

Special

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PHOTO: CHONG JIA LIANG

The best brands are here

Only a select few companies make it to the exclusive Business Superbrands club

By Karen Teng

SINGAPORE's most established home-grown companies including City Gas, SingTel and OCBC Bank have joined 51 others to have achieved Business Superbrands status, which are specially for those that provide business-to-business (B2B) services.

B2B refers to the transaction of goods, services or information from a company to another company, instead of directly to consumers.

The Business Superbrands is an "exclusive club for established B2B brands"; says Mr Mark Pointer (front row, sixth

from left), the chief executive officer of Superbrands Singapore.

The company is part of a network operating in more than 80 countries around the world and across five continents. It is well known for the Singapore's Choice Superbrands, given out for consumer branding.

He says participation in the Business Superbrands programme is limited to a select number of qualifying brands.

"Membership of the club is by invitation only."

"Superbrands accesses independent research and data sources to compile a list of the Singapore's leading B2B brands.

From the hundreds of brands initially considered, a shortlist of approximately 100 eligible brands is sent to the independent Superbrands panel of experts for assessment.

"The panel evaluated each brand on a five-point scale against five qualifying criteria," see box.

One brand that soared above the benchmark points were deserved as attaining the Business Superbrands status and invited to join the programme, he says.

"It is recognition that the brand offers its customers significant emotional and/or tangible advantages over its competitors, which – consciously or sub-consciously – customers want, recognise and are confident about investing in."

Mr Pointer notes that there is a good mix of homegrown and international brands among the pioneer batch of Business Superbrands members.

He says: "Some are pure B2B brands that people outside the industry may not be familiar with, while others are household names."

"The important point is that all the brands in the programme represent outstanding companies within their own particular field of operation."

"All of them have fascinating brand stories to tell."

Representatives of companies attending the Business Superbrands status received their certificates of achievement during a presentation ceremony at the Shangri-La Hotel on Monday.

For the full list of companies, turn to page 20.

The benchmark

Each Business Superbrand is assessed on this qualifying criteria:

- **REPUTATION** – Well known and respected within its field and has been recognised as achieving the highest levels of excellence
- **MARKET SHARE** – A major operator within its industry and accounts for significant market share by volume and/or value
- **ACHIEVEMENT** – Introduced new innovations, products or services or contributed to job creation within the last 12 months
- **RECOGNITION** – Wins recognition and accolades in marks of quality or achievement by major local or international authors or organisations
- **SOCIAL RESPONSIBILITY** – Able to demonstrate proactive corporate social responsibility in its business activities

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SingTel

First in innovation

SingTel delivers a gamut of innovative solutions to provide companies with a competitive edge

By Leo Kuan Yew

SINGTEL, one of the earliest Information and Communications Technology (ICT) players in the industry, is also the first provider to offer Cloud Virtual Data Centre services for businesses in the Asia Pacific.

"We are strong believers in innovation and service excellence, it offers businesses more operational and cost efficiencies."

Its award-winning network infrastructure is highly reliable and reaches into every corner of Singapore and beyond, even its customers extend their businesses.

"With a comprehensive ICT services and support portfolio, we have the right IT skills and capabilities, a wide reach to the region and a huge eco-system of partnerships, we believe we are a key player in leading the way for the future of the industry," says Mr Bill Chang (above), executive vice-president of SingTel business.

The company's customer base comprises small and medium enterprises (SMEs), large companies and multinationals, with offices in Singapore and globally, 832 offices in 20 countries.



For instance,

"We are seeing a steady growth of business customers who are embracing cloud-based solutions. To date, we have 100,000 users who trust our cloud services to power their business."

Software-as-a-Service (SaaS) cloud-based solution for SMEs called SingTel OneOffice. The all-in-one office solution includes document management, e-mail storage and real-time collaboration tools on a monthly subscription basis. It helps companies improve productivity and reduce running costs up to 30 per cent.

It also offers the world's first intelligent utility called SingTel Power On-to-offer businesses a comprehensive suite of ICT services on demand. It also includes a range of value-added services - SingTel CallZone. With CallZone, businesses can enjoy free outgoing roaming and calling from anywhere and reduce communications costs.

It was the first to bring the Apple iPhone to Singapore, and the first to bring Samsung Galaxy Tab to Singapore, thereby enabling businesses to tap the power of mobile devices.

With the acquisition of National Computer Systems, SingTel has developed substantial capabilities and valuable experience in system integration, consulting and integration expertise that are much sought-after by companies.

"Our vision is to help attract and accelerate Cloud-based innovations and developments in Singapore and position it as a regional hub for the delivery of secure, reliable and international data networks that are widely recognised to be comprehensive, fast, reliable and secure with minimal time delay experienced in a system."

