



Media Release

Please observe embargo till 2 April 2019, 1600 hrs

The Singapore Prestige Brand Award unveils new award category to honour and recognise established global brands in Singapore

Singapore, 2 April 2019 – The search for Singapore’s outstanding brands is on as the Singapore Prestige Brand Award (SPBA) begins its 18th year of honouring local brands. Jointly organised by the Association of Small & Medium Enterprises (ASME) and 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 2019 is *Brands of the Future*. As Singapore commemorates 200 years of progress, we reflect and learn from the past, as we chart a path towards the future. Mirroring Singapore’s triumphant journey, our local brands have also developed significantly over the years. Many have established themselves and gained acceptance at home and abroad. Hence, this year, SPBA 2019 seeks to recognise brands that are forward-looking and future-ready. Leveraging the theme, the intent is to share amazing stories of brands that have achieved the mark of success and to encourage more brands to make the transformational journey and soar.

Ms Chew Lee Ching, Chairman of the SPBA 2019 Organising Committee, said, “As Singapore celebrates her bicentennial this year, a recurring refrain from our leaders is the encouragement to Singaporeans to “reflect on the twists and turns in our history, so as to chart a path forward for an even better future”, riding on the waves of technological advancements, digitalisation and internationalisation. It is this same focus on the future that makes the Award Organising

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Committee decide on “Brands of the Future” as the theme for SPBA 2019. To borrow a quote from a wise marketer, although no brand can go back in time to make a new start, any brand can start from now to build a new ending. Brands are fluid and those with the ability to innovate, morph with the times, and keep pace with accelerating consumer change are the ones who will secure their place in the future.”

Singapore’s success as an international business hub provides immense opportunities for business growth in Southeast Asia and beyond. This has also drawn many foreign brands to build their presence here and use Singapore as a springboard to expand to the region.

SPBA 2019 has inaugurated a Global Brands category to recognise the efforts of global brands that have been in Singapore for at least 5 years and are doing well in growing their presence. The creation of this new category is in line with SPBA’s mission to honour brand building efforts of businesses and provide the platform to enhance their visibility and further growth.

Ms Goh Sin Hwee, Co-Chairman of SPBA 2019 Organising Committee, said, “While our homegrown brands venture abroad to promote the success stories of Singapore brands, foreign brands enter the local market to establish their operations here. The diversity and interaction of local and global brands in the market spur brands to strive for greater achievements through innovation and development. Ever since our nation began as trading port in the early years, Singapore's free market economy and credibility have served as a unique brand identity in the international arena. The Singapore Prestige Brand Award seeks to affirm the unwavering spirit of brands in their continuous journey towards success.”

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Into its 18th year, the SPBA has honoured over 450 unique local brands. Since 2002, the Award has been recognising deserving local brands to mould them to be even more outstanding brands.

RHB Singapore returns as the Official Bank for the SPBA 2019, showing their strong support to push local brands to reach a higher mark of branding excellence.

Mr Danny Quah, Country Head and CEO of RHB Singapore said, “The Singapore Prestige Brand Award (SPBA) is a reputable platform for recognising and honouring homegrown brands, many of which have become household names over the years through various branding initiatives. As Singapore progresses as a country, so should our local brands. The bid to digitise and expand into global markets will remain the focus in the coming years, and RHB Singapore will continue to lend support and be a trusted partner to local SMEs. We are proud to support the SPBA as the Official Bank.”

As a homegrown brand associated with branding and service excellence in the international arena, Singapore Airlines has also returned as the Official Airline for SPBA 2019.

Mr Edwin Chiang, Area Vice President Singapore of Singapore Airlines said, “As the national carrier and homegrown brand, Singapore Airlines is delighted to be the Official Airline for the Singapore Prestige Brand Award 2019. We are proud to partner with the Association of Small & Medium Enterprises and Lianhe Zaobao to celebrate the achievements of great Singapore brands. We are confident that local businesses will continue to embrace digital transformation to remain competitive, paving their way to become regional and global players.”

- END -

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APPENDIX: SPBA 2019 AWARD CATEGORIES

SPBA 2019 comprises of six Award Categories:

1. SPBA - Promising Brands (新加坡金字品牌奖 - 潜质品牌)
The Brand must be established for 3 to 8 years*
2. 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**
3. 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†
4. 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**
5. 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 made and shown significant efforts in branding. Participation in this category is strictly by the Award Organising Committee's invitation only.
6. SPBA - Global Brands (新加坡金字品牌奖 - 全球品牌)
For foreign brands established in Singapore for more than 5 years.

*Note: * Brands established for 5 to 8 years may choose to participate in either the SPBA - Promising Brands or SPBA - Established Brands.*



* Brands established for more than 25 years may choose to participate in either the SPBA - Established Brands or SPBA - Heritage Brands.

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

With the exception of 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 - 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 2019 will be announced to the media and the public in September.

The Overall Winner and Most Popular Brand of each Award Category, with the exception of SPBA - Special Merit, will be announced at the SPBA Award Presentation Ceremony held in November.

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

DID: 6513 0361 / 0335 / 0355
Email: spba.secretariat@asme.org.sg
Website: www.spba.com.sg

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APPENDIX : CHINESE TRANSLATIONS

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|---|---|
| <p>1. Ms Chew Lee Ching
 Chairman
 SPBA 2019 Organising Committee
 Association of Small & Medium
 Enterprises</p> | <p>周丽青
 2019 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 2019 Organising Committee
 Associate Editor, CMG NewsHub</p> | <p>吴新慧
 2019 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 Danny Quah
 Country Head & CEO
 RHB Singapore</p> | <p>柯文龙
 首席执行官
 兴业银行</p> |
| <p>4. Mr Edwin Chiang
 Area Vice President Singapore
 Singapore Airlines Limited</p> | <p>郑伟章
 新加坡区域副总裁
 新加坡航空</p> |



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, the SPBA remains an effective platform for companies that 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 - Promising Brands, SPBA - Established Brands, SPBA - Heritage Brands, SPBA - Regional Brands, SPBA - Special Merit and SPBA - Global Brands.

For each Award Category, an Overall Winner will be chosen, with the exception of 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 - 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 - 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、新加坡金字品牌奖 - 特别表扬和新加坡金字品牌奖 - 全球品牌。

除了新加坡金字品牌奖 - 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 - 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 2019 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.

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 2019 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 466,000*. 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 2018

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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》，是许多新加坡人的主要精神粮食，读者总人数达到 46 万 6000 人*。它也在中国大陆、香港特别行政区、印度尼西亚和文莱等地少量发行。

《联合早报》于 1995 年开始上网，面向中国的早报网（zaobao.com）每月平均浏览量近 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，被公认为一份负责任、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 2018

** AT Internet



APPENDIX: SPBA 2019 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

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APPENDIX: SPBA 2019 OFFICIAL AIRLINE

SINGAPORE AIRLINES LIMITED

With a history dating back to 1947, SIA Group initially operated a modest fleet of 10 aircrafts to 22 cities in 18 countries. 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 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

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