



Media Release

Please observe embargo till 3 September 2019, 1300 hrs

Charting ahead: Forward-looking and future-ready brands clinch the Singapore Prestige Brand Award 2019

Singapore, 3 September 2019 – 33 local and global brands were named Winners of the Singapore Prestige Brand Award (SPBA) 2019 at the Award Certificate Ceremony today. The SPBA is a prestigious award that honours brands for their branding excellence and achievements.

26 brands across the six Award Categories are first-time Winners of the SPBA, and many of them possess the foresight and ambition to seize new opportunities, while reinforcing their brand stories. In doing so, these brands are able to continue engaging customers, enter new markets and drive sustainable growth for the business.

Ms Chew Lee Ching, Chairman of the SPBA 2019 Organising Committee, said, “In reviewing the numerous submissions received for the SBPA, we were delighted to note the strong brand stories of the winning brands. Driven by the enterprising and tireless spirit of the brand owners, our winning brands have weathered storms, overcome many challenges, transformed and remained forward looking. Even non-commercial brands like our Special Merit Winners are doing an excellent job in addressing changing societal needs and making a positive impact on the lives of their clients. They have certainly lived up to SPBA 2019’s theme, ‘Brands of the Future’.”

“To date, the SPBA has honoured more than 470 unique brands across a wide range of industries and service sectors. They have all grown and many have spread their wings and made their mark beyond our shores,” she added.

Jointly organised by the Association of Small & Medium Enterprises (ASME) and Lianhe Zaobao, the SPBA is in its 18th year of honouring local brands for their branding achievements. This year, the Award has added a new

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category for global brands, in recognition of those that have established and built a significant presence in Singapore.

SPBA 2019 is proud to affirm winners from the six award categories across various industries including those from the beauty and wellness, real estate, retail, F&B, education and manufacturing sectors.

Ms Goh Sin Hwee, Co-Chairman of the SPBA 2019 Organising Committee, said, “As an open economy, Singapore is susceptible to ongoing economic and political turbulence happening globally. In the face of economic and financial pressures, enterprises have to be proactive about transforming their businesses and strengthening their digital capabilities for the future. Just like our forefathers, we need to overcome challenges and achieve breakthroughs, to bring new opportunities to our businesses and our country. The ability to innovate, adapt to changes and possession of good leadership skills are indispensable qualities to have during challenging times.”

RHB Singapore is proud to be the Official Bank for SPBA 2019.

Mr Daniel Yeo, Head, SME and Branch Banking of RHB Singapore said, “Your brand, once you establish a strong one, gets you recognition from consumers. It sets you apart from the competition and also increases the value of your business. Forming such a solid foundation will enable your brand to weather through economic uncertainties. We look forward to working with SMEs, supporting them as a valued partner as they innovate, expand and grow.”

SPBA 2019 is privileged to have Singapore Airlines as its Official Airline.

Mr Wilson Yong, Senior Manager Corporate Sales of Singapore Airlines said, “While local brands aspire to venture into new markets, a lot of groundwork and research must be done to ensure that companies are adequately prepared. Embracing innovation and technology is also essential to maintain a competitive edge. At SIA, we firmly believe that digital transformation should be an enabler of the brand experience, rather than a substitute for what the brand is best known for.



We are proud to partner with SPBA to celebrate the successes of this year's Winners, as they pave their way to become regional and eventually, global players."

This year, SPBA 2019 is honoured to have Maserati as its Official Car.

Mr Nick Syn, Director of Tridente Automobili said, "Nurturing a homegrown brand to become a household name is a process that requires smart branding initiatives. The SPBA recognises and honours local brands that stand out both locally and in competitive overseas markets. In keeping with Singapore's bicentennial, the SPBA organisers have aptly looked to the future and it is vital that we recognise Singaporean brands that can innovate and shine in tomorrow's business landscape."

Samsung Electronics Singapore is also proud to be the Gold Sponsor for SPBA 2019.