"Our mission is to ensure that it is equipped to handle abnormal traffic that might otherwise cripple enterprise networks, so our customers can enjoy 100 per cent uptime."

SingTel's vision is to focus and concentrate its thrust to become Asia's best and largest provider of telecommunications provider in the next three to five years.

He says: "We will transform our people, processes and technology to ensure our innovation engines, extend our coverage and scale in the region, build our eco-systems, and drive customer satisfaction and retention to achieve this exciting vision."

"That means progressing with the highest standards of quality and adherence to the mind-set of accountability, and having our customers at the centre of everything we do."



PHOTO: SINGTEL, SUNRAY



Sunray

A winning look

Interior services provider Sunray has left its mark on some of Singapore's newest buildings and attractions

SINCE it got started in interior building in the late 1980s, Sunray Woodland Construction has mastered the art of fitting out new buildings and transforming existing ones.

To date, it has spearheaded numerous, polished, refined and exquisite interior designs that decorate prominent venues such as the Singapore Flyer, Suntec's Festive Hotel (top) and Hard Rock Hotel, the Marina Bay Sands, the Standard Chartered Bank at the Marina Bay Financial Centre and the Raffles City Shopping hotel at

Haji Lane (above).

Started as a family business in the carpentry trade in 1988, it grew to become a highly regarded interior design and construction provider for interior fitting-out works.

Rising to every challenge with the will to do better, Sunray's commitment to quality brand experience is one of trust and reliability for its customers.

"Sunray has delivered many projects so far," says Sunray's executive director, Ms Connie Wu (above).

Her team has built up its industrial experience and well-honed project management skills enables timely, cost-efficient and safe delivery of projects, which are often delivered under budget.

She says: "Sunray has a longstanding reputation of always delivering its project on time and within budget, and with market acceptable quality assurance."

Sunray values its employees and emphasises on teamwork. "During the project

execution, the team spirit of Sunray's project team members is the main recipe for success behind these projects."

Such strong teams spirit is reflected in side-of-life issues, where Sunray's field and staff members are strongly encouraged to get involved and to contribute.

Mr Wong, Sunray's managing director, is encouraged to give suggestions to improve the work flow and procedures, and to share his ideas and approach that inspires the staff.

Being a market key leader, the company continues to strive to provide high standards of service in

Quality, Environment, Occupational Health and Safety (QEOLS) and Customer Service.

With the introduction of QEOSIS, the quality management system is being measured by ISO 9001 to ensure excellent product quality and customer satisfaction.

Mr Wong says Sunray's immediate focus is to develop and cultivate its branding campaign in QEOSIS and QEOLS.

Sunray has overseen hurdles to build up the brand to what it is today. Says Ms Wu: "We was a start-up company, and we had to learn and refine our work efficiency in the past years." Charting the journey ahead, the company will face "numerous challenges" in the future, she adds.

SHEL, given its strong track record - other than the Business Superbrands achievement, it also won the silver laurel in the URA Architectural Heritage Award 2010 - its future looks set to be as bright as its name. - See **Kuan Yew**

THE LINDE GROUP

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Linde Gas Singapore Pte Ltd, a member of The Linde Group, is honoured to be awarded Business Superbrands status in Singapore. The Linde Group is a world-leading gases and engineering company with almost 48,000 employees working in more than 100 countries worldwide.

The success of Linde is built on a heritage of innovation with a strong focus on technology. The company's founders, Carl von

Linde, pioneered refrigeration technology and a process for separating gases. For over 130 years, Linde has been developing innovative products and services that support industries and touch the lives of ordinary people - medical gases that save lives, electronic gases that help put the microchip in mobile phones, industrial gases that enable the production of steel, clean fuels and chemicals, cryogenic solutions that keep food fresh and water treatment solutions that support a greener environment.

