



Media Release

For immediate release

Homegrown brands win big at the Singapore Prestige Brand Award 2015

53 local brands honoured, of which 22 are returning participants

Brand winners include heritage and household brands, such as Yeo's (1900), Chop Wah On and Gao Ji Food (S) Pte Ltd, with 50 to 100 years of history

Singapore, 8 September 2015 – 53 homegrown brands were honoured at the Singapore Prestige Brand Award (SPBA) 2015 today. This is the highest number of brand winners the Award has recognised since its launch in 2002 and amongst them, 22 are returning participants.

Ms Chew Lee Ching, Chairman of the SPBA 2015 Organising Committee, said brand owners recognise that their commitment to continuously improve and build their brands has enabled them to differentiate themselves more effectively and reaffirmed their customers' trust.

"Returning participants see the Award as the platform to benchmark their successes once more," Miss Chew added.

Jointly organised by the Association of Small and Medium Enterprises and Chinese Daily Lianhe Zaobao, the SPBA has honoured over 340 local companies of which more than 40 have over

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half a century of brand heritage and history. These brands include *Ya Kun Kaya Toast (1944)*, *Poh Heng (1948)* and *Three Legs Brand (1937)*.

This year, the Award is proud to recognise notable Singapore brands with 50 to 100 years of heritage such as *Yeo's (1900)*, *Chop Wah On (1916)* and *Gao Ji Food (S) Pte Ltd (1954)*.

“Having stood the test of time, these brands have developed into household names that embody the characteristics of a Singapore *brand, quality* and *credibility*. Generations of consumers are familiar with these brands. We are proud to recognise them today and it is heartening that they chose to participate in the SPBA,” Miss Chew said.

This year's winners come from a myriad of industries including beauty, education, manufacturing and the F&B sector.

“The SPBA is very proud to have recognised this record breaking number of winners and we hope that our winners will continue their branding efforts and serve as an inspiration to other brands to come forth and join us next year,” said Ms Goh Sin Hwee, Co-chairman of the SPBA 2015 Organising Committee.

Ms Goh added that SPBA will be celebrating its 15th Anniversary next year, making it the most established brand award that recognises local brands, giving them the visibility to grow and flourish.

SPBA 2015 is privileged to have Maybank on board as the Official Bank once again this year.



“The MNCs of today started off as the SMEs of yesteryear and we are proud to have gone a long way back with some of Singapore’s most successful businesses. For over 50 years, we have helped numerous small and medium-sized businesses grow to MNC stature and we hope that by supporting SPBA, we can help more SMEs in Singapore on their journey to build their brand,” said Mr Choong Wai Hong, Head, Community and Financial Services, Maybank.

The overall winners and most popular brands of each category with the exception of the SPBA – Special Merit category will be announced at the SPBA Award Presentation Ceremony on 30 October 2015.

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zaobao.com

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APPENDIX: BRAND WINNERS

(Returning participants are highlighted in yellow)

SPBA – Promising Brand category

Admaterials	-
Clearvision	-
g.spa	-
House of Seafood	螃蟹之家
LCentral English	-
Loyal Reliance Pte Ltd	忠信集团
LUZ	-
Pezzo	-
REAL YOGA	-
Seoul Yummy	-
T32 DENTAL CENTRE	T32 牙科中心

SPBA – Established Brand Category

Activa Media	爱电网
AP OIL	AP OIL
Beaute Hub	-
Bee Choo Origin	-
CHARACTER MONTESSORI	品格蒙特梭利
EOP21	-



FANCO	-
Kendo	-
Lhn Group	贤能集团
MC Payment	-
MoneyMax	-
Orange Clove Catering	-
OWELL	-
POWERPAC	-
QSON	-
Raffles Tailor	-
Rasel Catering	-
SC (Sang Choy) International	-
Serrano	-
SIAC	-
TONG CHIANG GROUP	东江集团
WTS Travel	贵宾旅运



SPBA – Heritage Brand Category

Ademco (Far East) Pte Ltd	-
Aik Moh	-
Allswell	全好
BLUM	-
Chatterbox	话匣子
CHOP WAH ON	華安
Defu	得福
GAO JI FOOD (S) PTE LTD	高记食品（新）私人有限公司
Jason Electronics	日升
Kin Teck Tong	庆德堂
PEREOCEAN	-
Soilbuild	速美
Yeo's	楊協成

SPBA – Regional Brands Category

AP OIL	AP OIL
Bee Choo Origin	-
BWL	全美世界
CHARACTER MONTESSORI	品格蒙特梭利
Esco	-
JP Nelson	捷必勝



SPBA – Special Merit category

Singapore Institute of Technology	新工大
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APPENDIX: AWARD CATEGORIES

SPBA 2015 comprises of five 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 between 6 to 30 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 – Maybank Regional Brands (新加坡金字品牌奖 - Maybank 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 been established for at least 3 years

* Brands that are 6 to 8 years old may opt to participate in either SPBA – Promising Brands or SPBA – Established Brands

Brands that are 26 to 30 years old may opt 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”



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 for SPBA 2015 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 – 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



APPENDIX : CHINESE TRANSLATIONS

- | | |
|---|--|
| <p>1. Ms Chew Lee Ching
 Chairman
 SPBA 2015 Organising Committee
 Association of Small and Medium
 Enterprises</p> | <p>周丽青
 2015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 2015 Organising Committee
 Associate Editor, Lianhe Zaobao</p> | <p>吴新慧
 2015年新加坡金字品牌奖筹委会联合主
 席
 《联合早报》</p> |
| <p>3. Mr Choong Wai Hong
 Head
 Community Financial Services
 Maybank Singapore</p> | <p>钟伟鸿
 Maybank 社区金融服务主管</p> |



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 five main Award Categories to meet the demands of the market, namely SPBA - Promising Brands, SPBA - Established Brands, SPBA - Heritage Brands, SPBA - Maybank Regional Brands and SPBA - Special Merit.

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型企业协会和《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五个奖项组别：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 - Maybank 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 - 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 2015 AWARD ORGANISERS

ASSOCIATION OF SMALL AND MEDIUM ENTERPRISES (ASME)

The Association of Small and 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。

www.asme.org.sg





APPENDIX: SPBA 2015 AWARD ORGANISERS

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 750,000*. 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 four million, with 11 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》

《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》，

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已经成为大多数新加坡人的主要精神粮食，拥有 75 万*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。

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 400 万，每月独立访客达 1100 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 2013 based on past week/ Sunday's readership*





APPENDIX: SPBA 2015 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 2013, Maybank's total assets in Singapore were S\$42 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