The best brands are here

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

By Karen Loo

SINGAPORE’s most established homegrown companies including City Gas, SingTel and CII are among the 30 that have achieved Business Superbrands status, which are specifically for those that have established a reputation for excellence.

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

The Business Superbrands club for established brands says Mr Mark Porter (front row, sixth from left), the chief executive officer of Business Superbrands Singapore.

“From the hundreds of brands initially considered, a shortlist of approximately 40 were selected based on a rigorous independent Superbrands panel of experts’ assessment.

“Each brand was evaluated on a five-point scale against five qualifying criteria,” he says.

Only brands that scored above the benchmark points were deemed a definitive excellence Business Superbrands status.

“It is recognized that the brand offers its customers significant emotional and/or tangible advantages over its competitors, which customers want and are convinced about investing in.”

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

The benchmark

Each Business Superbrand is scored on three qualifying criteria:

- REPUTATION: Well known and respected by those who use its products or services and achieved through broad-based excellence.
- MARKET SHARE: A major player within its industry and accountable for significant market share volume and (net) value.
- ACHIEVEMENT: Introduced new innovations, products or services; or contributed to a new creation within the last 10 months.
- RECOGNITION: Wins recognition and awards for quality and achievement is publicized in national or international publications.
- SOCIAL RESPONSIBILITY: Able to demonstrate positive corporate social responsibility in its business activities.

A BRAND THAT STANDS THE TEST OF TIME

Founded in 1912, United Engineers Limited is a well-respected brand name in construction, engineering and property. For decades, it plays an integral role in the physical transformation of Singapore by building landmarks and infrastructure across the island-state. A strong brand is like a sense of precision to engineers; it must stand the test of time. Landscapes may change and businesses evolve, but a solid brand forms the foundation that will see the company through all times.
**SingTel**

**First in innovation**

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

**By Tan Han yee**

SINGTEL, one of the earliest Information and Communications Technology (ICT) players in the industry, also happens to offer Cloud Virtual Data Centre services to the business in the Asia Pacific. With its strong track in product innovation and service excellence, it continues to innovate to provide more operational and cost efficiencies.

In award-winning network infrastructure, Singapore is reliably and securely into key business and emerging market where its customers extend their businesses. With a comprehensive ICT service and solutions portfolio, highly experienced IT skills and reputation, a wide reach in global market, SingTel believes in working with its customers to enhance their businesses. We believe in working closely with them to understand their needs, to meet the requirements of their businesses.

“We are providing a strong growth of our customers, who are adopting cloud solutions. To date, we have secured business from companies who trust our cloud for their businesses.”

SingTel’s Cloud services are an extension of its global footprint. With its presence in 44 countries, SingTel helps companies extend their businesses into Asia, Europe and the Americas.

“We are expanding our footprint in Europe and the Americas, where we have the opportunity to grow our business and provide services to our customers.”

SingTel is the first in the industry to roll out a Cloud services platform with software developers to establish Singapore as a regional cloud computing hub.

“Through SingTel’s Cloud services, we can help businesses experience the benefits of cloud computing, which allows them to be more agile and cost-effective.”

**Sunray**

A winning proposition

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

SNCEP is a full-service design and build contractor, with a portfolio of over 100 projects across various sectors, including hospitality, retail, and commercial. The company has been in operation for over 30 years and has established a reputation for delivering high-quality projects on time and within budget.

“Sunray has a strong track record of delivering projects on time and within budget. The company has a strong focus on teamwork and collaboration.”

The company offers a comprehensive range of services, including design, feasibility studies, and project management, to ensure that projects are completed on schedule and within budget.

Sunray’s portfolio includes a wide range of projects, from residential development to commercial spaces. The company has completed projects across various sectors, including hospitality, retail, and commercial.

Sunray’s commitment to quality and customer satisfaction has earned the company a solid reputation in the industry. The company’s expertise and experience in delivering projects on time and within budget have helped it establish a strong client base.