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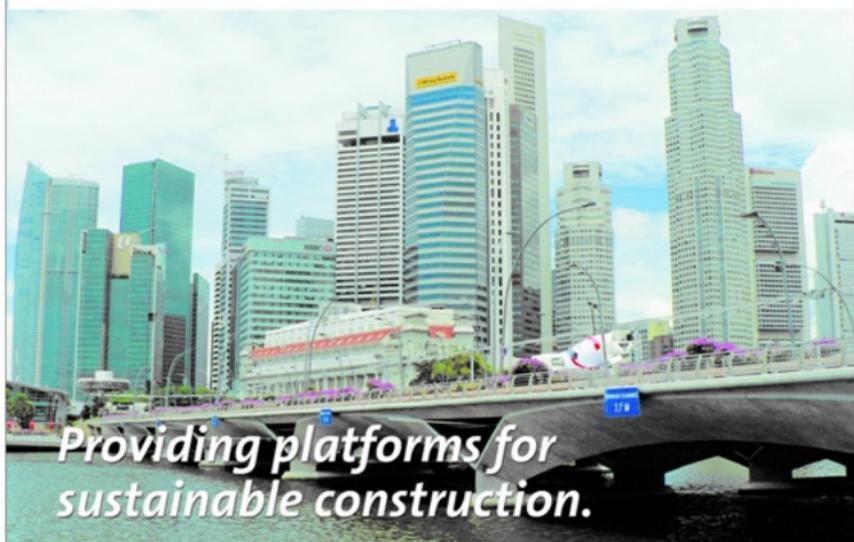
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Xu Zhang, Architect, Beijing, China. Winner of the Global Holcim Awards Bronze 2009.

Develop new perspectives for our future: 3rd International Holcim Awards competition for projects in sustainable construction. Prize money total USD 2 million. www.holcimawards.org



In partnership with the Swiss Federal Institute of Technology (ETH Zurich), Switzerland; the Massachusetts Institute of Technology, Cambridge USA; Tongji University, Shanghai, China; Universidad Iberoamericana, Mexico City; and the Ecole Supérieure d'Architecture de Casablanca, Morocco. The universities lead the independent juries in five regions of the world. Entries at www.holcimawards.org close on March 23, 2011.

The Holcim Awards competition is an initiative of the Holcim Foundation for Sustainable Construction. Based in Switzerland, the foundation is supported by Holcim Ltd and its Group companies and affiliates in more than 70 countries. Holcim is one of the world's leading suppliers of cement and aggregates as well as further activities such as ready-mix concrete and asphalt including services.

Holcim awards
for sustainable construction

United Engineers Limited

Building the Singapore skyline

Major projects of the United Engineers Limited group have contributed to Singapore's modern landscape

by Lee Yann Peo

SINCE its beginning in 1921, the United Engineers Limited (UEL) group has contributed a lot to the physical landscape of modern Singapore. A string of historical landmarks and buildings have been built by the group, including the former British High Commission, OCBC Centre and Shangri-La Hotel.

The group, which was formed as a merger of two large British engineering firms in 1997, has specialised in building bridges, and Howard Ernest, who was involved in the design and construction of iron and steel structures and waterworks. Given its strength, it comes as no surprise that UEL has secured various construction breakthroughs.

For instance, it was the first company to introduce a computerised system in 1997.

This system allows for the construction of large column-free structures such as the iconic Marina Bay Sands, the Neptune Theatre restaurant and the British High Commission building.

In the last few years, however, UEL has positioned itself as a pre-eminent engineering company with capabilities spanning the entire project value chain, from design to construction.

"The group is capable of undertaking a project from design stage through to completion, including post-construction in facility management," says Mr Jackson Yap (above), managing director and chief executive officer of UEL.

For instance, it specialises

in design-build-manage and build-to-sell property development projects.

"In build-to-sell, the group is capable of finding an owner who needs the specific business and operational needs of its occupants."

An example is in UEL Print Media Pte Ltd, off Clemenceau Avenue which houses the entire value chain of the printing industry under one roof.

Its specialised facility management services cover a broad spectrum that includes property development, project management, facilities management and hospitality management.

Industrial, residential to commercial properties make up the property portfolio that it manages. Its asset management

marketing and corporate management of lease and tenancy administration, retail management of shopping mall operations

and office management.

The group also provides serviced apartments and offices under the Park Apartments and Park Offices brands.

UEL's headquarters at UE Square located off Clemenceau Avenue has recently been awarded the Green Mark Gold+ rating.

Hence, the Singapore Heritage Board has named it a heritage site. It was built in 1921 and is one of the few remaining complexes in Singapore that met the Singapore Government's IT2koo master plan

for the area.

The group currently has more than 6,000 staff across the Asia Pacific region in offices including Singapore, Malaysia, Indonesia, Vietnam, Taiwan, Hong Kong and China.



Holcim

Going green

Holcim's innovations contribute to environmentally sustainable urban development

by Ahmad Osman

THE year 2007 was a tough year for the construction industry here.

There was a significant drop in the use of sand and its prices rose by almost 300 per cent because of Indonesia's ban on the export of sand to Singapore.

Business Superbrands, came up with an innovative eco-friendly and cost-efficient recycling solution.

It found a way to substitute sand with washed aggregate slag, a waste material in the cement industry, for concrete.

