



Media Release

Please observe embargo till 1 November 2018, 2200 hrs

Familiar homegrown brands shine at the 17th Singapore Prestige Brand Award

Singapore, 1 November 2018 – Homegrown brands rejoiced their win at the 17th Singapore Prestige Brand Award (SPBA) Award Presentation Ceremony. Held at The Ritz-Carlton, the event was graced by Guest-of-Honour, Minister for Education, Mr Ong Ye Kung.

An iconic landmark of Singapore and an integral part of Singapore's 'City in a Garden' vision, Gardens by the Bay was honoured as the Winner of the **SPBA - Special Merit** award. A national garden and premier attraction for local and international visitors, it presents the plant kingdom in a whole new way, entertaining while educating visitors with plants seldom seen in this part of the world. The SPBA - Special Merit is a unique award category to honour government agencies and not-for-profit organisations, and participation in this category is strictly by invitation only.

F&B household brand, Toast Box, was in the spotlight last evening as they successfully swept the major titles in the **SPBA - Established Brands** category. Toast Box was named the Most Popular Established Brand and Overall Winner, SPBA - Established Brands.

Founded in 2005 by BreadTalk Group, Toast Box is reminiscent of local Nanyang coffee shops of the 1960s to 1970s. The nostalgic experience is reinvented as customers enjoy freshly brewed Nanyang coffee, the smell of freshly toasted bread, Asian delights, and sights of coffee or tea pulling in thoughtfully-designed contemporary settings. Staying true to the award theme of SPBA 2018, the brand continues to advocate the Nanyang coffee experience through research and development and international expansion, for more to share the same great taste.

Page 1 of 19

CO-ORGANISERS



OFFICIAL BANK



OFFICIAL AIRLINE



OFFICIAL ONLINE PARTNER



SUPPORTING ORGANISATIONS





B9 Dental Centre was another big winner of the evening, clinching the title of Overall Winner in the **SPBA - Promising Brands** category. To add to this celebratory note, the brand was also inducted into the **SPBA - Hall of Fame**. The Hall of Fame is a prestigious circle of leading brands that have continuously pursued the highest form of branding excellence.

B9 Dental Centre has a passion for excellence in dental care and aims to promote and improve the quality of dental service in Singapore. While the centre serves a diverse clientele and provides all major dental treatments, patients receive the very best advice and personal guidance on their conditions. B9 Dental Centre ensures a caring and compassionate environment to give customers comfort and peace of mind.

There were 4 Overall Winners for the various award categories, namely, **SPBA - Promising Brands**, **SPBA - Established Brands**, **SPBA - Heritage Brands**, and **SPBA - Regional Brands**. Within these respective award categories, one brand was also voted as the **SPBA - Most Popular Brand**; an award conferred to brands that have garnered the highest number of votes in the respective award categories from the public (Please see Appendix on page 5).

Mr Kurt Wee, President of the Association of Small & Medium Enterprises (ASME), said, "In this changing and globally interconnected business landscape, all companies, be it big or small, young or mature, need to swiftly adapt and integrate into the digital economy. Branding is at the core of a business as a strong brand allows business owners to build on trust that transcends geography and time. Digitally empowered customers need to be assured of the quality of the products and services they are purchasing, even without any physical contact. As the leading voice of SMEs in Singapore, ASME is very honoured to partner Lianhe Zaobao in co-organising the Award for the past 17 years, establishing SPBA as the mark of excellence that recognises homegrown brands."



Mr Goh Sin Teck, Editor, Lianhe Zaobao & Lianhe Wanbao, said, “An important way for SMEs to grow is to expand into regional markets, and branding can help enterprises transcend geographical boundaries for continual growth and progress. We have observed a good number of local brands leveraging the prestigious repute of the SPBA in their internationalisation journeys. With many of these brands achieving international acclaim, it is a testament that local brands can also soar far and wide, beyond the shores of Singapore.”

Jointly organised by ASME and 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.

Into its 17th year, the SPBA has honoured over 450 unique local brands. The award aims to continue raising the bar in branding and push local brands to reach a higher mark of excellence.

