

ANNEX B-4: EXAMPLES FOR BUDGET 2020 SPEECH

Example	Description
B: Growing our Economy, Creating Opportunities for our People	
Container Depot and Logistics Association (Singapore) (CDAS)	<p><i>Enabling Stronger Partnerships</i></p> <p>CDAS is one of our Trade Associations and Chambers (TACs) which has partnered firms to deepen industry-wide capabilities.</p> <p>CDAS is one of the logistics and transport associations in Singapore, which works with other logistics associations and Government agencies to enhance the working relationships between port operators and the land transport businesses. CDAS also embarks on various projects to help local logistics small and medium enterprises (SMEs) grow.</p> <p>With the support of Enterprise Singapore, CDAS launched an electronic payment system on 6 Feb 2020 to reduce the number of cash transactions handled by the container depots and transport companies.</p> <p>The system is estimated to help a depot operator save up to 180 minutes a day, and a transport company save up to 25 minutes per driver per day. With its launch, over 20 depot sites and 190 transport companies will benefit.</p>
Chong Pang City Merchant and Hawker's Association (CPCMHA)	<p><i>Enabling Stronger Partnerships</i></p> <p>CPCMHA is a merchants' association which represents the interests of merchants operating in the heartlands and town centres, as well as stallholders in NEA hawker centres and markets in Chong Pang City, Yishun.</p> <p>With support from Enterprise Singapore's Local Enterprise and Association Development (LEAD) programme in 2018, CPCMHA developed a localised e-marketplace for retailers in Chong Pang City. The e-marketplace provides an avenue for merchants in the neighbourhood to easily list their products and services for online purchase.</p> <p>To onboard the merchants onto the e-marketplace, Heartland Enterprise Centre Singapore (HECS) and Singapore Institute of Retail Studies (SIRS) worked with CPCMHA to co-drive training programmes to help the</p>

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	<p>merchants and their workers learn new digital skills to address the changing needs of the customers.</p> <p>Merchants on the e-marketplace platform can also undergo skills upgrading via the Heartland Capabilities Series (HCS), which was launched in 2019 by HECS.</p>
Yong Leng Trading Company	<p><u><i>Deepening Enterprise Capabilities</i></u></p> <p>Yong Leng Trading Company is a local SME which has pursued digitalisation to improve business outcomes.</p> <p>Established in 1976, Yong Leng Trading Company is a local provider of sealing solutions for local and regional industrial and marine customers.</p> <p>In 2017, with support from IMDA's SMEs Go Digital programme, Yong Leng Trading Company adopted a digital platform solution that enabled them to access 60 new overseas buyers in places as far as Mexico, Netherlands, Russia, and Uzbekistan. This increased their overall sales by 10%.</p> <p>Apart from expanding market access, the platform also helped them reduce the time spent on paperwork by 20%, and optimised inventory management.</p>
PDS International	<p><u><i>Deepening Enterprise Capabilities</i></u></p> <p>PDS International is a local SME which has pursued digitalisation to improve business outcomes.</p> <p>PDS International is a designer, developer, and distributor of personal protective equipment to the ASEAN and China markets.</p> <p>In 2019, with support from IMDA's SMEs Go Digital programme, PDS International adopted a Business-to-Business (B2B) e-commerce platform to digitalise the firm's procurement, payment, and invoicing workflows and processes. This allowed the company to re-deploy staff to expand the business, leading to a revenue increase by about \$100,000 in the first year. Time and cost savings were also achieved through better coordination between regional offices.</p>

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	<p>PDS International is now exploring data analytics and supply chain integration solutions to enable smart and seamless operations.</p>
Goldbell Group	<p><u><i>Deepening Enterprise Capabilities</i></u></p> <p>Goldbell Group is a local large enterprise, which has innovated to remain relevant and contributed to transforming the mobility industry.</p> <p>Founded in 1980, the Goldbell Group is Singapore's largest player in leasing and distribution of commercial and industrial vehicles. It provides industry-wide transport and logistics solutions for passenger and commercial vehicles.</p> <p>In 2015, the Goldbell Group set up a subsidiary, the Goldbell Financial Services to provide financial solutions to its customers. This has since evolved into an independent arm supporting SMEs in areas such as floor stocking, equipment financing, and loans for industrial and commercial property. In 2019, it further launched its own private debt investment platform, Goldbell Evolution Network, which will facilitate loans to creditworthy Singapore companies while offering investors an alternative investment opportunity.</p> <p>In 2019, with help from Enterprise Singapore's Startup SG Accelerator initiative, the company launched the first local mobility accelerator (MoveSG) that aims to catalyse innovation in the mobility sector.</p>
Moveon	<p><u><i>Deepening Enterprise Capabilities</i></u></p> <p>Moveon is a local firm that innovated over the years in product development, in close collaboration with other firms and Institutes of Higher Learning (IHLs).</p> <p>Founded in 2006, Moveon specialises in the design and manufacturing of optics and opto-electronics components. These products support many technology companies in diverse fields such as consumer electronics and healthcare.</p>

