



***For Immediate Release***

## Media Release

### SMF Launches New Collaborative Partnership Award

15 March 2016, Singapore

1. The Singapore Manufacturing Federation (SMF) launched the second edition of the SMF Awards today. This was declared by SMF's Emeritus President, Mr George Huang, at the event ceremony. The launch was witnessed by 50 industry leaders from SMF's ten industry groups. SMF Awards 2016 introduces a new category – the Collaborative Partnership Award, in addition to the existing SMF Sustainable Growth Award and SMF Business Model Innovation Award.
2. SMF Awards 2016 recognises companies that have consistently shown exceptional achievements in their transformational growth. Given the current manufacturing slowdown, the awards come at an opportune time to acknowledge the commendable efforts of companies in striving towards business excellence in this trying time. The winners of the awards also serve as beacons to the rest of the manufacturing community and urge them towards business excellence.
3. The new SMF Collaborative Partnership Award recognises industry leaders that have fostered close partnerships with their supply chain companies. This award was conceptualised to encourage more collaborative efforts to strengthen the industry's value chain and create a robust supply chain.

Criteria for the SMF Collaborative Partnership Award:

- Describe the initiative and positive outcomes derived. Substantiate the claims with relevant documents and statistics
- Outline how the company has taken the lead in collaboration with its partners to increase capability and capacity
- Give examples of challenges faced and how they were overcome
- Elaborate how the collaboration has benefited all the partnering organisations.



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4. SMF Sustainable Growth Award

This award recognises companies that have proven themselves capable of adapting to different economic situations and have grown their profitability over the long term.

5. SMF Business Model Innovation Award

This award identifies companies that have successfully transformed their business models. It will also inspire the business community to achieve excellence in thinking innovatively and implement a change in their business model.

6. Application for the awards is open till 15 July 2016. The winners will be receiving their awards on 13 October 2016, at SMF's anniversary gala dinner. This will be officiated by Mr S Iswaran, Minister for Trade and Industry (Industry), who will be attending the awards ceremony as Guest-of-Honour.

7. Said Mr George Huang, SMF Emeritus President, "The manufacturing industry is facing issues like shortage of manpower and the rising costs of doing business in Singapore. Furthermore, with the intense regional competition, the need to band together to leverage on economies of scale is now more urgent than ever. SMF, as the voice of the manufacturing industry, is well positioned to encourage such collaborations. This is why we have conceptualised the SMF Collaborative Partnership Award."

8. Interested applicants may visit <http://www.smfawards.sg/> for more information.

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