

PRESIDENT'S MESSAGE



Mr Douglas Foo
President
Singapore Manufacturing Federation

Looking back on the year in review, 2018 continued to be an eventful year globally in both the economic and political arenas. Consequently, businesses faced increasing challenges such as trade protectionism, pressures on climate change, and increasing cybersecurity threats.

We are now fast into 2019. Many economists worldwide continue to put forth a cautious outlook for world economies, citing uncertainty in the global political arena as one of the main reasons. Mainstream media is currently awash with references to the US-China trade conflict as well as uncertainty over the impending exit of the UK from the European Union.

Yet, I strongly believe that there are many opportunities for Singapore's manufacturing sector even in challenging times. These opportunities have better chances of realisation and are best seized when communities come together to work and co-operate as a team as opposed to going it alone. Collaboration, one of the key fundamental tenets of the SMF's ethos, will take on increasing prominence and pertinence in the years to come.

As a leading trade association, the Singapore Manufacturing Federation (SMF) will continue to take the lead in assisting and steering the industry to achieve greater value through progress and transformation. Keeping in line with the various Industry Transformation Maps (ITMs) and encouraging the progression to Industry 4.0 will continue to be the SMF's focus for this year. Working closely and in tandem with government ministries and agencies as well as overseas government agencies and trade associations, the SMF is well poised to assist our members to find success in both the local and international markets. It is my hope that the manufacturing community will continue to make full use of our comprehensive and holistic services that are available through our affiliated business units, as a catalyst for digitalisation and progression.

Tradelink, now in its 54th year of publication, is one of the SMF's many channels that have proven to be an effective connection gateway for our members, amongst our members and for the world at large. That it has outlived and surpassed way more prominent directories and publications in history underscores the importance of adaptability. This comprehensive directory now boasts offline and online readership and its continued evolution has brought it to the current version, where members are able to showcase their products and services to both local and international markets while leveraging on the Singapore brand. I am pleased to say that this directory remains an effective and far-reaching marketing tool for members and non-members alike.

This publication would however not be possible without the contribution of our strategic partners and esteemed members. I would therefore like to place on record my sincere appreciation for your continued support.

May 2019 bring forth new opportunities and continued success to you and your businesses!