



Media Release

Please observe embargo till 12 April 2018, 1500 hrs

The Singapore Prestige Brand Award unveils new award theme to encourage local brands to make the transformational journey and soar

Singapore, 12 April 2018 – The search for Singapore’s outstanding brands is on as the Singapore Prestige Brand Award (SPBA) begins its 17th year of honouring local brands. Jointly organised by the Association of Small & Medium Enterprises (ASME) and Chinese daily Lianhe Zaobao, the Award gives recognition to the best local brands that are innovative and transformative, and well poised to achieve greater growth in Singapore and beyond.

The theme for SPBA 2018 is *Innovate. Transform. Internationalise. SOAR WITH SPBA*. It recognises the importance of these three actions in helping brands build a brighter and sustainable future. The intent is to leverage on the stories of brands which have succeeded to encourage more brands to make the transformational journey and soar.

Ms Chew Lee Ching, Chairman of the SPBA 2018 Organising Committee, said, “We have seen how new technology can disrupt the market. Disruptive technology brings with it increased competition which can be intense and challenging. Forward-looking brands, however, see this as an opportunity. They innovate and transform and some even become disruptors themselves. They invest in developing a deeper understanding of their customers’ needs and continue to deliver products and services that are unique and sought after. This enables them to compete more effectively at multiple levels, uplift their brand name and enable them to grow further locally as well as venture overseas. We encourage our homegrown brands to leverage on the SPBA and soar.”

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Ms Goh Sin Hwee, Co-Chairman of SPBA 2018 Organising Committee, said, “In the current digital era, or the Industry 4.0 as some may say with the rapid rise of new manufacturing technologies, the need for local enterprises to invest in innovation, talent, and brand building has never been stronger. This is so because with good talent and compelling brand strategies, enterprises are able to better leverage on digital technology, big data, and robotics to create more business opportunities. Enterprises are also enabled to deliver unique and effective solutions to stand out in the competitive business environment.”

Into its 17th year, the SPBA has honoured over 430 unique local brands. The award continuously recognises deserving local brands to mould them to be even more outstanding brands.

Past SPBA Winners have demonstrated how taking on transformation spurs them to take off in international markets. Hock Seng Hoe Metal Company Pte Ltd, a reputable steel materials provider, is one example. Before going digital, the brand faced various challenges that hindered business productivity, including low optimisation of warehouse space, delay in locating and collecting items in the warehouse, and manual processes for sales order and inventory management. The brand took the step to transform itself by going through a series of consultations with technology experts to build stronger digital capabilities, and they successfully implemented ERP solutions encompassing Customer Order, Inventory and Distribution Modules. The transformation has enabled them to increase productivity and revenue, and also strengthened its presence in the ASEAN market.

RHB Bank Singapore returns as the Official Bank for the SPBA 2018, showing their strong support to push local brands to reach a higher mark of excellence.

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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 2018.

Mr Alan Lim, Area Vice President Singapore of Singapore Airlines Limited said, “As the national carrier and home-grown brand, Singapore Airlines is delighted to be the Official Airline for the Singapore Prestige Brand Award 2018. It is essential that local businesses embrace innovation to remain competitive in their respective fields and to grow their reach beyond the region. We are proud to partner with the Association of Small & Medium Enterprises and Lianhe Zaobao to support and celebrate the achievements of great Singapore brands.”

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APPENDIX: SPBA 2018 AWARD CATEGORIES

SPBA 2018 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. Participation in this category is strictly by the Award Organising Committee's invitation only.

*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".*

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****“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 the SPBA 2018 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 November.

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

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APPENDIX : CHINESE TRANSLATIONS

- | | |
|---|---|
| <p>1. Ms Chew Lee Ching
 Chairman
 SPBA 2018 Organising Committee
 Association of Small & Medium
 Enterprises</p> | <p>周丽青
 2018 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 2018 Organising Committee
 Associate Editor, CMG NewsHub</p> | <p>吴新慧
 2018 年新加坡金字品牌奖筹委会联合主席
 华文媒体集团新闻中心副总编辑</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 Limited</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.

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）也将公开给公众投选，找出各组别中的最受欢迎品牌奖得主。

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APPENDIX: SPBA 2018 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 - 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。

连同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”的商会。

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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.

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 555,000*. In addition, it also has subscriptions in China, Hong Kong Special Administrative Region, Indonesia and Brunei.

Launched in 1995, Zaobao.com, the digital edition of Lianhe Zaobao in mainland China, draws close to 160 million monthly page views and attracts a monthly readership of 5.1 million**. Zaobao.sg, the 3-in-1 Chinese digital portal comprising of content from Lianhe Zaobao and two evening dailies Lianhe Wanbao and Shin Min Daily News, was launched in 2016. It targets local readers and readers in other parts of the world, and enjoys half a million daily page views and a monthly readership of 1.4 million.

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.

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* Nielsen Media Index 2017

** AT Internet

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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。

由《南洋商报》与《星洲日报》在 1983 年合并而成的《联合早报》，是大多数新加坡人的主要精神粮食，读者总人数达到 55 万 5000 人*。它也在中国大陆，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，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，每月平均浏览量将近 1 亿 6000 万，每月独立访客也达 510 万人**。Zaobao.sg 则是一个三报（早报、晚报、新明）合一的中文新闻门户平台。它于 2016 年推出，荟萃三报内容，为本地和世界各地读者提供最新新闻和资讯，目前每日浏览量约 50 万，每月读者 140 万人。

《联合早报》致力于提供实时、严谨、高质量的新闻和深度评析，内容包括东亚局势、财经新闻、热门话题、时尚动态等，被公认是一份负责任、报道客观、言论公正、可信度极高的报纸，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 2017

** AT Internet

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APPENDIX: SPBA 2018 OFFICIAL BANK

RHB BANK SINGAPORE

RHB Singapore was first established in 1961 through a series of rapid expansion and strategic mergers. For more than half a century in Singapore, RHB has garnered invaluable financial experience and transferred those insights of service excellence on to clients, helping individuals and corporations fulfil their financial goals. RHB Singapore’s core businesses are streamlined into nine pillars, namely Personal Financial Services and Wealth Management, Commercial Banking, Corporate Banking, Business Centres, Treasury, Structured Finance as well as Investment Banking, Brokerage and Asset Management businesses. The Group’s regional presence spans ten countries in ASEAN including Hong Kong. RHB Banking Group aspires to deliver superior customer experience and shareholder value; and to be recognised as a Leading Multinational Financial Services Group.

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SINGAPORE AIRLINES

When Singapore Airlines was formed in 1972, it operated a modest fleet of 10 aircraft to 22 cities in 18 countries and territories. With a commitment to service excellence, product leadership and network connectivity, the Airline quickly distinguished itself as a world-class international carrier. Singapore Airlines operates a modern passenger fleet of more than 100 aircraft. Together with wholly owned subsidiary airlines SilkAir and Scoot, the combined network covers over 130 destinations in more than 30 countries and territories.

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

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