

2ND SINGAPORE PRODUCTIVITY & INNOVATION CONFERENCE

MAKE THE NEXT
PERFORMANCE LEAP



21st July 2011

Grand Copthorne Waterfront Hotel

Grand Ballroom I, Level 4

Guest-Of-Honour

Mr Lee Yi Shyan

Minister of State, Ministry of Trade and Industry
& Ministry of National Development

WHO SHOULD ATTEND

Companies and individuals who would like to gain insights
on productivity from industry and enterprise levels.

CHIEF EXECUTIVES

MID-MANAGEMENT EXECUTIVES

OPERATIONAL DIRECTORS AND MANAGERS

HR/PERSONNEL DIRECTORS

JOINTLY ORGANISED BY:



Singapore Manufacturers'
Federation
新加坡制造商联合会



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SPRING
singapore
Enabling Enterprise



CONFERENCE HIGHLIGHTS

WHAT DRIVES PRODUCTIVITY GROWTH?

Is your company's management practice playing *an important role in productivity*? Has it catalysed the company's ability to *innovate*? Does your company leverage on new IT technologies to *accelerate the productivity improvement process*?

The 2nd Singapore Productivity and Innovation Conference brings about a myriad of topics and inter-disciplinary speakers to share insights on enterprise productivity, with fundamental focus on the key drivers:

Management Practices

Innovation

Infocomm Technologies

This Conference will share insights on how each of these key drivers contributes to enterprise productivity. Companies will also learn from these distinguished speakers on the methodologies, tools, skillsets, and industry examples that capture a holistic representation of factors leading to productivity growth.

EXCLUSIVE!

Award winning companies from WDA-SMa Productivity & Innovation Awards will also share their real-life account on how they embarked on their first productivity improvement project as part of the WSQ Certified Productivity & Innovation Manager training programme. Learn how they utilise productivity concepts and tools to improve their processes and achieve quantifiable results.

PANEL DISCUSSION

1. How do you think your company can adopt the best practices in the 3 key elements of productivity success?
2. How would these elements interplay and complement to bring about significant growth in productivity?

And more!

GUEST SPEAKERS!



"Building an Empire, What Happens Next?"

Step into the world of Courts, Singapore's largest retailer of electronics, IT and furnishing solutions, with Mr Terry O'Connor, CEO of Courts Asia. Join Terry as he takes you through a whirlwind experience of how Courts has evolved since its very first store was opened 160 years ago in Canterbury, UK. Gain insights into how Courts overcame many obstacles over the years to become what it is today and the strategies that it has put in place to bring the company to its current leadership position in the market. Terry will also be sharing some of the challenges that Courts continues to face as well as the growth plans for the company in the future.

PROFILE

Mr Terry O' Connor is CEO of Courts Asia, the largest retailer of consumer electronics and home furnishings in Southeast Asia. He was the President of the British Chamber of Commerce (BritCham) from 2006 to 2010 and President of the British Club from 1999 to 2002. Under his leadership, BritCham grew to become an active organisation with over 1,000 members, delivering valuable services to the British business community in Singapore. Terry is also the Regional Spokesperson Chair of Young Presidents' Organisation (YPO), a not-for-profit, global network of young chief executives connected around the shared mission of becoming Better Leaders through Education and Idea Exchange. Terry holds an MBA in Retailing and Wholesaling from the University of Stirling. He was conferred the award of Officer of the Most Excellence Order of the British Empire (OBE) by Her Majesty The Queen of England in June 2010.



"Shaping an Innovative Culture"

Change isn't always easy... especially when thinking about changing an organisation that's as successful as we are. But, we must constantly prepare for the future and adapt to our changing world. This requires managing the emotional and intellectual aspects of discovering how we can continue to be the world's F&B leader. "Innovation is a much-used word these days. I believe it's mindset and behaviour that is influenced by our beliefs, values, culture & vision. It's much more than simply introducing new products or initiatives. It's about reinventing business processes and building entirely new markets that meet untapped consumer needs in an age, where globalisation and the internet demand we do things at record speed and in more interesting ways."