Most of the ready-mixed concrete companies in Singapore have adopted this slag as a national standard.

Says its chief executive of the local unit, "When we started in Singapore not only survived a challenging period but our innovation benefited other companies in the industry as well."

The company, he notes, also has other green products such as Green Label concrete products for environmental sustainable urban development.

Currently, a high strength concrete with environmentally-friendly cement designed to build more structures with less concrete is being used for working and rental space because of their smaller beams and columns.

The concrete, known as Eascrete meets the Government's productivity requirements and stringent rules for construction projects to densely populated areas in the city-state.

For instance, the Eascrete model cut the noise level by 21 per cent and saved manpower costs by 20 per cent. The con-

struction process is faster by 40 per cent and there is also an overall reduction in costs.

Holcim's Green Label products have a lower carbon footprint compared to conventional concrete products. Set up in 2004, the company, which produces application-based concrete and dry mix mortar, has won several awards.

The group, operating in more than 70 countries, is one of the world's leading producer and distributor of cement and aggregates. Its focus is to work with its roots granted to the conditions and needs of each specific nation.

It follows strict quality standards and systematic benchmarking across efficiency. Local contractors, suppliers, market development, staff training and nurturing

are the main customers of Holcim Singapore.

Mr Dr. Sajid Ghosh (above), chief executive officer, Holcim Singapore, says, "We are already well on our way to sustainable construction through innovations that create value for all stakeholders."

Holcim Singapore's mission increases the entire value chain. The main focus is on customer-friendly and environmentally ef-

Five of Holcim Singapore's Green Label products using recycled materials helped the company win the Singapore Green Pioneer Environmental Achievement Award.

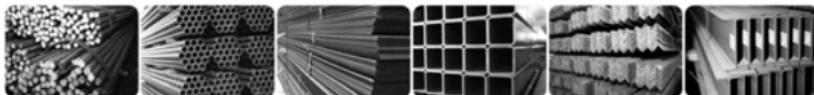
It is also a recent recipient in the mid-size Holcim Global Awards. Other accolades include the Singapore Green Organisation's Asian Responsible Entrepreneurship Award in the green leadership category.



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 **SingTel**



Boustead

Re-inventing success

Boustead's ability to adapt and meet the changing needs of consumers keeps it relevant

By Esther Au Yung

IT MAY have been around for close to 200 years, but through re-invention, Boustead has been able to thrive in increasingly competitive business environments.

Boustead has four divisions that handle business-to-business (B2B) projects. These are energy-related engineering, industrial and marine services, real estate solutions and geo-spatial technology, says its vice-president of corporate marketing and investor relations, Mr Chia Seng Yew.

An international firm, Boustead has undertaken infrastructure-related projects in 29 countries across six continents. It has built hydroelectric and wastewater engineering designs, designed and constructed Phase II of the Bokul NEWATER Factory for the Public Utilities Board. It is the world's first plant to convert treated sewage into drinking water.

"We delivered Singapore's very first desalination plant at Marina Bay and recently completed Labis's largest sewage treatment plant, capable of treating half of the waste of the capital city, Tripoli," Mr Chia says.

Boustead's industrial real estate solutions division recently completed high-profile developments locally, "including the Halliburton Sing II and the

Applied Materials Building, the first Green Mark Platinum-rated winner in the building category and also a recipient of the Solar Pioneer Award," Mr Chia says.

But these successes did not come overnight for Boustead, founded 182 years ago.

"Back in the mid-1900s, Boustead was a renowned agency that brought in famous brands such as Bell Telephone, General Electric and Siemens in Malaysia, Singapore declared independence from Malaya in 1963, Singapore became a republic in 1965, and the band we represented began to take back the exclusive rights. It was clear that the business model had to change," Mr Chia says.

"Under the current management team, Boustead experienced a radical transformation, moving from established trading, manufacturing and manufacturing arms, to a B2B model offering infrastructure-related engineering services and geospatial solutions," he adds.

"Due to the excellent reputation and strong brand equity in the Boustead brand, we gained the acceptance of our clients and partners and completed Labis's largest sewage treatment plant, capable of treating half of the waste of the capital city, Tripoli."

It is this ability to adapt and transform to meet the needs of the environment and needs of the world that has kept Boustead relevant and successful leading to its Business Superbrands status.

DHL

Reliability counts

DHL's award-winning formula provides international shipping services with value-added features

THE saying "practice makes perfect" is ringing true for global shipping solutions provider DHL Express.

