



Media Release

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The Singapore Prestige Brand Award enhances Judging Criteria to propel brands for digital transformation

Singapore, 4 April 2017 – The Singapore Prestige Brand Award (SPBA) is back in search of outstanding local brands. Jointly organised by the Association of Small & Medium Enterprises (ASME) and Chinese daily Lianhe Zaobao, the SPBA honours homegrown brands with compelling brand messages and strategies, giving them the visibility to stand out in a competitive business environment.

This year, the SPBA has broadened its Judging Criteria in line with Singapore's shift towards a digital economy. Two new areas, *Digitalisation* and *Brand Innovation*, have been included under the *Brand Management and Development* component across the six Award Categories. This is to assess how well brand owners have integrated technology and innovation in their business to drive better business growth.

"The evolving digital landscape is changing the way businesses operate. Brands that know how to harness digital technology and innovate have an added advantage. They are able to compete more effectively at more levels, build strong online presence, enhance their visibility both locally and overseas and facilitate their internationalisation efforts. To reflect changing trends, the judging criteria for SPBA 2017 will be broadened to look at how brands digitalise and

Page 1 of 18

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innovate to stay ahead. Past winners have described the Award journey as a learning and we encourage more brands to participate, be recognised and leverage on the SPBA to grow further,” said Ms Chew Lee Ching, Chairman of SPBA 2017 Organising Committee.

The theme for SPBA 2017, **Transforming Brands; Securing the Future**, seeks to encourage brands to embrace innovation, develop digital capabilities to enhance their competitive edge and emerge stronger in the local market and beyond to secure their future.

Several past SPBA winners have demonstrated how transformation in the digital space brings about better business performance. Eu Yan Sang, a 138 years-old heritage brand specialising in Chinese medicine, is one prominent example. The brand has been actively adopting advance scientific approaches and new technology to convert traditional prescribed herbs into modern dosage forms such as capsules and bottles. Besides having physical retail stores, the brand has strengthened its digital presence with e-commerce and digital marketing to facilitate a seamless shopping experience. This has enabled them to become more visible, connect with more customers and enjoy better growth.

Into its 16th year, the SPBA has honoured over 410 unique local brands. As a prestigious and reputable branding accolade, the award continues to raise the bar in branding and push them to reach a higher mark of excellence.

“The proliferation of digital technology is impacting our economy in many ways and the award theme for SPBA 2017 perfectly captures this essence. As Singapore progresses into the future, it is important for local enterprises to adapt to digitalisation, new market changes, and strategically

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reposition their core business and value proposition according to market needs and changing world. This is a key element in enabling enterprises to constantly innovate, and in turn achieve enduring brand success,” said Ms Goh Sin Hwee, Co-Chairman of SPBA 2017 Organising Committee.

RHB Bank Singapore is the Official Bank for SPBA 2017, showing its strong commitment to propel homegrown brands to greater branding excellence.

Mr Mike Chan, CEO and Country Head of RHB Bank Singapore said, “The Singapore Prestige Brand Award (SPBA) is an appropriate platform to recognise and honour home-grown brands - many which has achieved household-name status over the years through various branding initiatives. This is in line with RHB's belief in reinforcing our brand promise and strengthen our brand position in order to offer a seamless experience with sustainable and effective solutions for our clients. We are proud to support the SPBA as the official bank.”

Singapore Airlines is the official airline for SPBA 2017.

Mr Alan Lim, Area Vice President Singapore of Singapore Airlines said, “As the national carrier and a home-grown brand, Singapore Airlines is delighted to be the official airline partner for the Singapore Prestige Brand Award 2017. From its humble beginnings 70 years ago, SIA is now the world's most awarded airline. We are proud to partner with the Singapore Prestige Brand Award to help celebrate the development of more great Singaporean brands.”

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Page 3 of 18

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Page 4 of 18

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APPENDIX: SPBA 2017 AWARD CATEGORIES

SPBA 2017 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 for more than 5 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 - Regional Brands (新加坡金字品牌奖 - 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

Page 5 of 18

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*Note: * Brands that are established for 6 to 8 years old may choose to participate in either SPBA - Promising Brands or SPBA - Established Brands*

** Brands that are established for more than 25 years old may choose 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 2017 will be announced to the media and the public 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.