Developing innovative solutions that make a difference

Linde Gas Singapore Pte Ltd, a member of the Linde Group, is a leading provider of gases and equipment to industries around the world. The company produces and distributes a wide range of gases, including hydrogen, oxygen, nitrogen, and carbon dioxide, as well as equipment such as gas cars and compressors.

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Holcim


Providing platforms for sustainable construction.

We take pride to be Business Superbrands, a feather-to-the-cap with series of awards we have coined on environmental achievements, advanced concrete technology expertise and responsible business leadership.

Holcim Singapore stretches the business from creating application-based concrete and dry-mix mortar to partnering customers and building powerful stakeholder value across the board. With our global expertise and local know-how, we maintain market leadership by working tirelessly to deliver innovative solutions for sustainable construction. Our commitment to sustainable development is full-fledged as we strive for creating a safe, eco-friendly, vibrant built environment.

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Yue 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

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 Tan Yuan ppe

SINCE its beginnings in 1951, the United Engineers Limited (UEL) group has contributed a lot to the physical landscape of modern Singapore. A string of historical landmarks and buildings that bear testament to UEL’s legacy can be found throughout the city: the British High Commission, UOB Centre and Raffles City.

The UEL group was formed as a merged two large British engineering firms: Ritty Engineering and Bridge and Elwood Bridge, which specialised in the design and construction of iron and steel structures and framework. Given its rich history, it comes as no surprise that UEL engineered various construction breakthroughs.

By far, it was the first company to pioneer in the construction of the iconic Esplanade, theatres on the Bay in 1987. This project showed the construction of large-scale iron structures, such as the Esplanade’s steel structure at the Singapore Philharmonic Orchestra and the UOB Centre.

In the competitive market landscape, UEL has positioned itself as a premier engineering company with capabilities in design, conduction, and construction management services. This allows the company to take on projects from design to build and to operate.

The group is capable of carrying out major projects from design to implementation and even post-construction facility management, says Mr. Jackson Yap, UEL’s group managing director and chief executive officer.

For instance, it specialises in design-build-manage and build-to-suit property development projects. It build-to-suit, the group is capable of customising buildings to the specific business and operational needs of its occupier, an example is its UE Print Media Hub which houses the various value chains of the printing industry under one roof.

It integrated facility management services cover a broad spectrum that includes property development, project management, asset management and even infrastructure, commercial and institutional properties are among the projects that it manages. To ensure that the group manages to deliver its projects on time and within budget, UEL has put in place a comprehensive project management system.

Holcim

Going green

Holcim’s innovations contribute to environmentally sustainable urban development

By Ahmad Eman

THE year 2018 was a good year for the construction industry here. Singapore has been in the news for its efforts to be greener and more sustainable, and Holcim, the world’s leading building materials company, is a key player in this sustainability journey.

Holcim is one of the world’s leading building materials companies, with operations in over 50 countries. In Singapore, the company has been at the forefront of sustainability initiatives, such as the Green Label programme, which recognises the environmental performance of building products.

Holcim’s Green Label products have a lower carbon footprint compared to other products in the same category, helping to reduce the carbon footprint of buildings. They are made from recycled materials and are designed to be energy-efficient and low-maintenance.

Our innovation benefited other companies in the industry as well.

Dr. Dinesh Chandra, chief operating officer, Holcim Singapore

Our innovation benefited other companies in the industry as well. For example, we partnered with a local company to develop a new type of concrete that has lower carbon emissions. This innovation not only benefitted Holcim but also other companies in the industry.

Holcim’s Green Label products are also used in the construction of public buildings, such as schools and hospitals, which require a high level of durability and sustainability. Holcim’s focus on sustainability is reflected in its commitment to continual innovation and development of new, eco-friendly products.

In conclusion, Holcim’s contributions to the construction industry in Singapore are significant. The company’s commitment to sustainability and innovation is an example of how the construction industry can work towards a greener future.
Some partnerships are extremely rewarding.

Thank you for making us your preferred business partner and a Superbrand in 2010.