- END -



For media enquiries, please contact:

Magdalene Lee

Executive, Corporate Communications

DID: 6513 0894

HP: 9058 1621

Email: magdalene.lee@asme.org.sg

CO-ORGANISERS



OFFICIAL BANK



OFFICIAL AIRLINE



OFFICIAL ONLINE PARTNER



SUPPORTING ORGANISATIONS





APPENDIX: WINNERS AT THE SPBA 2018 AWARD PRESENTATION CEREMONY

SPBA - Promising Brands

Overall Winner	B9 DENTAL CENTRE
Most Popular Promising Brand	Natureland

SPBA - Established Brands

Overall Winner	TOAST BOX
Most Popular Established Brand	TOAST BOX

SPBA - Heritage Brands

Overall Winner	Management Development Institute of Singapore
Most Popular Heritage Brand	Chin Lee Restaurant

SPBA - Regional Brands

Overall Winner	NOVU
Most Popular Regional Brand	AVALON

SPBA - Hall of Fame

- B9 DENTAL CENTRE



APPENDIX: BRAND WINNERS

(Returning participants are highlighted in yellow)

SPBA - Micro Brands

HARMONY PIANO STUDIO	-
ODORE	-
SUPERWOMAN	-

SPBA - Promising Brands

B9 DENTAL CENTRE	-
hiLife	-
Natureland	-
STARRY HOMESTEAD	-
StepUp Learning & Dance	-
TRAVEL CUE	-
VitaRealm	-

SPBA - Established Brands

ADONIS	-
COLLIN'S®	-
COSMO AUTOMOBILES	-
Echo of Nature	-
EVORICH	EVORICH 福康宁
Hua Cheng	华程
KADEKA	-
PHYSIO ASIA THERAPY CENTRE	-



SEA WHEEL TRAVEL	海倫旅游
SHEN XI LAO HUO TANG	-
TOAST BOX	土司工坊
XIN WANG HONG KONG CAFE	新旺香港茶餐厅

SPBA - Heritage Brands

Chin Lee Restaurant	深利美食馆
JK Technology	-
Management Development Institute of Singapore	新加坡管理发展学院
Triple A	三 A 牌

SPBA - Regional Brands

AVALON	-
NOVU	-
RICHZ	-

SPBA - Special Merit

Gardens by the Bay	-
--------------------	---



APPENDIX: SPBA 2018 AWARD CATEGORIES

The 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

*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.*



After a structured and rigorous judging process by distinguished judges from statutory boards, multinational corporations and brand consultants, all Winners of the SPBA 2018 were announced to the media and the public in September.

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

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

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



APPENDIX: SPBA - HALL OF FAME

Since its launch in 2008, the SPBA - Hall of Fame is an exclusive alumni of truly deserving and outstanding local brands that have excelled over a period of time. Brands may be inducted into the SPBA - Hall of Fame by either:

- I) Winning the SPBA accolade 5 times, in any of the following Award Categories: Promising Brands, Established Brands, Heritage Brands and Regional Brands; OR
- II) Winning the SPBA accolade 3 times, including being an Overall Winner at least once in any of the following Award Categories: Promising Brands, Established Brands, Heritage Brands and Regional Brands.

Criterion is dependent on achievement from the SPBA 2007 onwards.

Inductees of the SPBA - Hall of Fame will gain extra publicity across various platforms including print, broadcast, outdoor, interactive and online avenues to raise their brand profile.



APPENDIX : CHINESE TRANSLATIONS

- | | |
|--|--|
| 1. Ms Chew Lee Ching
Chairman
SPBA 2018 Organising Committee
Association of Small & Medium
Enterprises | 周丽青
2018 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 2018 Organising Committee
Associate Editor, CMG NewsHub | 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 |
| 3. Mr Mike Chan
CEO & Country Head
RHB Singapore | 陈祥源
首席执行官
兴业银行 |
| 4. Mr Wilson Yong
Senior Manager Corporate Sales
Singapore Airlines Limited | 杨志耀
高级经理（企业销售）
新加坡航空 |



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, the 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, the 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.



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 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



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



APPENDIX: SPBA 2018 AWARD CO-ORGANISERS

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.

www.zaobao.com.sg

* Nielsen Media Index 2017

** AT Internet





《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



APPENDIX: SPBA 2018 OFFICIAL BANK

RHB 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.

Find out more about RHB Singapore at www.rhbgroup.com.sg



APPENDIX: SPBA 2018 OFFICIAL AIRLINE

SINGAPORE AIRLINES

The SIA Group's history dates back to 1947 with the maiden flight of Malayan Airways Limited. The airline was later renamed Malaysian Airways Limited and then Malaysia-Singapore Airlines (MSA). In 1972, MSA split into Singapore Airlines (SIA) and Malaysian Airline System. Initially operating a modest fleet of 10 aircraft to 22 cities, SIA has since grown to be a world-class international airline group.

Singapore Airlines is committed to the constant enhancement of the three main pillars of its brand promise: Service Excellence, Product Leadership and Network Connectivity. The SIA Group fleet and network are also expanding in support of the development of its portfolio strategy, in which it has investments in both full-service and low-cost airline operations. This portfolio of airlines serving short, medium, and long-haul markets gives the SIA Group more flexibility and nimbleness, with the right vehicles to serve the right markets.

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