



Media Release

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More first-time participating brands emerge as winners for the Singapore Prestige Brand Award 2016

*Micro Brands, Promising Brands and Established Brands category saw the most number
of award-winning first-time participants*

Singapore, 1 September 2016 – 43 local brands were presented the Singapore Prestige Brand Award (SPBA) at the Award Certificate Presentation Ceremony today, a distinguished award that recognizes homegrown brands for their branding achievements in their business endeavor. From all the submission entries, 33 winners across the six award categories were first-time participants in the SPBA.

Ms Chew Lee Ching, Chairman of the SPBA 2016 Organising Committee, said, “I am deeply heartened to see so many local brands, especially budding brands, coming forward to participate in the SPBA. Since its launch 15 years ago, the award has always encouraged enterprises of all sizes to excel in their branding journey and it is very satisfying to see that many of our past winners have become reputable household names. This year, we introduced the Micro Brands category to recognize brands that have done well in their niche markets and the six winners of the SPBA - Micro Brands are excellent examples.”

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“We are also happy to see a higher number of submissions for the Promising Brands and Established Brands category this year. The enthusiastic participation this year demonstrates yet again that our homegrown brands see the value of the SPBA in helping them to soar higher and go further.”

“To celebrate its 15th year milestone, the SPBA has refreshed the design of its trophy. It is simple and elegant and will be a sought after symbol of brand excellence,” Ms Chew said.

Jointly organized by the Association of Small & Medium Enterprises and Lianhe Zaobao, the SPBA has identified more than 410 local brands as the benchmark of success within their industry. This year also marks SPBA’s 15th anniversary, reaffirming its position as the most reputable brand award that celebrates local brand excellence.

SPBA 2016 is proud to affirm winners from the six award categories from different industries including those from F&B, retail, manufacturing and healthcare sector.

Echoing the same sentiment, Ms Goh Sin Hwee, Co-Chairman of the SPBA 2016 Organising Committee, said, “Since the early beginnings of our nation, local enterprises have always been contributing to every stage of development of Singapore’s economy. It is assuring to know that local enterprises yearn to constantly upgrade themselves to keep up with changes and display resilience in the face of challenges. I believe this is what homegrown brands truly are.”

Ms Goh also added that SPBA’s 15th anniversary is deeply significant as it commemorates the journey SPBA has evolved over the years to become an even more established award that honours homegrown brands.





SPBA 2016 is honored to have Maybank on board as the Official Bank once again this year.

“The SPBA has come a long way, marking a symbolic milestone in branding excellence for homegrown enterprises. Maybank is delighted to be the official bank for SPBA for the fourth consecutive year. We are very glad to be part of this prime Singapore award and witness local companies being recognised for their strong brands each year,” said Mr Choong Wai Hong, Head, Community Financial Services, Maybank.

The overall winners and most popular brands of each category with the exception of the SPBA - Micro Brands and SPBA - Special Merit category will be announced at the SPBA Award Presentation Ceremony on 28 October 2016.

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APPENDIX: BRAND WINNERS

(Returning participants are highlighted in yellow)

SPBA - Micro Brands

Charcoal House	竹恋竹炭
iGENE	-
INSURGENCE	-
MVP	-
MY PRIVATE CHEF	-
TAG TEAM	-

SPBA - Promising Brands

Absolook	-
ANGELFLORIST	ANGELFLORIST 天使花坊
B9 DENTAL CENTRE	-
BAKERY CUISINE	烘焙工坊
ENOVAX	-
EBM	-
GREENDOT	绿一点
Kcuts	-
KOMPACPLUS	-
Monster Curry	-
NATURAL HEALINGS	-
OLD STREET BAK KUT TEH	老街肉骨茶·油条·豆浆
RT	润德



SHING AVENUE DOORS	承興門私人有限公司
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SPBA - Established Brands

AXIS	-
BARCLYNE	博林
Chen Kang Wellness	-
dermafloral	-
DOUGH CULTURE	小麥家
DRAGON KING	龙王
Exceltec	益效德
J.KEART	-
JACKWAY Convertor	-
LHN GROUP	贤能集团
MR BEAN	豆先生
RASEL CATERING	-
SmsDome	-

SPBA - Heritage Brands

CHATTERBOX	话匣子
EU YAN SANG	余仁生
Gao Ji Food (S) Pte Ltd	高记食品 (新) 私人有限公司
KIN TECK TONG	德堂
SHUN ZHOU	-
Way Fengshui Group	慶正道



SPBA - Regional Brands

Esco	-
RIWAY INTERNATIONAL GROUP	-
Yeo's	楊協成

SPBA - Special Merit

National Museum of Singapore	
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APPENDIX: AWARD CATEGORIES

SPBA 2016 comprises of six Award Categories:

1. SPBA - Micro Brands (新加坡金字品牌奖 - 微型品牌)
The Brand must be established for at least 3 years and have no more than 3 operating outlets*** in Singapore.
The Brand must have an annual turnover of S\$2 million and below.
2. SPBA - Promising Brands (新加坡金字品牌奖 - 潜质品牌)
The Brand must be established between 3 to 8 years*
3. SPBA - Established Brands (新加坡金字品牌奖 - 成名品牌)
The Brand must be established between 6 to 30 years**
4. SPBA - Heritage Brands (新加坡金字品牌奖 - 悠久品牌)
The Brand must be established for more than 25 years#
5. SPBA – Maybank Regional Brands (新加坡金字品牌奖 - Maybank 区域品牌)
The Brand must be established for at least 3 years and have a presence in at least 3 foreign markets**
6. SPBA - Special Merit (新加坡金字品牌奖 - 特别表扬)
For government agencies and not-for-profit organisations that have been established for at least 3 years

* Brands that are 6 to 8 years old may opt to participate in either SPBA – Promising Brands or SPBA – Established Brands

Brands that are 26 to 30 years old may opt to participate in either SPBA – Established Brands or SPBA – Heritage Brands

** "Foreign market" is defined as "a country OR a city with population exceeding 5 million"



*** "Operating outlet" is defined as "an operation with a physical office". If the company does not have a physical office, the entity would be considered as an operating outlet

With the exception of SPBA - Micro Brands and SPBA - Special Merit, an Overall Winner will be selected for each Award Category. A SPBA – Most Popular Brand Winner will also be selected via public voting for each Category, with the exception of SPBA - Micro Brands and SPBA - Special Merit.

After a structured and rigorous judging process by distinguished judges from statutory boards, multinational corporations and brand consultants, all Winners of SPBA 2016 will be announced to the media and the public via an Award Certificate Presentation in September.

The Overall Winner of each Award Category, with the exception of SPBA - Micro Brands and SPBA - Special Merit, will also be announced at the SPBA Award Presentation Ceremony held in October.

For more information on the Award Category, you can contact the Award Secretariat at:

DID: 6513 0365 / 6513 0361
Email: spba.secretariat@asme.org.sg
Website: www.spba.com.sg



APPENDIX : CHINESE TRANSLATIONS

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|--|---------------------------------------|
| 1. Ms Chew Lee Ching
Chairman
SPBA 2016 Organising Committee
Association of Small & Medium
Enterprises | 周丽青
2016年新加坡金字品牌奖筹委会主席
中小企业商会 |
| 2. Ms Goh Sin Hwee
Co-Chairman
SPBA 2016 Organising Committee
Associate Editor, Lianhe Zaobao | 吴新慧
2016年新加坡金字品牌奖筹委会联合主席
《联合早报》 |
| 3. Mr Choong Wai Hong
Head
Community Financial Services
Maybank Singapore | 钟伟鸿
Maybank 社区金融服务主管 |



APPENDIX: THE SINGAPORE PRESTIGE BRAND AWARD

Singapore Prestige Brand Award (SPBA) was inaugurated in 2002 by the Association of Small & Medium Enterprises (ASME) and Lianhe Zaobao. Today, SPBA continues to recognise and honour Singapore brands that are developed and managed effectively through various branding initiatives.

With the increasing number of homegrown brands becoming established household names, achieving this esteemed mark of success is certainly a significant milestone in the branding journey of any local brand. The Award also serves as a yardstick for SMEs to benchmark their brand equity against their competitors.

Having established itself as a prestigious branding Award that local brand owners strive to attain, SPBA remains an effective platform for companies aspiring to become sterling brand names in Singapore to fuel their expansion plans abroad.

SPBA comprises six main Award Categories to meet the demands of the market, namely SPBA – Micro Brands, SPBA - Promising Brands, SPBA - Established Brands, SPBA - Heritage Brands, SPBA - Regional Brands, and SPBA - Special Merit.

For each Award Category, an Overall Winner will be chosen, with the exception of SPBA - Micro Brands and SPBA - Special Merit. An SPBA - Most Popular Brand Winner will also be selected via public voting for each Award Category, with the exception of SPBA - Micro Brands and SPBA - Special Merit.



新加坡金字品牌奖

新加坡金字品牌奖是由中小企业商会和《联合早报》于 2002 年创办的。奖项旨在肯定和表扬有效地通过各种品牌相关活动来建立和管理品牌资产的本地企业。

本土品牌近年来百花齐放，不少已是家喻户晓。对这些成功品牌而言，获颁新加坡金字品牌奖是品牌创建过程中的里程碑，也是一个考验实力，树立新品牌标杆的机会。

作为企业向往、公认的至尊品牌奖项，新加坡金字品牌奖是企业在新加坡进一步打响知名度的有效平台，亦是走向海外市场的有力跳板。

新加坡金字品牌奖设有六个奖项组别：新加坡金字品牌奖 - 微型品牌、新加坡金字品牌奖 - 潜质品牌、新加坡金字品牌奖 - 成名品牌、新加坡金字品牌奖 - 悠久品牌、新加坡金字品牌奖 - 区域品牌和新加坡金字品牌奖 - 特别表扬。

除了新加坡金字品牌奖 - 微型品牌和新加坡金字品牌奖 - 特别表扬，每个组别将选出一个总冠军。而所有得奖的品牌 (新加坡金字品牌奖 - 微型品牌和新加坡金字品牌奖 - 特别表扬除外) 也将公开给公众投选，找出各组别中的最受欢迎品牌奖得主。



APPENDIX: SPBA 2016 AWARD ORGANISERS

ASSOCIATION OF SMALL & MEDIUM ENTERPRISES (ASME)

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 Singapore Prestige Brand Award – are 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.