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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

Page 7 of 18

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APPENDIX : CHINESE TRANSLATIONS

- | | |
|---|--|
| <p>1. Ms Chew Lee Ching
 Chairman
 SPBA 2017 Organising Committee
 Association of Small & Medium
 Enterprises</p> | <p>周丽青
 2017年新加坡金字品牌奖筹委会主席
 中小企业商会</p> |
| <p>2. Ms Goh Sin Hwee
 Co-Chairman
 SPBA 2017 Organising Committee
 Associate Editor, Lianhe Zaobao</p> | <p>吴新慧
 2017年新加坡金字品牌奖筹委会联合主席
 《联合早报》副总编辑</p> |
| <p>3. Mr Mike Chan
 CEO & Country Head
 RHB Bank Singapore</p> | <p>陈祥源
 首席执行官
 兴业银行</p> |
| <p>4. Mr Alan Lim
 Area Vice President Singapore
 Singapore Airlines</p> | <p>林寿新
 新加坡区域副总裁
 新加坡航空</p> |

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APPENDIX: SINGAPORE PRESTIGE BRAND AWARD

SINGAPORE PRESTIGE BRAND AWARD

The 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 have been 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 which aspire to become sterling brand names in Singapore to fuel their expansion plans abroad.

To meet the demands of the market, SPBA comprises six main Award Categories, 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.

Page 9 of 18

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A 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.

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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）也将公开给公众投票，找出各组别中的最受欢迎品牌奖得主。

Page 11 of 18

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APPENDIX: SPBA 2017 AWARD CO-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.

www.asme.org.sg

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中小企业商会

中小企业商会是一间非盈利团体，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商业增长和发展。

协会在 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 - 企业家年度大奖和新加坡金字品牌奖，是对中小企业成就的认可。

展望未来，中小企业商会将继续巩固并扩大一个更广的网络，以扩大其成员的业务往来；放阔资金资助，促进公共和私人融资计划，以获得和当地企业家提供咨询和同行的支持。

定期开办与业务相关的研讨会，具意义的会谈以及其他企业为中心的举措，如中小企业商会全球中心，该协会是精心准备，不只是创建一个有利的营商环境，也为本地企业的成功有效的平台，以促进增长和较大的中小企业在新加坡的发展。

连同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”的商会。

www.asme.org.sg

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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 602,000*. 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.sg 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 5.2 million**, similar to its 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.

www.zaobao.com.sg

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* Nielsen Media Index 2016 based on past week/Sunday's readership, inclusive of Print (Mon-Sun) and online exact replica

** Based on ATI (Mar16-Feb17)

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《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，60 万 2000* 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.sg) 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 520 万**，每月独立访客也达 520 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。

www.zaobao.com.sg

* Nielsen Media Index 2016 based on past week/Sunday's readership, inclusive of Print (Mon-Sun) and online exact replica

** Based on ATI (Mar16-Feb17)

Page 16 of 18

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APPENDIX: SPBA 2017 OFFICIAL BANK

RHB BANK SINGAPORE

RHB Bank was established in Singapore in 1961, and through a series of rapid expansion and strategic mergers, became known as RHB Bank Berhad Singapore (RHBS) in 1999. For more than half a century in Singapore, the bank has garnered invaluable financial experience and transferred those insights of service excellence on to clients, helping both individuals as well as corporations fulfil their business opportunities. As a fully-licensed bank, the bank's activities cover the acceptance of savings and fixed deposits from the public as well as the provision of loans and credit facilities to individuals and corporations. Throughout these years of dedication in Singapore, RHB Bank has built formidable ties with customers and is established as one of the Republic's most trusted financial institutions.

RHB Singapore's core businesses are streamlined into eight pillars, namely Personal Financial Services and Wealth Management, Commercial Banking, Corporate Banking, Treasury, Structured Finance as well as Investment Banking, Brokerage and Asset Management businesses. All the eight business pillars are offered through RHB Bank Berhad, RHB Securities Singapore Pte Ltd and RHB Asset Management Pte Ltd.

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APPENDIX: SPBA 2017 OFFICIAL AIRLINE

SINGAPORE AIRLINES

The SIA Group's history dates back to 1947. It evolved over the years to become Singapore Airlines in 1972. Initially operating a modest fleet of 10 aircraft to 22 cities in 18 countries, SIA has since grown to be a world-class international airline group, with a combined network including subsidiary airlines SilkAir, Scoot and Tigerair that covers over 130 destinations in 40 countries.

SIA is committed to constantly enhancing the three main pillars of its brand promise: Service Excellence, Product Leadership, and Network Connectivity. Stockholm will be added to SIA's route network in May 2017.

The SIA Group is also expanding its fleet and network in support of the development of its portfolio strategy, in which it has investments in both full-service and low-cost airline operations.

Find out more about Singapore Airlines at www.singaporeair.com

Page 18 of 18

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