PROFILE

Mr Valerio Nannini joined Nestlé Singapore as Managing Director since September 2010. Before his appointment in Singapore, he had a dual role as Vice President R&D Coffee & Beverage SBU where he drove the innovation strategy for the relevant businesses and track its implementation and as Director of R&D of Product Technology Centre in Orbe (Switzerland) where he directed the implementation of innovation roadmaps and projects on agreed timelines while concurrently designing and managing internal and external innovation networks. Mr Nannini has served businesses in various geographies and different markets, across various Technical, Supply Chain and R&D functions. He helped build and establish Nestlé cereals business worldwide for a JV company between Nestlé and General Mills called Cereals Partners Worldwide; reorganised troubled organisations in Choladi & Estcourt Factory in Nestlé India; grew successful performing organisations in Nestlé Thailand, Indonesia; helped in planning & organising the cultural transformation in Nestlé South Africa, managing business reengineering for Cereals Partners Worldwide, Strategic Business Unit and R&D at Nestlé HQ.

CONFERENCE AGENDA

Thursday, 21st July 2011

Grand Copthorne Waterfront Hotel, Grand Ballroom I, Level 4

08:45	Registration
09:15	Guests to be seated
09:30	Arrival of Guest-Of-Honour, Mr Lee Yi Shyan, Minister of State, Ministry of Trade and Industry & Ministry of National Development
09:35	Welcome address by Mr George Huang, President of Singapore Manufacturers' Federation (SMA)
09:45	Opening address by Guest-Of-Honour, Mr Lee Yi Shyan, Minister of State, Ministry of Trade and Industry & Ministry of National Development
09:55	Launch of SME QIANG* by Guest-Of-Honour, Mr Lee Yi Shyan, Minister of State, Ministry of Trade and Industry & Ministry of National Development, Mr George Huang, President of SMA, and Mr Wong Hong Kuan, Chief Executive of Singapore Workforce Development Agency (WDA)
10:00	WDA-SMA Productivity & Innovation Awards 2011 presentation by Guest-Of-Honour, Mr Lee Yi Shyan, Minister of State, Ministry of Trade and Industry & Ministry of National Development
10:30	Tea Break & Exhibition
10:45	Our Lean Experience <i>by Gold Award Winner of WDA-SMA Productivity & Innovation Awards 2011</i>
11:15	Our Lean Experience <i>by Silver Award Winner of WDA-SMA Productivity & Innovation Awards 2011</i>
11:45	Lunch & Exhibition
12:45	Building an Empire, What Happens Next? <i>by Mr Terry O' Connor, Chief Executive Officer of Courts Asia</i>
13:30	Shaping an Innovative Culture <i>by Mr Valerio Nannini, Managing Director of Nestlé Singapore</i>
14:15	DENSO's Experiences in Factory Automation with Case Studies <i>by Mr Hidekuni Sugi, Executive Advisor of DENSO WAVE INCORPORATED and Mr Paul Kenji Shinya, General Manager of DENSO INTERNATIONAL ASIA PTE LTD</i>
14:45	Panel Discussion
15:00	Tea Break & Exhibition

Break-Out Sessions

	Session I (Management Practices & Innovation)	Session II (Management Practices & ICT)
15:15	Design Thinking & Service Innovation – the Alexandra Health's Experience <i>by Mrs Chew Kwee Tiang, Chief Operating Officer of Alexandra Health</i>	Performance LEAP with Strategic Deployment and Company-wide Commitment <i>by Mr Atsushi Terada, Senior Consultant of Japan Management Association Consultants (JMAC)</i>
16:00	How to Apply TRIZ for Identifying Innovation Opportunities <i>by Mr Aditya Bhalla, Innovation Practice Head, QAI Global & President of TRIZ Association of Asia</i>	Improve Productivity by Improving Performance Chain <i>by Ms Sue Gillman, Partner and Co-Owner of Aveus</i>
16:45	Reframing our Productivity Challenge <i>by Mr Ronald Dalderup, Innovation Catalyst, NBDA Asia</i>	ICT as a Driver of Productivity <i>by Mr Randy Sng, Industry Manager – Manufacturing, IBM ASEAN</i>
17:30	Q & A	Q & A
17:45	End of Session	

*SME Qiang (强) stands for **Quality Initiatives to Assist, Nurture and Grow SMEs**, a breakthrough training initiative designed to help SMEs in learning and implementing productivity concepts in their business context. The Chinese character '强' was coined from a Chinese saying '自强不息' which means to make continuous efforts to improve oneself or to strive continuously to make new progress. It also signifies strength, improvement and resilience, a reflection of the SME entrepreneurs' spirit of success which we hope to promote among other SMEs. This is a joint effort between SMA and WDA, to lead the SME sector to Continuous Improvement.