DHL Express, the first international air express company to be certified ISO 9001 in 1972, has focused on delivering high quality service and offering value-added features in its core business of international shipping. Today, it also provides all services targeted at business-to-business (B2B) customers, like an online shipment tracking system, which has shown itself to be a partner of choice in helping businesses grow.

This year, DHL Express is one of the recipients for the inaugural Business Superbrands in Singapore. DHL Express believes that the international shipping field of expertise will be considered for membership in this prestigious grouping.

Mr Michael Loh, managing director of DHL Express Singapore, recalls a recent B2B experience: "A truly memorable project for us was the partnership with a local airline, DHL transported the parts of one of its flight service equipment. This included cars, engines, TV equipment and much more the world over."

With a global network of 220 offices, 500 delivery points and combined speed, precision and reliability, DHL Express offers products and services catered to specific customer needs.

An example would be the DHL Medical Express. It is a specialised service that manages the outbound transportation of medical specimens, pharmaceutical supplies, and the associated inbound transportation of time-sensitive specimens during the clinical trials phase of a new drug. Personnel are trained to handle these specimens and they are stored and shipped at customizable temperatures.

Another service is the DHL Break Bulk Express. Besides servicing such high-profile clients, DHL Express also offers products and services catered to specific customer needs.

Mr Michael Loh adds, "Our customers recognise us as their provider of choice, one that constantly strives to ensure that they receive the best service. We believe that our customers are a strong, reliable brand with the ability to provide high quality products and service excellence to our customers."

"We will continue to invest in infrastructure, technology as well as human resources to meet the growing demands of our customers."

■ Michael Loh, managing director, DHL Express Singapore



PHOTO: DHL

This is the door-to-door delivery of shipments that are consolidated at one end of the route from one customs zone to another, then de-consolidated by DHL Express into individual shipments delivered to different addresses, all located within the same country or region. A single consolidated shipment is cleared as one single shipment on entry to the destination country.

Mr Michael Loh adds, "We believe that the company is "extremely poised to become a leading superbrand for the first time in Singapore."

He adds, "Our customers recognise us as their provider of choice, one that constantly strives to ensure that they receive the best service. We believe that our customers are a strong, reliable brand with the ability to provide high quality products and service excellence to our customers."

"We will continue to invest in infrastructure, technology as well as human resources to meet the growing demands of our customers." ■ Esther Au Yung

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Sunray Woodcraft Construction Pte Ltd ("Sunray") was incorporated in 1987 as a small family business in carpentry trade. Over a span of 22 years, it has been developed into one of the largest interior builders and solution providers in Singapore for interior fitting-out works.

Sunray employs a diverse workforce comprised of management staffs, core-trade specialists and general workers originated from more than 10 different nationalities across the globe. These pools of diversified talents are always ready and eager to serve new clients as well as any of our valued clients and consultants who have in fact given us their unwavering support and trust over the years. As part of our expansion program and service enhancement, Eastray Furniture Construction Sdn Bhd was subsequently established in 1991 in Malaysia, to continue gaining the market share and to strengthen manufacturing capabilities.

Moving forward, in our next lap of businesses, we will continue to improve all levels of services, innovation solutions, cost engineering and manufacturing technologies. Our fully-integrated ISO Management Systems of QEOHS (Quality, Environment, Occupational Health and Safety) and our attainment of both the BizSAFE Star and BizSAFE Partner certifications by Singapore's Workplace Safety and Health Council are testimonies to our commitment as a market leader. Most importantly, these implementations will come directly from the leadership of professional management team to all levels of staffs.

As such, with prudent conservation of its good traditions, a dynamic and forward looking company will continue to lead the industry at its own stride.



Featured Projects: Marina Bay Sands Theatre, Marina Bay Sands Hotel, Standard Chartered Bank @ Marina Bay Financial Centre and Resort World Sentosa Festive Hotel.

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Powerplus

Exploring new frontiers

Powerplus reaps the rewards of its diversification into new territories while continuing its unwavering commitment to quality

By Esther Ong

DIVERSIFICATION and the ability to go the extra mile seem to be the key to pulling out the economic downturn.

Heavy equipment manufacturer and supplier Powerplus did just that. It is one of the few companies this year, the company is one of the recipients of the Business Superbrands accolade in Singapore.

A global leader in heavy-duty construction, Powerplus is known for quality and reliability. We supply machines, solutions and support that excel in varying terrain and environments.

But when the economic crisis hit in full force early last year, it was Powerplus' diversification approach that saved the day.

"We were still able to continue doing business in various countries in Africa, Asia and the Middle East. These places were relatively shielded from the effects of the crisis," says Mr Ong Ching Seng, managing director. "It is stable and now, as the economy seems to be recovering well, Powerplus' main challenge would be to embark on these projects again."

