, our Labour Movement, is committed to work closely with our SME partners to establish the conditions for their success. We hope that our SMEs will in turn share the fruits of their success with our workers.”

Mr Chan Chun Sing
Minister, Prime Minister’s Office &
Secretary-General of the National Trade Union Congress



CONGRATULATORY MESSAGES FEATURED IN COMMEMORATIVE BOOK

“My heartiest congratulations to the Association of Small & Medium Enterprises (ASME) on your 30th anniversary.

ASME has been instrumental in helping SMEs over the years. The association’s focus in providing a range of services and programmes to equip members with knowledge and overseas market opportunities are commendable.

SMEs play a critical role as the driving force for our economic growth and employment. In the face of uncertain global economic outlook and economic restructuring, SMEs will need to transform in order to grow and continue providing good jobs for Singaporeans. ASME’s effort in helping SMEs transform will make a difference in this critical period.

When local SMEs do well, so will Singaporeans. And ASME will continue to be central in ensuring this success.

My best wishes to ASME in your future endeavours!”

Mr Teo Ser Luck
Minister of State, Ministry of Manpower &
Mayor, North East District



LIST OF ASME'S PAST PRESIDENTS

Year	Name
1986 - 1988	Daron Liew
1988 - 1990	Leong Chun Loong BBM(L), PBM
1990 - 1992	Peter Boo
1992 - 1994	Diong Tai Pew
1994 - 1997	Tan Gek Suan
1997 - 2000	Dato' Seri Dr Derek Goh BBM
2000 - 2001	Dr Diana Young (Deceased)
2001 - 2002	Dr Dora Hoan PBM
2002 - 2011	Lawrence Leow PBM
2011 - 2013	Chan Chong Beng
2013 - Present	Wee Chorng Kien, Kurt



ABOUT ASME

ASSOCIATION OF SMALL & MEDIUM ENTERPRISES

The Association of Small & Medium Enterprises (ASME) is a not-for-profit organisation established in 1986 for entrepreneurs, by entrepreneurs. With wide-ranging services and programmes, ASME strives to equip member SMEs with the business knowledge and market opportunities to help them grow their businesses.

ASME, as the champion of a pro-enterprise Singapore, bridges the public and the private sectors to promote a more conducive business environment which facilitates the start-up, growth and development of a larger pool of SMEs. The two ASME flagship awards – the Entrepreneur of the Year Award and the Singapore Prestige Brand Award – are enacted yearly in recognition of SMEs' successes.

ASME will continue to roll out new SME-relevant programmes to enhance its position as THE business association For Entrepreneurs, By Entrepreneurs.

www.asme.org.sg