

MEDIA RELEASE

**Singapore International Chamber of Commerce 2018 Awards:
Recognizing Singapore's Champions of Collaborative Innovation**

4 industry-led collaborations grab the limelight in the 3rd annual awards

9 May 2018 – The Singapore International Chamber of Commerce (SICC) today hosted its annual SICC Awards, now in its third year, with four industry collaborations demonstrating how they innovate by collaborating to achieve their business strategies.

The 2018 SICC Awards were presented by Guest of Honour Mr. Ong Ye Kung, Minister for Education, and officiated by SICC Chairman Mr. Jonathan Asherson. *(Please refer to Appendix A for the Minister's speech)*

400 guests comprising business leaders, Chamber members, members of the Diplomatic Corps, Singapore government officials, representatives of trade and business associations and local and foreign media attended the gala dinner.

The highlight of the evening was the announcement of the winners of the 2018 SICC Awards and the following collaborations clinched the top prize:

- **Best Green Collaboration**
– *Schneider Electric South East Asia (HQ) Pte Ltd & Sun Electric Pte Ltd*
- **Best Technological Collaboration**
– *SATS Ltd. & EON Reality Pte Ltd*
- **Most Transformational Collaboration**
– *Edwards Lifesciences Singapore Pte Ltd & e2i*
- **Most Scalable Collaboration**
– *Tiong Seng Contractors Private Limited & NatSteel Holdings Private Limited*

[Please refer to Appendix B for the Winners of the 2018 SICC Awards]

The SICC Awards, open to members and non-members, provide an inclusive platform to recognize Singapore's champions of collaborative innovation. Continual innovation, or transformation, is key to the sustainability of every business and collaboration is very often the fastest way for a company to innovate. The Awards also aim to provide a learning and knowledge-sharing community for companies irrespective of sector or size.

SICC Chairman Jonathan Asherson said: "It is important to realize that collaboration in successful economies means having partners across government, non-government organizations and society in general that understand each other and have a common goal. I think Singapore is a prime example of this."

SICC Chief Executive Victor Mills said: “We’re excited about the 2018 SICC Awards as they recognize collaborations not only between large and small companies but also between small companies which come together to build capacity. The Awards are part and parcel of executing the Chamber’s mission to bring people together for mutual commercial benefit, to help sustain businesses and Singapore’s vibrant economy.”

Full details of the awards and this year’s finalists are available on the 2018 SICC Awards microsite www.siccawards.com.sg.

About the Singapore International Chamber of Commerce

SICC was founded in Singapore in 1837 making it the city-state’s longest serving voice of the private sector. Today, SICC is proud to be Singapore’s most inclusive Chamber and its best platform for business networking. The SICC engagement platform cuts across all potential silos of ethnicity, nationality and business sector. The Chamber represents over 600 companies, 40 nationalities and 20 business sectors. Membership is equally split between local and foreign multi-nationals and large organizations and medium, small and start-up companies. SICC’s diverse members are a truly representative slice of the Singapore business community. An independent advocate for business, SICC shares its members’ views and concerns on government policy with policymakers and politicians. The Chamber focuses on 3 main pillars: human capital, collaborative innovation and championing the circular economy. www.sicc.com.sg

For media queries, please contact:

Joseph Rajendran / Casuarina Peck

Tranz Communications

Phone: +65 9228 7801 / 65 9363 5609

Email: joseph@tranzcomm.com / casuarina@tranzcomm.com

Appendix A: Minister's Speech

**SPEECH BY MR ONG YE KUNG, MINISTER FOR EDUCATION, AT
2018 SINGAPORE INTERNATIONAL CHAMBER OF COMMERCE
AWARDS DINNER,
9 MAY 2018**

Mr Jonathan Asherson, Chairman, Singapore International Chamber of Commerce,

Mr Victor Mills, Chief Executive Distinguished Guests,
Ladies and Gentlemen.

1. I am happy to join you today at this SICC Awards Dinner, to celebrate the spirit and strength of collaboration.
2. We all know the realities of being small and having no natural resources in Singapore. To overcome this, for a few decades, our economic strategy centred around attracting foreign direct investments to create jobs.
3. Over time, our system is very much configured towards this strategy. We allocate land and resources to investors. We adapt our regulations and rules so that it would work for multinational companies, and we educate and train our people to be good employees, operators, supervisors, managers and executives to staff the investments. It is a win-win strategy.
4. At the same time, we also keep our economy open, and introduced competition in our small domestic market wherever practical, so that we have an efficient economy. For highly regulated sectors, this often involves issuing more operating licences, or vertically disaggregating the industry, like what we did for the energy sector.
5. Our strategy has been successful. Over time, this also inculcates a certain mind-set – to be diligent and responsible like good employees should, and to compete so as to push ourselves to do better. These are good attributes. But now, a new economic environment has emerged, and other instincts are required.
6. Beyond being diligent and responsible, we need to be entrepreneurial, to be able to undertake risks, and accept setbacks and failures as part of our career and life journeys. Doing things right and consistently all the time is important, but should not be the only attribute we have.
7. And beyond competing, we need to collaborate across companies and organisations, and learn to hunt in a pack when we venture overseas. Companies which venture overseas alone may find it daunting, but with collaboration, they moderate the steep learning curve, gain a better understanding of the local landscape, and improve access to help and resources. We should be able to count on our fellow Singapore companies for help and support, especially when in unknown territories.

