
Singapore Prestige Brand Awards 2015

Speech to be delivered by ASME President, Kurt Wee, at the SPBA Awards Presentation and Gala Dinner on 30 October 2015 at Ritz Carlton

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Chairman
SPBA Organising Committee

Ms. Goh Sin Hwee
Co-Chairman
SPBA Organising Committee

Friend from the media

Distinguished Guests,

Ladies & Gentlemen

1. Good evening.
2. First of all, let me express my sincere appreciation to Mr. Tan Chuan-Jin, Minister for Family and Social Development, for joining us this evening.
3. The Singapore Prestige Brand Award (SPBA) was inaugurated in 2002 by ASME and Lianhe Zaobao. Into its 14th year, SPBA continues to recognise and honour home grown brands which have been both developed and effectively managed through various branding initiatives.
4. Businesses, big or small, are operating in an increasingly competitive landscape and it has been acknowledged that branding has become an increasingly important part of the business, whether you are in the B2B or B2C space.
5. Creating a brand and developing brand recognition require both time and careful planning. In a way, brand differentiates a company's offering from that of the competitors. A brand is a promise to the customer, subtly telling the customer what to expect from a product or service. It helps to increase customer awareness and attract customers. And if the brand promise is suitably delivered, it will help to retain customers. A strong brand can help a company gets its foot in the door and makes people want to consider choosing you over the competition. A strong brand, of course, supports sales.
6. This evening, we are surrounded by 53 brands that have established a significant presence in the market place. Many have also differentiated themselves.
7. Three “老字号” – Yeo's, Allswell and Chop Wah On - are participating in this year's SPBA for the first time.
8. I am certain that many of us are familiar with the “Yeo's” brand. It was created using the founder's surname. It is distinctly identifiable, with a signature tagline, “The Natural Choice”. The company was founded in 1900 and the brand has been refreshed several times. Yeo's brand mission is to focus on producing quality authentic F & B products, enabling people to enjoy wholesome Asian food and

beverages anytime, anywhere, and true to this mission, Yeo's can be found in many markets in EU, USA and Asia.

9. Allswell is another familiar brand. In its thirty years since its founding, the company has been offering healthy wellness drinks that refresh and rejuvenate without artificial additives. The brand articulates its brand promise in its tagline – “The Good Life Company” and this is used in all its communications.
10. Chop Wah On started operation in Singapore in 1916. The company is now managed by the third and fourth generation Tong family. The founder chose Wah On (华安) to be the business name as he then believed that the overseas Chinese (华桥) will be able to enjoy a peaceful and successful life (安居乐业) in Singapore. Their range of medicated oil and balm have become the “must have” items for tourists and locals alike.
11. Many may also be familiar with the “Bee Choo Origin” brand of traditional herbal cures for hair problems. Started by a housewife in a HDB flat, this brand has grown into an outfit with more than 120 outlets in the region. “Bee Choo Origin” was a winner in SPBA 2012, 2013 and 2014 in the Promising Brands Category. This year, the brand is a winner in both the SPBA Established and SPBA-Maybank Regional Brands categories. And “Bee Choo Origin” will be inducted into the Hall of Fame.
12. I am personally delighted to note that there are 6 inductees into the Hall of Fame this year. This is a record number. To be an inductee into the Hall of Fame, the brand must have been winners for five years or three years with one overall win in a category. My sincere congratulations to the inductees.
13. We come together this evening to celebrate the achievements of 53 brands. For all of them, this is just a milestone and we look forward to seeing them again in the future.
14. Ladies & Gentlemen, I would like to, once again, thank our Guest of Honour, Mr. Tan Chuan-Jin, Minister for Social and Family Development, for supporting the event with his presence. Minister Tan is no stranger to the SME community. He has worked tirelessly to help SMEs cope with manpower challenges when he was the Manpower Minister.

15. I would also like to thank our co-organiser, Lianhe Zaobao, for sticking with us for the 14th year. The meaningful collaboration has given us the confidence to decide to “export” this award. We plan to run a similar event in Shanghai next year.
16. Maybank has been the SPBA’s official bank for the third year running. On behalf of the organising committee, I would take the opportunity to thank them for the support.
17. Ladies & Gentlemen, thank you very much and have an enjoyable evening.