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	<p>Over the years, Moveon has collaborated with start-ups, SMEs, IHLs, and other experienced industry players to improve and advance their products. It has also obtained support from A*STAR and Enterprise Singapore in their efforts to innovate and remain competitive.</p> <p>An example is Moveon's collaborations with the Singapore Institute of Manufacturing Technology (SIMTech) to upgrade its machines and capabilities in diamond turning, a production method for optical devices. Through research and development in diamond turning, Moveon has cut costs and shortened lead times in production through producing its own diamond turning inserts, and increased the efficiency of its diamond turning technique through a layer of plating on its inserts.</p>
Mr Koh Wui-Tek	<p><u><i>Developing Our People</i></u></p> <p>Mr Koh Wui-Tek is a Singaporean who has benefited from the SkillsFuture Credit and picked up new skills.</p> <p>Mr Koh has been in the financial services industry for 18 years. As an avid learner who always looks out for training opportunities to upskill himself, he used the SkillsFuture Credit to take up a course to improve his project management skills.</p> <p>Through this course, he was equipped to coach and lead a team, and this has helped him progress to a leadership role in his company. He also uses his newly-acquired skills to facilitate IT delivery and solutions to clients. He continues to seek new learning opportunities.</p>
Madam Juriah Jahaya	<p><u><i>Developing Our People</i></u></p> <p>Madam Juriah Jahaya is a Singaporean who has benefited from the SkillsFuture Credit and picked up new skills.</p> <p>Madam Juriah spent over a decade in corporate services and human resource work before discovering her passion in helping others achieve their capabilities.</p> <p>To acquire the skills to become an effective trainer, Madam Juriah made use of the SkillsFuture Credit for the Workforce Singapore Qualifications (WSQ) in Leadership</p>

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	<p>and People Management. Today, she is a certified WSQ trainer in Leadership and People Management.</p> <p>She wants to continue improving her skills, and is looking next to become a certified WSQ trainer in Food and Beverage Hygiene and in Digital Workplace.</p>
<p>Ms Nur Hidayah Binte Abu Bakar</p>	<p><i>Developing Our People</i></p> <p>Ms Nur Hidayah Binte Abu Bakar found employment through the Adapt and Grow initiative.</p> <p>A former associate engineer from the electronics industry, Ms Hidayah left her job after her contract ended in 2018. Taking it as a chance to try out new sectors and job roles, she embarked on a four-month-long search for a more permanent role that would not only provide stability but also allow her to gain new skills.</p> <p>She came across AETOS Holdings which hired her as an Auxiliary Police Officer (APO) through the Adapt and Grow Professional Conversion Programme (PCP). The PCP helped Ms Hidayah better understand the ins-and-outs of the security industry and reskilled her for the new role. Although she found the physical training tough, Ms Hidayah persevered as she believed her new role would allow her to make a difference in other people's lives.</p> <p>One year on, Ms Hidayah is happy in her job as a frontline personnel. She is enjoying a higher salary, and is grateful to have colleagues who would readily share with her best work practices. AETOS Holdings also has in place a structured training and career pathway that recognises Ms Hidayah's efforts and keeps her competencies updated. For instance, she is scheduled to undergo training in fire safety which would complement her role as an APO.</p>
<p>Containers Printers Pte Ltd</p>	<p><i>Developing Our People</i></p> <p>Containers Printers Pte Ltd (CP) has helped their workers learn new skills and apply them on the job. Founded in 1981, CP specialises in the printing and production of high quality metal and flexible packaging products for the food, healthcare, and lifestyle industries worldwide.</p>