One of the more memorable business-to-business projects, he recalls, is the one where the US Army passed a contract to Powerplus to supply 100 mobile air compressors.

"Powerplus fulfilled the order by doing what other vendors seemingly couldn't."

"The US Army wanted to order graders to be shipped to Afghanistan and they wanted the order within a very tight time frame. We were able to deliver in 45 days compared to other vendors' minimum

nine-month time frame. We also did it at a fraction of the price of our competitors," Mr Ong says.

He adds that the order "served as a good reference as they have extremely stringent purchasing criteria".

For another, he says, Powerplus was selected to deliver high performance and quality machines. The purchase by the US Army was a strong vote of confidence in Powerplus' products and services, he adds.

Last year, Powerplus machines were purchased for a project to construct roads in the Sahara Desert (above).

Mr Ong says, "We supplied the required heavy-duty engineering machines such as our earth-movers, tracks, cranes and road-making machinery from our subsidiary Powerplus Egypt. Our customers are very happy with what we have done through the Sahara Desert."

In the near future, Powerplus aims to acquire more factories, and to participate in joint ventures to bring development and innovation to the industry and technology of their operations, Mr Ong says.

"We are also focusing on Brazil, Russia, India and China (BRIC) countries to expand our business and acquiring more factories in China, plants in Nigeria and Indonesia, and setting up a plant in the United States and India to manufacture our own machines," he says.

On Powerplus' Business Superbrands status, he says, "We are very proud to be ranked among the world's top 100 companies. We plan to prioritize branding as part of our marketing strategy and keep delivering on our promises to our customers."

Hiap Seng

High quality spurs growth

Industry leader Hiap Seng Engineering is eyeing opportunities in China and the Middle East

By Philip Lee

HIAPI Seng Engineering, one of the oldest engineering companies in Singapore, says its adherence to maintaining standards of safety, quality and reliability has been rewarded by its success.

The company started in 1950 under the name Hiap Seng Engineering Works and dealt mainly in steel-work and construction.

Today, Hiap Seng, a publicly listed company, is a major service provider in industrial plant design, fabrication, assembly, erection, maintenance, inspection and oil and gas industries as well as in the chemical and pharmaceutical sectors in Singapore and abroad.

Says Mr Frankie Tan Ah Lian (below), managing director and chief executive officer, "Mr Frankie Tan Ah Lian (below):

"The elements which are often associated with Hiap Seng's work are strength, durability, safety, quality and reliability, and extraordinary safety records, given the quantity and complexity of our work."

PHOTO COURTESY OF HIAP SENG

"This explains why Hiap Seng is very well received by our clients – multinational companies which also embrace the same attributes in their operations."

Mr Tan adds that although track record and reliability count, the company also projects itself as a company with a strong culture of innovation, ability in engineering, shop fabrication as well as installation and construction.

Hiap Seng was responsible for some big-name local projects. He says: "Hiap Seng completed major construction work in the Shell Ethylene Cracker Complex, the largest ethylene cracker complex in the region for Shell Eastern Petroleum on Pulau Balum and Pulau Ulu. We also completed a major piping fabrication plant for OxyChem in Pulau Ulu."

Over the years, Hiap Seng has undertaken extensive fabrication works for a comprehensive range of tasks for international owners such as Vopak, Shell, ExxonMobil, BP and Total.

"In the offshore segment, floating production, storage and off-loading modules, or floating storage and off-loading units, are being developed and tested in Hiap Seng's yard in Tuas for Australia and Norway."

"Compressor modules were also fabricated for the Malaysian market."

The company's revenue was more than \$152 million in its last financial year.

Since 2007, Hiap Seng's annual revenue has grown at a compound annual growth rate of 22.5 per cent and 53.4 per cent respectively. The company's net profit after tax and net profit on assets for FY10 surged to \$10.6 million and \$11 million respectively, up 23.1 per cent and 10.5 per cent in the previous corresponding period.

The company, which was incorporated in 2003, has operations in Malaysia, Thailand and one in China.

On the value of corporate branding, Mr Tan says:

"Other than Hiap Seng's profitability and its customer satisfaction, its quality, safety, reliability and quality contribute to the long-term maintenance of the financial and economic well-being of the community and the country."



PHOTO COURTESY OF HIAP SENG



We are honoured to be awarded the

Business Superbrands 2010 this year.

The award comes at an opportune time as we celebrate our 150th Anniversary next year.

Our corporate journey began in 1863 as Singapore Gas Company, providing gas lighting for the young and fledgling township. As the city grew, so did our businesses. Today, we are known as City Gas and is a wholly-owned subsidiary of City Spring Infrastructure Trust, which is a listed entity on the Main Board of the Singapore Exchange.