You’ve helped us grow through the years. From a mere provider of carriage services, your support has transformed us into a leading provider of next-generation ICT solutions in Asia.

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Driven by your needs and inspired by your support, our commitment revolves around you. With your continued partnership, we will lead, innovate and deliver to help you achieve your goal.

Thank you once again for making us your no. 1 choice.

Discover how Power On can take your business to the next level, visit www.singtel.com/poweron

SingTel
Boustead
Re-inventing success

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

By either as yong

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

Boustead has four divisions that handle business-to-business (B2B) projects. These are energy-related products and services, information and communication technology (ICT) systems, engineering and construction services, and real estate solutions and property development.

Boustead, through its strategic partners such as Babcock International, has expanded beyond Singapore and has operations in Malaysia, Thailand, and the United Kingdom.

The changing business landscape in Singapore has led to Boustead’s strategy of creating partnerships with reputable companies, both in Singapore and internationally.

Boustead’s ability to adapt and meet the changing needs of consumers is also a key factor in its success. The company has continuously invested in technology and infrastructure to stay ahead of the competition.

As a company with a strong legacy, Boustead has overcome challenges and continuously evolved to remain relevant in the market.

DHL Reliability counts

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

DHL’s award-winning formula provides international shipping services with value-added features. DHL Express in Singapore is no different, offering a comprehensive range of services that cater to the needs of its customers.

For instance, DHL offers door-to-door delivery services, ensuring that packages are delivered right to the customer’s doorstep. They also have an extensive network of distribution centers that allow for seamless delivery across different regions.

DHL’s reliability is also evident in its commitment to providing quality services. The company consistently measures its performance to ensure that its promises are fulfilled.

DHL is proud to be one of the Business Superbrands in Singapore 2010.

Seraya Energy is proud to be recognised as one of the Business Superbrands Singapore

"We customise your energy plans according to your business operations."

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We always want to move ahead.....
STAY RELEVANT in Today’s Business!

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.
The business of power

Seraya Energy believes that happy customers are the best ambassadors for its brand.

In summary:

- Seraya Energy is a leading player in the power solutions market.
- The company focuses on providing efficient and innovative energy solutions to its customers.
- Seraya Energy values customer satisfaction and strives to exceed customer expectations.

For more information, please visit their website at www.serayaenergy.com.

Managing wealth

iFAST investment services portal iFAST has an active online presence to reach out to clients.

In summary:

- iFAST offers an extensive range of investment services and solutions.
- The platform provides clients with access to various investment opportunities.
- iFAST aims to educate and empower its clients to make informed investment decisions.

For more information, please visit their website at www.ifast.com.

EpCentre Finger on the pulse

EpCentre has successfully translated its strengths in serving customers to building award-winning business for business arm.

In summary:

- EpCentre has received numerous awards for its excellence in serving customers.
- The company focuses on providing innovative solutions to meet customer needs.
- EpCentre values recognition and continues to strive for excellence.

For more information, please visit their website at www.epcentre.com.

UGS energy solution partner

AN ENERGY PARTNER WHO OFFERS TOTAL CARE

Since our inception in 1993, UGS has been involved in the development of sophisticated petrochemical and process engineering services.

In summary:

- UGS offers a comprehensive range of engineering services.
- The company leverages its expertise to provide total care solutions.
- UGS continues to innovate and stay ahead in the industry.

For more information, please visit their website at www.ugs.com.

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Welcome to Unique Gas Solution Pte Ltd, providing a comprehensive range of gas solutions to various industries. Our team is dedicated to delivering high-quality services and products.

In summary:

- Unique Gas Solution Pte Ltd offers a wide range of gas solutions.
- The company prioritizes customer satisfaction and reliability.
- Unique Gas Solution Pte Ltd continues to expand its services and offerings.

For more information, please visit their website at www.uniquegas.com.sg.
Hap Seng
High quality spurs growth

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

by philip se

HAP SENG Engineering, one of the oldest engineering companies in Singapore, says its adherence to strict safety, quality and reliability standards has been behind its sustained success.