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	<p>In 2018, CP tapped on Workforce Singapore (WSG)'ss pilot Industry 4.0 Human Capital Initiative (IHCI), which provided CP with on-site consultancy on the adoption of Industry 4.0 technologies and job redesign.</p> <p>Through this pilot programme, CP adopted a new Digital Performance Management system, which freed up the time of operations managers from routine operational tasks (e.g. data recording) to take on activities with higher value-add such as data analysis, performing root cause analysis and performance reviews. Human capital practices such as performance management were enhanced and job roles were also redesigned. For instance, operation managers now employ data analytics to keep track of the company's production targets. Through the use of data, managers detect signs of machine anomalies that can slow down production, to allow early intervention and prevent a more serious production slowdown. CP also saw the doubling of their production line efficiency, leading to estimated productivity gains of close to \$4 million a year.</p>
<p>United Workers of Electronics and Electrical Industries (UWEEI), and Thales Digital Identity & Security (DIS)</p>	<p><u><i>Developing Our People</i></u></p> <p>The collaboration between the UWEEI and Thales DIS demonstrates the importance of our unique model of tripartite cooperation between our workers, industries, and unions.</p> <p>The UWEEI is the third largest union in Singapore and represents over 65,000 members in more than 120 companies in the electronics and electric sector.</p> <p>Thales DIS is one of the new global arms of the Thales Group specialising in digital identity and security.</p> <p>In May 2019, the UWEEI and Thales DIS signed a Memorandum of Agreement to set up the Company Training Committee (CTC).</p> <p>This CTC, comprising Thales' management and union officials, will develop and implement training plans to bridge employees' skillsets with company transformation.</p>

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	This is one of many CTCs that has been set up through collaborations between our unions and companies, and more will be set up in future.
Ms Ng Lee Chun	<p><u><i>Developing Our People</i></u></p> <p>After leaving her previous job as a trainer, Ms Ng Lee Chun, 50, managed to secure a new job with ST Logistics through the PCP for Supply Chain Professional after about two months of job search.</p> <p>The PCP equipped her with the necessary logistics process knowledge and customer management skillsets for her new role as an Assistant Manager in Order Processing.</p> <p>With the training provided through the PCP, Ms Ng was able to catch up quickly and assume her new role with confidence. ST Logistics also sent Ms Ng to learn Robotic Process Automation (RPA), which she now applies in her work.</p> <p>Today, Ms Ng enjoys great job satisfaction from the new skills acquired and the ability to apply these skills in her new role at ST Logistics. She continues to look forward to new learning opportunities and challenges in her daily work.</p>
C: Caring for Singaporeans, Building an Inclusive Home	
Mr Victor Lim	<p><u><i>Enabling Seniors</i></u></p> <p>Mr Victor Lim is a 70-year-old retiree who worked in the Medical Imaging and IT industry for over 40 years. Mr Lim's experience and skills have allowed him to contribute to the community as a senior volunteer, and share his IT knowledge with other seniors.</p> <p>Mr Lim has been enjoying the meaningful and inspiring work as a Silver Infocomm Wellness Ambassador (SIWA), since 2018.</p> <p>Mr Lim has been actively volunteering at IMDA's Digital Readiness programmes for seniors, including Digital Clinics held at the libraries. Most recently, he volunteered as a trainer at a series of SIWA-led Basic Digital Skills</p>

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	workshops held at Teck Ghee Community Centre, helping seniors pick up basic digital skills.
Madam Leong Su Yin	<p><u><i>Enabling Seniors</i></u></p> <p>Madam Leong Su Yin is one of RSVP Singapore The Organisation of Senior Volunteers' pioneer members, having joined RSVP in 1998 when she was 62. Madam Leong is an example of lifelong senior volunteer who has given a good part of her retirement years to serving the community.</p> <p>She served the community in RSVP's mentoring programme, mentoring at-risk primary school students, for more than ten years.</p> <p>At age 84, she continues to contribute, by helping with administrative work at RSVP.</p>
Daughters Tomorrow (DOT) Limited	<p><u><i>Strengthening the Giving Culture</i></u></p> <p>DOT helps women from low-income families gain new skills and find employment, by working with training and workforce-related agencies, and bringing on board volunteers and community resources.</p> <p>DOT runs various programmes focusing on different areas, including financial literacy, IT literacy and confidence-building. DOT's "Employ-to-Empower" initiative provides a platform for businesses and companies to employ DOT's beneficiaries.</p> <p>DOT is one of the potential beneficiaries of the Bicentennial Community Fund (BCF), and plans to use the BCF to develop staff and volunteers, and improve fundraising capabilities, which will help them to scale and reach more beneficiaries.</p>
The Purple Parade	<p><u><i>Strengthening the Giving Culture</i></u></p> <p>The Purple Parade is a ground-up movement that supports inclusion and celebrates the abilities of persons with special needs. It is an example of how a community can come together in support of a cause through a wide range of options designed for various levels of commitment.</p>