At City Gas, we are focused in delivering good customer service and building trust with our clients. We value every relationship. Our brand equity is really our customer equity.

As we look forward to our 150th Anniversary, we seek to grow both our brand equity and customer service equity by maximizing a work culture aimed at producing results for all.

www.citygas.com.sg



City Gas

Reaching out

City Gas will mark its 150th anniversary next year with customer-centric activities

By Ahmad Osman

IT IS timely for City Gas to be accorded this year's Business Superbrands status ahead of its 150th anniversary next year.

The anniversary is a platform for the company to thank its customers, employees, customers and business partners for their support.

It will organise a series of cooking classes which will be conducted by celebrity chefs. It will also continue to raise money for charity through its website and pick new charities it will help finance next year.

A grand dinner is the finale of the year-long celebrations next year marking the history of City Gas since 1861.

Its president, chief executive officer and director, Mr Ng Yeng Thong (right), says: "City Gas is a household brand in Singapore."

"It is rare for a company to reach the age of 150 years. We want to continue to serve and build trust with our clients. We value every relationship. As we look forward to our 150th anniversary, we will continue to practise integrity and customer service equity by maximising a work culture primed to produce results."

City Gas is Singapore's largest piped gas provider and retailer of piped town gas mainly for cooking.

It is a retailer of piped natural gas and water heaters, gas dryers, cooktops, shower heads, hobs, and clothes dryers using gas. It also introduced gas-powered central heating systems to the market last month, including those in Resorts World Sentosa.

■ The carbon dioxide emission by gas water heaters is 63 per cent less than the emission by electric water heaters.

— Mr Ng Yeng Thong, president, chief executive officer and director, City Gas

Industries use natural gas to heat their boilers. City Gas currently provides piped town gas to more than 100,000 residential, commercial and industrial premises.

They include people living in new housing Board apartments, private condominiums and office buildings.

Piped gas is safe, reliable, hygienic, economical and friendly to the environment.

City Gas has more than 30,000 gas connections every year without any incident. There has been no supply disruption since the company started its gas works in Senoko in 1995.

"You get a continuous supply once you turn on the gas. You can't turn off a water heater or clothes dryer," Mr Ng says.

"You save space in your homes because you do not have to store heated water cylinders (LPG) or water tanks or a storage tank for an electric water heater."

"The base of LPG cylinders can be the perfect breeding ground for cockroaches and mosquitoes."

"Our piped town gas is 63 per cent less than the emission by electric water heaters. A gas water heater is more efficient than an electric water heater."

It can save consumers up to 80 per cent of its utility bill for water heating.

"The carbon dioxide emission by gas water heaters is 63 per cent less than the emission by electric water heaters."

One of the annual marketing and community engagement activities organised by City Gas is its annual competition for the best hawkers stall here for certain types of food.

These accolades for City Gas include this year's Work-life Excellence Award and the CMO Asia 2010 Brand Leadership Award.



PHOTO: DONG LIU/LINE

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Giving back to the community

Corporate social responsibility and sound business sense go hand in hand for some of this year's Business Superbrands companies

by Karen Fung

UGS

UGS began operations in 1993 dealing in liquefied petroleum gas supplies for the food and beverage industry. Now it also serve the food and beverage and industrial sectors as well.

It offers an extensive range of services including installations, piping, equipment and structural gas supply.

The company has been beefing up its corporate social responsibility programme to help the less fortunate. Ang, its executive director, says: "Now that we have become more established, we are looking at how to fulfil our corporate social responsibilities in a more systematic manner."

Since 2004, UGS has been doing checks on the gas stoves and gas pipes used by elderly HDB residents living alone, when necessary, to ensure their appliances free-of-charge.

This year, the company donated \$10,000 to the Singapore Community Development Council's Lunch Box Fund.

D-Link

As one of the biggest suppliers of network products, it is a fact that D-Link has brought the benefits of technology to the masses, especially the young.

The company, founded in 1983, sponsored a laboratory in the Singapore Polytechnic as a learning aid and provided grants for students for the diploma in information security management.

It also offers scholarships to needy students enrolled in the programme. "Each scholar also receives a semester-long attachment at D-Link," says Mr Peter Lam, D-Link's vice-president for South-east Asia.

HG Metal

With over three decades of expertise in metal recycling within the South-east Asian and Oceania regions, HG Metal recorded a turnover of \$152 million last year, with \$105 million coming from its products.

