



Media Release

Please observe embargo till 1600

New category in Singapore Prestige Brand Award to recognise micro enterprises

Singapore, 12 April 2016 – A new award category has been announced at the official launch of the Singapore Prestige Brand Award (SPBA). Jointly organised by the Association of Small & Medium Enterprises (ASME) and Lianhe Zaobao, the SPBA returns for its 15th year to honour local brands with compelling brand messages and strategies, as well as up-and-coming micro enterprises that have built their brands to significant prominence.

An excellent platform for brands to exhibit their capabilities and forge ahead in their business journeys, the SPBA has showcased over 370 unique homegrown brands since its inception. This year, the award is including micro brands as in the brand community. Despite their small and modest size, many micro brands possess the potential to be elevated to greater heights and hence, are deserving of the recognition. Micro brands are defined as brands that have been established for at least 3 years, with not more than 3 operating outlets and an annual turnover of not more than S\$2 million.

“The mission of the SPBA is to search and recognise Singapore brands and help them grow their brand further. Many past winners have told us that they have benefitted from the learning points and the higher visibility gained from their participation in the award. For this reason, we are introducing a new award category called the SPBA - Micro Brands to encourage micro enterprises in our community who have embarked on their own branding journey to participate. The creation of this category is an acknowledgement that these micro brands are also invaluable contributors to our economy and have the potential to grow big. We hope to make the SPBA more inclusive, reach out to a wider audience and help to drive their branding success,” said Ms Chew Lee Ching, Chairman of SPBA 2016 Organising Committee.

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One of the branding qualities that many past SPBA winners exemplify is resilience. Resilient brands are brands that are determined to succeed, brands that persevere against the odds and brands that are adaptable to market shifts and transformations. Over the years, the SPBA has seen several award recipients that have experienced the trials and tribulations of economic crises and emerged stronger. These resilient brands have a robust foundation and reliable branding core that have been essential for them to tide through numerous business challenges; some of these brands include Yeo's, Fohub and FANCO, all brand leaders in their respective industries.

15 years, and going strong, the SPBA believes in recognising local brands of high branding calibre, determined through rounds of stringent judging. With 21 SPBA – Hall of Fame inductees and the number expected to grow, the award has remained relevant with the times and business trends, an exemplary testament of resilience that the SPBA strives to convey to all past winners and new participants.

“The SPBA is both an award and a brand in its own right. Not only is the SPBA a prestigious accolade, it is also an effective springboard for brands to chronicle their development and achievements. Since its inception until now, the SPBA is the award that affirms and reaffirms local brands and their branding, the yearly winners adding on to its enriching legacy, each and every brand a welcomed member of the SPBA family,” said Ms Goh Sin Hwee, Co-Chairman of SPBA 2016 Organising Committee.

For brands that are interested in joining the SPBA, the official launch is an effective introduction and orientation to the award process, as well as a useful channel to learn about the past winners' overall award experience.

“We are proud to have achieved the Overall Winner, SPBA - Promising Brand and the SPBA - Most Popular Promising Brand in 2015. The award journey challenged us to relook and refine our PEZZO branding and the accolades we received have been a great validation to both our young brand and business, and confidence to our partners as we start to bring our Pezzo's Slices

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to Masses to the region,” said Mr Chiang Zhan Xiang, founder and director of pizza chain outlet Pezzo.

For the fourth consecutive year, Maybank returns as the Official Bank of SPBA, committed to supporting local brands in their branding endeavours.

“While the future is uncertain, SMEs can take heart in the slew of initiatives being introduced by the government to transform local enterprises through innovation, increase in scale and internationalisation. In these tough times, Maybank is also committed to helping SMEs move to a stronger position. That is why Maybank is supporting the Singapore Prestige Brand Award for the fourth year running, to continue raising awareness among local businesses on the benefits of investing in their brand,” said Mr Choong Wai Hong, Head, Community Financial Services, Maybank 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, with 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 - 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

* 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 26 to 30 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.

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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 for SPBA 2016 will be announced to the media and the public via a press conference in September.

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

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

DID: 6513 0365 / 6513 0361
FAX: 6513 0399
Email: spba.secretariat@asme.org.sg
Website: www.spba.com.sg

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APPENDIX : CHINESE TRANSLATIONS

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

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APPENDIX: THE SINGAPORE PRESTIGE BRAND AWARD

Singapore Prestige Brand Award (SPBA) was inaugurated in 2002 by the Association of Small and 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.

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. 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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APPENDIX: THE SINGAPORE PRESTIGE BRAND AWARD (CONT'D)

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 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.

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”的协会。

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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. 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》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。

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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.*

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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

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