



COVER by Mediactive

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Foreword

Dear Members,

Year 2009 ended with the disappointing Copenhagen talks that many environmentalists and business leaders believe efforts came to naught. In retrospect, it led to heightened awareness of global environmental issues, re-opening up minds and perspectives of many others were previously nonchalant about environmental issues. This has generated way more publicity dollars than advertising sales.

Certainly, this is a good start that has garnered special attention from business community. Timely as it is, SMA also recently launched the Sustainable Manufacturing Label and awarded eco-innovative packager, Greenpac, for sustainable manufacturing excellence.

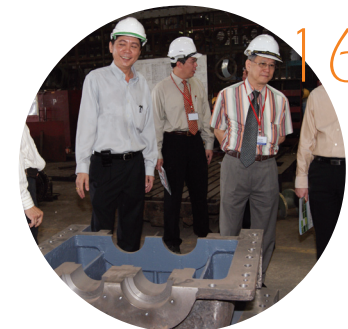
As we usher into the New Year, the limelight is expected to lay on keywords such as innovative productivity, i.e. ways to keep business continuously competitive through innovative products and offerings or business model, and productive workforce. In the course of economic recovery and the returning of orders, we urge our members to look into ways of keeping workforce productive and exploring new or emerging markets. As the saying goes, "During summer, prepare for a possible bad winter", this critical period after a recession, calls for important decision making by companies to chart growth plans for the next few years. We welcome all companies' active participation in our seminars, courses, missions and exhibitions, and special programmes.

Others stories in this issue include insights into Product-led economy by enterprise development agency SPRING Singapore, changes in government loan schemes, mission trip to Perak and economic review of 2009.

This issue also marks the end of the editorial calendar of 2009. CONNECT 2010 will be undergoing a face-lift. In the meantime, we still welcome your company news, stories and contributions anytime at connect@smafederation.org.sg.

Last but not least, here's wishing all of our members a Happy New Year 2010.

Yours sincerely
Evelyn Tan (Ms)
Chief Editor



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