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	<p>The 7th Purple Parade held in 2019 saw more than 10,000 participants and 242 organisations, 1,400 volunteers supporting its cause of “Supporting Inclusion, Celebrating Abilities of Persons with Special Needs”.</p> <p>The Purple Parade has brought together:</p> <ul style="list-style-type: none"> (a) Organisations and individuals from the special needs community; and (b) Other organisations and individuals who want to support a more inclusive society.
The Purple Symphony	<p><u><i>Strengthening the Giving Culture</i></u></p> <p>The Purple Symphony, set up by the Central Singapore Community Development Council, aims to build a more inclusive and gracious country which embraces individuals with special needs. As Singapore’s largest inclusive orchestra comprising musicians with and without special needs, it demonstrates inclusion and showcases diverse abilities through music.</p> <p>Through its performances, awareness and affiliation to The Purple Symphony’s cause has significantly increased. Musicians with and without special needs develop strong bonds and friendships when they learn and play together, regardless of their learning needs.</p>
Runninghour	<p><u><i>Strengthening the Giving Culture</i></u></p> <p>The Runninghour initiative integrates youth with special needs into the community through sports.</p> <p>Aside from organising yearly running events, the co-operative holds regular sports activities thrice a week, all year round. These activities include Fun & Fit fitness sessions, dance, tandem biking, and dragon boating. Its members include more than 200 persons with special needs, and more than 300 trained volunteer exercise guides.</p> <p>This initiative promotes understanding towards persons with special needs and bridges existing gaps through sports, contributing to a more inclusive and caring society.</p>

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E: Partnering Singaporeans to Build Singapore Together	
Ms Cheryl Lee	<p><u><i>Youth advocacy for environment sustainability</i></u></p> <p>Ms Cheryl Lee is a youth advocate for environmental action. Since 2016, she has given more than 100 talks on climate action to community partners and schools, as part of her work with the youth interest group, Singapore Youth for Climate Action.</p> <p>For her efforts, Ms Lee won various awards such as the HSBC/ National Youth Achievement Award (NYAA) Youth Environmental Award in 2016, NYAA Gold Award in 2017, and the NEA EcoFriend Award in 2018.</p> <p>Today, Ms Lee champions climate action at #Up2degrees, and organises activities to encourage youth to take environmental action through simple lifestyle choices.</p>
Ms Rohini D/O Ravindran	<p><u><i>Youth with valuable contributions to the community</i></u></p> <p>Ms Rohini D/O Ravindran and her team held photography and videography sessions for lower-income youth, under the Youth Corps Leaders Programme in 2018.</p> <p>Driven by her passion in youth development, Ms Rohini took on the role of Assistant Mentor, mentoring other youth volunteer leaders who went through the Youth Corps Leaders Programme.</p> <p>Ms Rohini and her teammates continue to engage lower-income youth to develop their problem-solving skills, strengthen their peer support networks, and to build a good foundation for them to excel.</p>
Progress NEST	<p><u><i>Ground-up initiative supported by Our Singapore Fund (OSF)</i></u></p> <p>Progress NEST is an initiative funded by the OSF. It supports the emotional growth of secondary school students from low-income families through experiential learning.</p> <p>Progress NEST was started by Mr Muhammad Akram Bin Mohammad Hanif, who led a team of youth volunteers to guide the students in their homework and organise</p>

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	<p>activities for them. The OSF enabled Mr Akram and his team to meet the community's needs, including developing the confidence, resilience and self-awareness of youth from low-income families.</p> <p>Through the bond established between each individual and with their mentors (the youth volunteers), the initiative has strengthened the peer support among students, and contributed to building a caring society.</p>