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中小企业商会

中小企业商会是一个非盈利团体，积极欢迎各个企业单位成为会员。多年来，协会致力创造有利于公平竞争的环境，协助本地中小型企业的商业增长和发展。

商会在 1986 年由一群本地企业家创立，至今协会仍然处于新加坡亲企业的领先地位，是公共和私营机构之间的桥梁。目的是促进一个更有利的营商环境，协助中小企业开办，创建和发展。两个中小企业商会的旗舰奖 - 年度企业家奖和新加坡金字品牌奖，是对中小企业成就的认可。

连同一个企业背后的创业精神和个人的强烈关注，中小企业商会将继续努力，争取加强其作为“企业家协助企业家”的协会。

www.asme.org.sg





APPENDIX: SPBA 2016 AWARD ORGANISERS

LIANHE ZAOBAO

Lianhe Zaobao is the flagship Chinese-language daily of Singapore Press Holdings and the largest-circulating Chinese newspaper in Singapore. It enjoys a good reputation and considerable influence in the global Chinese communities.

The result of a merger between Nanyang Siang Pau and Sin Chew Jit Poh in 1983, Zaobao is a must-read for many Singaporeans and has a readership of 547,000*. In addition, it has a small circulation in China, Hong Kong Special Administrative Region, Indonesia and Brunei.

It has been available online since 1995. Overcoming geographical barriers and obstacles to overseas distribution, zaobao.com has been leveraging the Internet to make available content in the daily to Chinese readers in all corners of the world. Its average daily pageviews now stand at 3.8 million**, with 5.4 million unique monthly visitors.

Zaobao is committed to providing timely, accurate and quality news reports as well as in-depth analysis on regional developments, financial news, topical issues and even fashion and entertainment which are of interest to Chinese all over the world.

Widely recognised as a responsible, objective, fair, and credible newspaper, it watches closely developments in China and is held in high regard in the global Chinese communities.



《联合早报》

《联合早报》是新加坡报业控股的旗舰华文报，也是新加坡发行量最大的华文报章，在全球华人世界中享有崇高信誉和广泛的影响力。由《南洋商报》与《星洲日报》在 1983 年合并而成的《联合早报》，已经成为大多数新加坡人的主要精神粮食，拥有 54 万 7000* 人的读者总量。除了新加坡之外，它还在中国大陆，香港特别行政区，印尼和文莱等地少量发行。

1995 年，《联合早报》开始上网。早报网（zaobao.com）跨越了地理的障碍，克服了海外发行的困难，通过互联网将《联合早报》的内容迅速传送到全球各角落，受到世界各地华文读者的欢迎，每天浏览量平均为 380 万**，每月独立访客达 540 万人。

《联合早报》致力于提供实时、严谨、高质的新闻和深度评析，内容包括东亚局势、财经新闻、热门话题、时尚动态等全球华人都关心的课题，被公认是一份素质高、负责任、报道客观、言论公正、可信度高的报纸，对中国的发展采取积极的态度，在华人世界中享有崇高的信誉。

* Nielsen Media Index 2015 based on past week/ Sunday's readership, inclusive of Print (Mon-Sun) and online exact replica.

** Based on ATI (Mar15-Feb16). Average daily PV for the period.



APPENDIX: SPBA 2016 OFFICIAL BANK

MAYBANK SINGAPORE

A Qualifying Full Bank (QFB) in Singapore, Maybank is one of the top five banks in ASEAN offering a diverse range of financial services for corporate, business and individual clients.

Maybank is committed to bringing seamless banking and a wider spectrum of value-added financial services to our customers. By harnessing the latest technological advances to increase our network's effectiveness, our customers are able to conduct their banking transactions anytime and anywhere, via traditional and electronic channels.

As at December 2015, Maybank's total assets in Singapore were S\$61 billion. With 22 branches strategically located in the business districts and suburban estates and 1,800 employees, we are well-positioned to provide highly-personalised services and locally-oriented solutions, delivering more value to our customers.

Find out more about Maybank:

- Download the Maybank SG app from iTunes or Google Play store
- Browse our website at www.maybank2u.com.sg
- Like us on Facebook - www.facebook.com/Maybank.SG
- Visit any of our 22 Branches