8. In today's fast-changing economy, we also need collaboration in innovation. A company can develop and possess a core technology, but for the product or services to appeal to customers, it needs to be integrated with the capabilities of other companies.
9. I visited a start-up called Zhuiyi Technology in Shenzhen recently. It operates the artificial-intelligence system to handle orders and customer queries for ride-share company, Didi Chuxing. I asked: Why did Didi outsource such a critical function to Zhuiyi? They told me because Didi has defined its core competency to be in autonomous vehicles, while Zhuiyi's core technology is in AI.
10. Over time, our economic strategy will weigh more towards innovation and enterprise. We want to support more Singapore companies to venture abroad to tap on the vast opportunities around us. That will require a stronger spirit of innovation and enterprise in every individual and company. We also need a stronger desire for collaboration between individuals and companies.
11. Collaboration will happen in all forms - between big and small companies, across industries, and also between private and public sectors. I should emphasise the critical role of the public sector. Because it possesses regulatory authority, it is often in a position to decide whether a business idea or new product gets hatched or not. More than ever, we need to compensate the disadvantage of smallness with our ability to be more nimble, flexible, and adaptable to change. There is no fixed formula for building an innovative economy, but we have to live by our motto: "Think Big, Start Small, and Act Fast".
12. Tonight, we recognise a wide range of inspiring collaborative innovation stories, some of which have improved the way industries work, or went beyond their own industry to impact other communities. I would like to share three stories today.
13. First, Mitsuboshi Overseas Headquarters managed to fix a 30-year problem through collaboration – they eliminated human errors that disrupt early stages of the production process. The company shared critical information with a few interns from Temasek Polytechnic (TP), and entrusted them with the responsibility to fix the problem. By working together, Mitsuboshi and student interns from TP were able to create a new smart lighting system and an effective remedy.
14. This collaboration worked well because Mitsuboshi was prepared to open up to the interns, who had barely any working experience, but were trained in the latest computer engineering technologies. To be innovative, we must be flexible, keep an open mind and be ready to tap on talent.
15. Second, P&G and a logistics company, Skylift, collaborated to improve business processes and help communities in different parts of the world. It started with the objective to improve handling and packaging operations, and increase the shipping capacity of perfume materials.
16. But the success of the project prompted P&G to also apply this capability to its corporate social responsibility initiative, by bringing clean water to communities worldwide under their P&G Children's Safe Drinking Water programme. With the enhanced logistics capacity, P&G was able to achieve its milestone of delivering the 12 billionth litre of clean water.

17. The third collaboration story is about the Singapore subsidiary of the technology group Wärtsilä. The company worked with Bangladesh-based Summit Power International, to scale up the generation capacity of power plants in Bangladesh.
18. Summit Power International provided the local development knowledge. Wärtsilä supplied the expertise, capital, and technology. By harnessing each other's capabilities, they collaborated on multiple power projects across the country. What they are doing is a first in Bangladesh.
19. These are some examples of the positive impact of collaboration. All of you in this room today are testament to the value of moving towards a new landscape that encourages both competition and collaboration, across different industries and value chains. You have demonstrated how our attributes can go beyond being diligent and consistent, to also being enterprising and innovative; how our mind-set can evolve from being competitive, to also being collaborative.
20. I congratulate all our finalists tonight. Your stories will encourage other companies to follow in your footsteps. I hope that you will continue to nurture this mind-set of collaboration and innovation, let it flourish and grow. Singapore's future economic growth will depend on it.
21. Thank you.

Appendix B: Winners of the 2018 SICC Awards

1) BEST GREEN COLLABORATION

- Kallang Pulse

By Schneider Electric South East Asia (HQ) Pte Ltd & Sun Electric Pte Ltd

This project is a collaboration between Schneider Electric and Sun Electric (Singapore's first ever licensed Solar energy retailer) to reduce the carbon footprint of Schneider Electric's new hub office in Kallang, a retrofitted commercial building that consolidates our existing regional and local operations under one roof.

Spanning 18,584 sqm and home to over 1,200 employees, the premise is Schneider Electric's first building in Asia to use a hybrid electricity power source, with 45 per cent solar power and 55 per cent natural gas through this collaboration.