A stalwart in the business of valuable metal products, HG Metal's former chairman and managing director, the company's founder, says its head of sales, Ms Elise Tan. "We provide total steel solutions



Above: PaperOne's manufacturer, Asia Pacific Resources International, helped, helps over 100 villages in Indonesia through sustainable agriculture.

Left: UGS conducts checks on the cooking stoves and gas pipes used by elderly HDB residents living alone, and ensures their appliances free-of-charge when necessary. Photos: ASIA PACIFIC RESOURCES INTERNATIONAL; UGS

that meet the customers' needs with competitive pricing, quality and reliability."

The company believes in giving back to society and contributes annually to the Society for the Physically Disabled.

These include voluntary welfare organisations that look after underprivileged children, people with disabilities, kidney patients and senior citizens.

Singapore Post

Singapore Post's community outreach activities complement its core business of postal mail, logistics and retail services.

Food from the Heart, a voluntary initiative by Singapore Post, has since mid-2007 been its adopted charity since mid-2007.

Mr Wong Kang Leong, executive vice-president of the broad Distribution Network, says: "Under our postmen and couriers collect undated bread and pastries from hotels

and a collection van and transport them to self-help centres free of charge."

The company presents food packs – sponsored, packed and delivered – to the less fortunate, such as the elderly, disabled, school leavers, university and polytechnic students.

Postal services have been in Singapore for over 150 years. To keep up with changing consumer demands and corporate needs, it now offers integrated delivery, e-commerce, storage solutions and an Internet-based mailing option.

Linde Gas

Located on Ivanhoe Island, Linde Gas Singapore is the largest producer of pure hydrogen and carbon monoxide in the Asia-Pacific region.

The company has several initiatives to build awareness about the chemical industry and promote public safety. Its managing director, Mr Patrick

William Karsella, says: "For tertiary students, Linde sponsored the Society for the Physically Disabled also conducts educational tours of its operations plant for chemical engineering students from local universities and polytechnics."

"As part of safety education, Linde invites customers and vendors to its Safety Promotion Day."

Sony

Founded in 1946, Japanese conglomerate Sony says its business longevity can be found in its slogan: "Smile."

Mr Keiji Tsuboya, managing director of Sony Business and Professional Solutions, says: "Sony's slogan in the French Asia Pacific says, ""make believe"" symbolises the spirit of Sony's power of creativity, the ability to make believe in the belief that anything you can imagine, you can make real."

The company knows it has the direct and indirect impact on the communities in which it business.

To be a good corporate citizen, Sony has programmes specially for the poor. It was the first to receive the Charice Science Award for the Charice Science Award for those aged between seven and 12. He says: "They compete in credit

ing innovative toys that demonstrate at least one scientific principle."

Ryobi Kiso

Ryobi Kiso has a track record of giving back to society, particularly for the public and private sectors.

Its competitive edge lies in its specialty in eco-friendly piling.

In the 2009 financial year, up by 21 per cent compared to the year before.

The company takes part in various fund-raising activities, says Mr Ng Chee Siong, its managing director.

Xpress

From an instant business card printer in 1986, Xpress has evolved into a one-stop provider of print services, including colour printing, offset printing and digital print-

ing innovative toys that demonstrate at least one scientific principle."

For example, Xpress works with various non-governmental organisations such as Society for the Physically Disabled, he adds.

It also holds handicrafts made by them to sell at its Print Stations, with proceeds returned to them.

PaperOne

Asia Pacific Resources International (APRI) entered the paper business 12 years ago.

Its flagships brand is PaperOne, a top-quality recycled paper product made with plantation fibre – which is available in nearly 50 countries.

Mr Philip Yang, general manager of marketing services, says the company's mission is to "sustainable forestry and addressing environmental issues".

"Our economic and social development programmes are focused on community empowerment," he adds.

The company has various initiatives in India, including an integrated farming programme that has trained 15,000 farmers and about 2,400 families through sustainable agriculture.

Through its APRI programme, our small and medium enterprise programme has successfully created 110 local entrepreneurs in areas such as transportation, planting and harvesting," he adds.

Singapore Expo

The high-ceiling and column-free halls at the Singapore Expo are ideal for trade shows and trade events. On average, it hosts about 600 events annually.

The exhibition hall, which welcomed its first visitors 11 years ago, is now undergoing refurbishment and upgrading works. Come 2012, there will be a new exhibition hall.

To give back to society, Singapore Expo hosts study trips for the disabled, as well as government officials, students and representatives of trade associations.



Singapore Post sponsors and delivers food packs to needy senior citizens regularly (left). Xpress helps the Society for the Physically Disabled sell its handicrafts at its Print Stations.

Business Superbrands 2010



Special

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