Ms Sarah Chua, Vice President, IT & Mobile, Samsung Electronics Singapore, said, "Successful businesses develop brands that engage customers meaningfully and create customer loyalty. By harnessing the relevant technology, SMEs can transform, innovate and connect with customers through positive brand experiences. Samsung is committed to partnering SMEs on their digital transformation journey to build unique brand stories."

The Overall Winner and Most Popular Brand for selected categories will be announced at the SPBA 2019 Award Presentation Ceremony on 3 November 2019.

- END -



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APPENDIX: WINNERS OF THE SPBA 2019

(Past year Winners are highlighted in yellow)

SPBA - Promising Brands

Crawfort	-
D-TEAM ENGINEERING	-
hair+ lab	-
PLAYFACTO SCHOOL	-
PROOFER BOULANGERIE	-
RHT	-
THE CURTAIN BOUTIQUE	-
Wedding by LQ	-
White Restaurant	三巴旺白米粉

SPBA - Established Brands

BULOX POWER	-
E-TECH	-
FOTOHUB	-
GreenLife	-
HOCK SENG HOE METAL COMPANY PTE LTD	福成和五金有限公司
INFO-TECH	-
LAVISH	-
NATURELAND	-
OCEAN IFM	-
Purple Sage	-



Union Casket	五福寿板店
US CLINICALS	-
WANG LEARNING CENTRE	汪老师学园

SPBA - Heritage Brands

CTC Travel	大通旅游
FISHBOAT	南华昌（亚秋）鱼头炉
Four Star	四星牌
MARY CHIA	-

SPBA - Regional Brands

NOVU AESTHETICS	-
Sunseap	-

SPBA - Global Brands

KINGSFORD GROUP	-
MCC Singapore	中冶新加坡

SPBA - Special Merit

MWC	-
Singapore Buddhist Free Clinic	新加坡佛教施诊所
SOS	援人协会



APPENDIX: SPBA 2019 AWARD CATEGORIES

The 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 between 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 - 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.
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 established for 6 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".



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 : 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
Singapore Press Holdings Limited</p> | <p>吴新慧
2019年新加坡金字品牌奖筹委会联合主席
新加坡报业控股</p> |
| <p>3. Mr Daniel Yeo
Head, SME and Branch Banking
RHB Singapore</p> | <p>杨俊辉
中小企业与分行部门主管
兴业银行</p> |
| <p>4. Mr Wilson Yong
Senior Manager Corporate Sales
Singapore Airlines Limited</p> | <p>杨志耀
高级经理（企业销售）
新加坡航空</p> |
| <p>5. Mr Nick Syn
Director
Tridente Automobili Pte Ltd</p> | <p>洗文辉
董事
Tridente Automobili Pte Ltd</p> |
| <p>6. Ms Sarah Chua
Vice President, IT & Mobile
Samsung Electronics Singapore</p> | <p>蔡丽真
资讯科技与流动配备副总裁
三星新加坡</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. These are:

- (i) SPBA - Promising Brands
- (ii) SPBA - Established Brands
- (iii) SPBA - Heritage Brands
- (iv) SPBA - Regional Brands
- (v) SPBA - Global Brands
- (vi) 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：

- (i) 新加坡金字品牌奖 - 潜质品牌
- (ii) 新加坡金字品牌奖 - 成名品牌
- (iii) 新加坡金字品牌奖 - 悠久品牌
- (iv) 新加坡金字品牌奖 - 区域品牌
- (v) 新加坡金字品牌奖 - 全球品牌
- (vi) 新加坡金字品牌奖 - 特别表扬



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.

www.asme.org.sg

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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。

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

**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



APPENDIX: SPBA 2019 OFFICIAL AIRLINE

SINGAPORE AIRLINES

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



APPENDIX: SPBA 2019 OFFICIAL CAR

MASERATI

Tridente Automobili is the official importer for Maserati in Singapore and offers an integrated sales and aftersales service to Maserati owners at Leng Kee Road. Spanning 7,000 square feet, Maserati’s state-of-the-art showroom displays the full model range in true Italian sophistication and fully exudes the brand’s values of elegance, passion and performance.

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SAMSUNG ELECTRONICS SINGAPORE

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the world of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

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