The company started in 1952 under the same Hap Seng Engineering Works and dealt mainly in steel and iron works, shipbuilding and repairs. In 1972, it diversified into building and civil engineering.

Today, Hap Seng, a publicly listed company, is a major service provider in industrial plant design, fabrication and construction and maintenance in the oil and gas industries as well as in the chemical and pharmaceutical sectors in Singapore and abroad. It is the company’s executive chairman and joint executive officer, Mr Frankel Tan Ah Siong (above), said: “The elements which are often associated with Hap Seng are reliability, quality, cost-effectiveness and on-time delivery.”

The company says it is responsible for some high name local projects. He says: “Hap Seng completed major construction work in the Shell/Edify/CLC Container Complex in April this year. We also undertook construction works for Shell Eastern Petroleum on Pulau Bukom and Pulau Ubin. We completed a major piping fabrication project for Sembcorp in Singapore this year.”

For the past three decades, the company says it has completed more than 500 projects, which are globally spread. As a result of these projects, it is one of the main oil and gas contractors in Saudi Arabia and the US.

Tan added: “From Port Klang to F10, Hap Seng’s revenue has grown from the commendable compound average annual growth rate of 2.1 per cent and 3.0 per cent respectively. More importantly, its return on equity and return on assets for FY10 stood at 10.9 per cent and 3.1 per cent respectively, compared to 12.7 per cent and 3.2 per cent respectively for FY09.”

Tan said the company, accredited with ISO 9001 in 2005, has operations in Malaysia, Thailand and one in Shanghai. He said that while the Middle East and other parts of Asia are areas for new opportunities, the focus of the company is on the core of its operations.

For value of corporate branding, Mr Tan says: “Other than Hap Seng’s profitability and its customers’ bottom lines, its standards in safety, quality and reliability contribute to the long-term enhancement of the growth and well-being of the community and the country.”

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 1861 at Singapore Gas Company, providing lighting for the young and fledgling town. As the city grew, so did our business. Today, we are known as City Gas and is a wholly-owned subsidiary of City Spring Infrastructure Trust, a listed entity on the Main Board in the Singapore Exchange.

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 customers equity.

As we look forward to our 150th Anniversary, we seek to grow both our brand equity and customer service equity by maximising a work culture geared towards 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 Ahmed Kusmin

IT’Sfit tims for City Gas to be acknowledged this year’s Business Superbrands status ahead of its 150th anniversary next year.

City Gas chief executive officer and director, Mr Ng Yong How (right), says: “City Gas is pleased to be acknowledged as a Business Superbrand in Singapore.

“It is not for a company to preach the age of 150. We deliver good customer service and maintain a customer-first relationship. As we look forward to our 150th anniversary, our aim is to grow our brand power and customer service quality by maximizing work-effort performance results.

City Gas is Singapore’s dominant presence and supplier of piped town gas and water heater products. It is a retailer of bottled natural gas and water heaters, cooking stoves, cooker hoods, bowls, and clothes drying using gas.

The company also introduced gas-powered central hot water systems to more than 20 hotels 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 Yong How, president, chief executive officer and director, City Gas

Industries use natural gas to heat their boilers. City Gas currently provides piped town and natural gas to 1.5m residential, commercial and industrial customers. They include people living in new housing board apartments, private condominiums and landed properties.

Piped gas is available to all new residential developments in Singapore.

City Gas has turned on more than 900,000 gas connections every year without any incident. There has been no supply interruption since the company started its gas work in Singapore in 1955.

“You get a continuous supply once you sign up for City Gas. Our water heater or clothes dryer will not turn off,” Mr Ng said.

You also save money because you do not have to install expensive conservatories for cooking or a storage tank for an electric water heater.

“The base of LPG cylinders can be the potential breeding ground for cockroaches and mosquitos,” Mr Ng added.

Electric boilers cost gas is 12 per cent cheaper than every kilowatt hour of electricity. A gas water heater is more efficient than an electric water heater.

If you only have a household of two, go for 12 per cent of the utility bill for water heating.

