

KINDLY OBSERVE EMBARGO TILL 2200 HRS
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SPEECH BY MR GOH SIN TECK, EDITOR OF LIANHE ZAOBAO, DELIVERED AT THE SPBA 2015
AWARD PRESENTATION CEREMONY, 30 OCTOBER 2015, RITZ CARLTON

1 尊敬的社会及家庭发展部长陈川仁

中小企业商会会长王崇健

2015年新加坡金字品牌奖筹委会主席周丽青

女士们 先生们

晚上好

2 首先让我恭喜今晚 53 个品牌奖得主，欢迎他们加入新加坡金字品牌奖阵容。

3 新加坡金字品牌奖（SPBA）今年已经是第十四届，很高兴再度在这里同新加坡金字品牌奖得主聚在一起，共同分享得奖的喜悦。

4 最近公布的一系列数据，都令人对全球经济前景感担忧，不管是在美国、中国、新加坡或其他区域国家，大家都对接下来的经济展望不是很乐观。

5 今晚是个欢庆的日子，本来我不应该提这些扫兴的话题，但全球经济放缓却是个不争的事实，是大家无法逃避的事实，尤其是中小企业，更应该为前面的挑战做好准备。

6 不过，大家也无须太悲观。对中小企业来说，经济放慢也不一定完全是坏事，因为这个时候反而是中小企业为公司创造价值、打造品牌的好机会。它们可以利用这个时机来打造品牌，为产品增值，让产品在众竞争者中脱颖而出。

7 我很高兴知道，今年的得奖品牌比往年多，而且是历来最多的一次。这说明了，虽然今年全球经济放慢，但是，本地一些企业仍然不忘在建立品牌方面作出努力，他们通过参加新加坡金字品牌奖来提高品牌知名度，希望在市场上建立更好的品牌形象，为公司创造价值。

8 大家都知道，我国经济正在进行重组，以打造一个生产力推动型的经济。这些年来，本地中小企业也在积极配合政府政策，致力于提高生产力，但是，要达到真正提高生产力的目

标，并不是买几台机器代劳这么简单，而是应该通过改变产品包装、提高品牌形象等来为产品增值，从而为公司创造价值，让公司取得盈利。

- 9 品牌的重要性不言而喻。然而，一个强势的品牌是无价的，成功的品牌却可以为企业增值和带来利润。
- 10 品牌建设是一条坚难而漫长的道路，但我想，只要不错过任何时机、持之以恒，以不断创新的精神来打造品牌，每个企业都能以其优秀的品牌来提高形象。
- 11 台下各位聪明的企业老板，相信你们都不会错过任何可以打造品牌的机会。由中小企业商会与联合早报联办的“新加坡金字品牌奖”，就是一个可以推动本地品牌的最佳平台。
- 12 再次恭喜今晚所有品牌奖得主。
- 13 谢谢！

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1 Mr Tan Chuan Jin
Minister for Social and Family Development

Mr Kurt Wee,
ASME, President

Ms Chew Lee Ching,
Chairman, SPBA Organising Committee

Good Evening,

2 First of all, let me congratulate the 53 brand award winners tonight who will join the ranks of illustrious past winners.

3 The SPBA is now into its 14th year. I'm happy to be here tonight to share the joy of all the winners.

4 Recently published data suggest that the future of global economy is a cause for concern. Whether it is in the United States, China, Singapore or other countries in the region, few are optimistic.

5 Perhaps I should not put a damper on this joyous occasion. But the global economic slowdown is a fact that cannot be denied and we need to be ready for the challenges ahead. This is especially so for the SMEs.

6 On the other hand, there is no need to be over-pessimistic. A slowdown may not be altogether a bad thing. Instead, it provides the opportunity for SMEs to work on branding and add value to their products, to gain a competitive edge over their rivals.

7 I'm glad to know that the number of winners this year is higher than previous years. In fact, it is the highest SPBA has seen thus far.

- 8 Clearly, the economic slowdown has not deterred our businesses from investing in branding and SPBA has become the best platform for them to promote their brand names.
- 9 Singapore is undergoing a process of economic restructuring to shift towards a productivity-driven economy. Over the years, SMEs have worked closely with the government in raising productivity. However, higher productivity goes beyond purchasing machines to replace workers. Improvements in product packaging as well as enhancing brand image, for example, are needed for SMEs to create value and stay profitable.
- 10 The importance of branding cannot be over-emphasized. A strong brand name is invaluable in helping to create value and profit. Branding is a long and arduous process that requires perseverance and innovation. The SPBA, co-organised by ASME and Lianhe Zaobao, is an effective platform created for home-grown brands to grow and prove themselves in the market.
- 11 My congratulations again to the winners tonight.
- 12 Thank you.