

PLEASE CHECK AGAINST DELIVERY

SPEECH BY MS CHEW LEE CHING, SPBA 2015 ORGANISING COMMITTEE CHAIRMAN,  
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SINGAPORE

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Media partners,

Distinguished guests and,

Our winners of SPBA 2015

***The Singapore Brand***

2 2015 has been a momentous year for Singapore. In a short span of 50 years, the nation has grown from swampland into one of the region's leading economies. As we celebrate SG50 and go to the polls in a few days' time to elect the leaders to lead us into the future, it is

timely to ask ourselves what the Singapore *brand* represents. While some may say it represents *security*, others say that it stands for progressiveness and *strong governance*.

3 Indeed, these values have contributed much to Singapore's economic success and reputation today. With its pro-business and open economy, Singapore is continuously ranked as the world's easiest place to do business.

4 Just as Singapore is a desirable location for start-ups and businesses to grow and flourish, the Singapore Prestige Brand Award (SPBA) is the coveted platform for businesses to benchmark their branding initiatives.

5 Here is how, Mr Peter Lim, Executive Chairman and CEO of MoneyMax describes the SPBA, I quote: "*The SPBA plays an important role in fostering the growth of strong Singapore brands. We know because for we have experienced it ourselves. The Award serves as a testament to the effectiveness of our marketing efforts, and motivates our team to work towards a higher level of brand awareness.*"

6 Indeed, Mr Lim has it spot on as that is what SPBA has always set out to do since its launch in 2002. Gone are the days when foreign brands are preferred over Singapore brands. Today, Singapore brands are respected and are associated with *quality* and *credibility*. And I am proud to announce that for the SPBA 2015, 53 homegrown brands have risen as exemplars of the Singapore *brand*. Please join me in congratulating all 53 brand winners!

### Our Winners

7 Our winners come from various industries and include both B2C and B2B brands. What is interesting is that amongst our Winners, 22 brands are returning participants. They include T32 Dental Centre, Fanco, Serrano, Kin Teck Tong and BWL.

8 Some of you may be wondering *what makes the Award so rewarding that brands keep coming back?* Here is what some of our past winners have to say:

- 9 Mr Elvis Lee, Executive Director of Orange Clove, which is also one of our Winners this year, said during the panel discussion at the SPBA 2015 Branding Seminar: *“We won the Award for the first time two years ago. When we announced to our customers and friends the good news, they congratulated us. As the SPBA is an Award that is renown and well-recognised, winning the Award has instilled and reaffirmed our customer’s confidence and trust in us”*. Mr Lee added that since winning the award, his company’s sales has increased by 30 to 50 per cent.
- 10 Mrs Grace Chong-Tan, Founder and Managing Director of Smile Inc. Dental Surgeons, our five time winner and Hall of Fame inductee in 2014, has this to say: *“Smile Inc. has found the Award to be extremely rewarding, allowing us to re-examine our brand value and positioning – not only in our industry, but also across all industries in Singapore. Our participation has also helped us realign our values and to continually differentiate our brand”*.
- 11 Here’s how they regard the SPBA journey. They said that right from the start, the SPBA submission process pushes them to reflect on their brand strategy and review their brand values, purpose and vision. As the branding exercise is a journey and not a destination, they keep learning and discovering new things with each participation. I hope these words from our past Winners will inspire you to continuously evaluate your brand strategies and stay innovative and relevant to your customers.
- 12 For our first time Winners, I believe you have benefitted too as you prepared your Award submissions and went through the intense rounds of judging. Like the past winners, may the valuable insights you have gained from this award journey bring your back again to participate in SPBA 2016.

#### Quality of Submissions

- 13 Each year, the SPBA Organising Committee and the judges, look forward to reviewing the participating brands’ branding strategies. I am heartened to hear from our judges that there has been an improvement in the quality of submissions.

- 14 Mr Geoff Tan, who has been in our panel of judges for three consecutive years, said:  
*“The quality of participation this year has improved tremendously especially for those who are personally and actively engaged in the development of the branding strategy. Some brands started small but with continuous innovation and the willingness to improve, they work hard to reach where they are today. Even B2B companies are looking to improve the image of the brand. The judges are all thoroughly surprised.”*
- 15 Just like how good governance and a progressive spirit have contributed to Singapore’s economic success, the SPBA’s panel of judges has helped several participating brands to review, rethink and fine tune their brand positioning. Mr Tan Ee Wei, Director of Cyclelect Group of Companies, who attained the Overall Winner for the SPBA – Heritage Brand category in 2013, had this to share: *“It is always helpful to have an external point of view to question if what our brand says makes sense, or is possible at the very least. The judging interview further strengthened our confidence that we were on the right track.”*
- 16 On behalf of the Award Organisers and Award Secretariat, I would like to convey my sincere gratitude to the judges, for their time, and for bringing their insights and experience to bear during the intense rounds of judging.
- 17 My sincerest appreciation to Official Bank – Maybank and our Supporting Organisations – IE Singapore, the Intellectual Property of Singapore (IPOS) and SPRING Singapore for your unstinting support to the Award.
- 18 A big thank you too to our long time Co-Organiser – Lianhe Zaobao, for your continued involvement in the SPBA.
- 19 I would also like to express my appreciation to the SPBA Award Secretariat who once again provided meticulous support and attention to the smooth organisation of the SPBA 2015.
- 20 Once again, congratulations to all our winners! Thank you and I wish you all a good year ahead.