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

City Gas also sponsored various community engagement activities organized by City Gas and its partners, a public event for the best hawkers stall for certain types of food.

The numerous accolades for City Gas include this year’s World Brand Excellence Award and the CMO Asia into Brand Leadership Award.

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Giving back to the community

By Karen Long

UGS: UGS began operations in 1993 dealing in liquid petroleum gas supply for homes, but its clients now include those in the food and beverage and industrial sectors as well. It offers an extensive range of services including installation, pipelining, and structural gas supply products.

The company has been building up corporate social responsibilities over the years, says Ms. Jessica Ang, its executive director. "Now that we have become more established, we would like to engage in corporate social responsibilities in a more focused manner, especially the young.

The company has sponsored a laboratory in the Singapore Polytechnic as a learning aid and also developed the curriculum for diploma in information security management.

It also offers two scholarships to needy students to the Polytechnic, which also receives a seven-week industrial attachment from D-Link," says Ms. Pn Lai, president and vice-president for south-east Asia.

HG Metal: With one of three decades of export to countries within the South Korean and Japanese, HG Metal has made Refrigeration, Heating, and Cooling last year with 50 million, with 50 million coming from overseas sales.

A retailer in the fundamentals of providing value have become HG Metal's formula for success. "We have expanded our market presence into new areas," says Ms. Pn Lai. "We provide total solution that meet the customers' needs with competitive service, quality and reliability," he says.

The company believes in giving back to society and contributes annually to give back to the community, to organizations that have the adopted children, elderly, and people with special needs, kidney patients and senior citizens.

Singapore Post: Singapore Post's community outreach activities complement its core logistics, mail and postal services. The Singapore Post Foundation Programme has been a key corporate social responsibility initiative since its launch in 1998.

Mr. Ng Kiong Leong, executive vice-president of mail, says: "Under the Beyond Borders Programme, the company helps to provide meals for the elderly and sold bread and pastries from hotels and a canteen store and transport them to self-collection centres four days a week on a rota.

The company presents food packs - sponsored, packed and delivered by the employees - to senior citizens on a quarterly basis. Volunteer services have been in place for over 10 years. To keep up with changing consumer demands and corporate needs, it now offers innovative services including call-center solutions and an Internet-based mailing option.

Linde Gas: located on Changi Island, Linde Gas operates the largest and most modern hydrogen and carbon monoxide plant in the Asia-Pacific region. Linde Gas offers a wide range of services to local industries, such as energy, chemicals, and pharmaceuticals.

The company has several initiatives to build awareness of the importance of hydrogen and promote its use in various applications. Its managing director, Mr. Patrick William Konnells, says: "For tertiary students. Linde sponsors the Chemical Industry Experience. It also educates the public via its operations plant for chemical and engineering students from local universities, highlighting the importance of safety education. Linde patronizes customers and conducts its safety Promotion Day.

Sony: Focusing on life in Asia, Sony's commitment is to continuously explore new ways of strengthening its relationship with its customers. Mr. Koos Teyssey, managing director of business and professional products Asia Pacific, says: "Let's believe, symbolizes the spirit of Sony - the power of creativity, the ability to turn ideas into reality and the belief that anything is possible.

The company believes in giving back to society and contributes annually to give back to the community, to organizations that have the adopted children, elderly, and people with special needs, kidney patients and senior citizens.

The company has 18 tickets for the Singapore Posters - giving away gifts and tickets to different organizations. The company also sponsors Sanofi Pasteur's "A Hand to Hold" programme, which aims to support families and communities in need.

Singapore Expo: The Singapore Expo holds its events for the year 2008. It is a platform for exhibition and conferences, attracting over 1 million visitors from around the world.

"To date, the company has successfully created 31 local entrepreneurs in areas such as transportation, planting and harvesting," he adds.

The company has over 250 employees and 500 families through sustainable agriculture programs. "To date, the company has successfully created 31 local entrepreneurs in areas such as transportation, planting and harvesting," he adds.

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