This project is aligned to Schneider Electric's Global Sustainability objective of reducing our CO2 footprint by 80% by 2020. The use of renewable energy resources also supports green and sustainable practices under the Platinum Green Mark scheme, paving the way for other building owners to embark on an Energy Excellence Journey. The project also advances the Building Construction Authority's goal of championing the growth of green buildings in Singapore.

Quote: *"The SICC awards not only serves to recognize the achievements and successful partnerships but it highlights the importance of collaborations within the industry to increase competitiveness within the industry and in this case, more importantly to work towards a goal of becoming a greener economy. By participating in these awards, companies can showcase their successful plans and be a role model to other economies in the region."*

- Mr Tommy Leong, Zone President, East Asia & Japan, Schneider Electric South East Asia (HQ) Pte Ltd

2) BEST TECHNOLOGICAL COLLABORATION

- Project Arrow – Augmented Reality on Ramp Operations Workforce ***By SATS Ltd & EON Reality Pte Ltd***

SATS collaborated with EON Reality to harness Augmented Reality (AR) and Smart Glasses to revolutionize ramp operations in the aviation industry. The ergonomically-designed smart glass will provide SATS' ramp handling staff with critical information such as loading instructions in real-time. Using the wearable AR technology, operators will be able to scan visual markers found on baggage and cargo containers that provide details such as weight, unit number, loading sequence and the allocated position within the aircraft. This hands-free process improves safety and increases the accuracy and efficiency of baggage and cargo loading.

Quote:

"The SICC awards is a good platform to celebrate the successes of collaboration between companies. No company is able to operate successfully by itself. Every company has a niche field and areas where expertise would be required from external parties, hence the importance of cooperation and partnerships."

- Mr Alexander Charles Hungate, President and Chief Executive Officer, SATS Ltd

3) MOST TRANSFORMATIONAL COLLABORATION

- Innovation in Workforce Localization Through Collaborative Partnerships **By**
Edwards Lifesciences Singapore Pte Ltd & e2i

With Singapore as a manufacturing hub since 2005, ELS has been the main producer of Edwards' heart valve products globally. Due to increasing global demand for ELS products, there has been a need for ELS to embark on a massive hiring initiative in 2016 and 2017. The ability to find local manpower with the right skillsets and mindset and yet can cope with the physical demands of roles has been a constant challenge for ELS.

To overcome this challenge and ensure that patients' needs are met, ELS has embarked on a collaboration with e2i to develop a seven-day 'Readiness Training Camp' that helps to prepare and assimilate potential job-seekers who are interested to work at ELS, especially for Heart Valve Specialist roles.

Quote: *"These awards seek to recognize collaborations among organizations/companies as opposed to individual organization/company award. Through this platform, it allows others to learn and share best practices. In addition, it is a form of appreciation and recognition which can further spur others and more people to continue to think out of the box and explore ways of driving innovations that can ultimately benefit organizations and society."*

- Dr Rainer Wolf, Vice President & General Manager – Manufacturing, Edwards Lifesciences (Singapore) Pte Ltd

4) MOST SCALABLE COLLABORATION

- Integrated Digital Delivery for Steel Reinforcement Procurement
By Tiong Seng Contractors Private Limited & NatSteel Holdings Private Limited

Conventionally, the procurement of steel reinforcement bars (used in concrete construction) is prepared by the rebar sub-contractor who has to extract relevant information from structural engineer's design and 2D drawings, and manually compute into Bar Bending Schedule (BBS). The hand-written BBS is submitted to main-contractor for verification (which is difficult, if not impossible, to check) before the order is sent to rebar supplier through fax or email. On the rebar supplier end, a headcount is required to do data entering. The data provided is fragmented, and the process is laborious, time consuming and prone-to-errors.

Tiong Seng and NatSteel collaboratively developed a system to automate steel rebars procurement process. By leveraging on Building Information Modelling (BIM) technology, steel rebars are now modelled digitally, and the system enables BBS to be generated automatically from the BIM model. Through digitalized selection process aided with 3D visualization under the BIM environment, the main contractor can easily place order for rebars, and the order placed integrates seamlessly into NatSteel's back-end procurement and production system.

This new integrated procurement workflow empowers accurate and fast information flow from maincontractor (Tiong Seng) to rebars supplier (NatSteel) without having to rely on manual computation by the rebar sub-contractor, leaving the sub-contractor to concentrate at what they are strong at (i.e. tying of rebars). The collaboration leads to quantum leaps in productivity improvement and efficient integration digital delivery in the value chain.

Quote:

“We started off with a clear target of what we want to achieve together and are excited to see that the final product is one that truly enhances the productivity for both organizations. The collaboration further convinced us that digital technology is the way to go to significantly improve productivity and performance of businesses, and strategic partnership and collaboration is key in achieving the goal.”
- Mr Pek Lian Guan, Managing Director, Tiong Seng Contractors Pte Ltd

END