“DENSO’s Experiences in Factory Automation with Case Studies”

Mr Hidekuni Sugi and Mr Paul Kenji Shinya will be sharing DENSO Japan’s experiences in their factory automation journey. DENSO had shown great success in helping Japan manufacturers to increase productivity and stay ahead in today’s competitive landscape. Mr Shinya will also share the outcomes of his visits to Singapore companies with a team of Japanese engineers after the first Singapore Productivity & Innovation Conference last year. For Singapore’s manufacturing sector to progress and contribute to Singapore’s GDP, factory automation is one good solution and Mr Shinya will elaborate on these in his case studies.



PROFILE

Mr Hidekuni Sugi is Executive Advisor of DENSO WAVE INCORPORATED, with 37 years of experience in the Group. Prior to this, he was Chief Executive Officer & President of the Denso Group in 2009. Previously, he headed DENSO MALAYSIA SDN.BHD. as Chief Executive Officer & President in 2005. He has strong expertise and experience in Research & Development and Material Engineering.

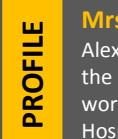


Mr Paul Kenji Shinya is the General Manager of DENSO INTERNATIONAL ASIA PTE LTD (Regional Marketing for Robotics and Auto Data Capture Business). In 1986, he graduated from Nihon University in Japan and joined DENSO CORPORATION in Machinery & Tools Division, where he was in-charge of automatic assembling machine design and engineering. In 1992, he was promoted to Robot Engineer in charge of the mechanical design for robot arm.

“Design Thinking and Service Innovation – the Alexandra Health’s Experience”



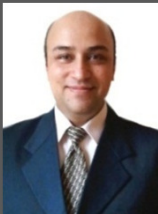
A key component of health care is management of information in a ‘one piece flow’, not fragmented like in most systems today. This simple requirement entails understanding of process, data management and analytics, demand modelling, and system thinking. Being a ‘hassle-free’ hospital also means doing right things right for the patients, and delivering value safely to them, from the time they enter, till they leave the healthcare facilities. Besides the information flow, patients and families also expressed the need for healthcare workers to integrate care and services, be cost-effective and ensure consistent good quality care and service.



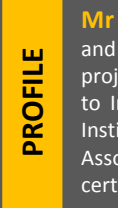
PROFILE

Mrs Chew Kwee Tiang, Chief Operating Officer and Quality Service Manager is responsible for strategic and operational management in Alexandra Health Pte Ltd. In 2000, she was actively involved in Alexandra Hospital’s restructuring process and implemented change initiatives in the once government-run hospital. She is currently leading the management effort to build a ‘hassle-free’ hospital. This involves teaching the workforce to apply TPS concepts and tools to eliminate waste, and to design processes, systems and facilities. Prior to joining Alexandra Hospital, she had a 15-year career at the National University Hospital, in pharmacy, administration, clinical support and ambulatory services.

“How to Apply TRIZ for identifying opportunities for Innovation?”



Organisations deploying Innovation face three key challenges in their journey, viz, “WHY Innovate?”, “WHERE to Innovate?” and “HOW to Innovate?”. The interactive session will answer the second question: “WHERE to innovate?” and shed light on the systematic framework based on TRIZ (Russian acronym for Theory of Inventive Problem Solving) for identifying innovation opportunities. Anecdotes will be shared to demonstrate the systematic application of the four dimensions of TRIZ framework, which is mapped to the buyer experience cycle to identify niche opportunities.



PROFILE

Mr Aditya Bhalla has a cross-functional work experience of over 14 years in the areas of Process Architecture, Process Improvement, Process and Product design, and Project Management using principles and practices of Innovation, Lean, and Six Sigma. He has facilitated over 300 projects spanning different industry segments and has trained more than 1,300 people. He has authored more than 45 articles on topics related to Innovation, Lean, and Six Sigma published in magazines such as ASQ Quality Progress, ASQ Six Sigma Forum, Quality Digest, Altshuller Institute, TRIZ Journal, IDG Outsourcing World, OUTSOURCING, The Business Issues, and Management Next. Aditya is President of TRIZ Association of Asia and is one of the two in South Asia to be Certified MATRIZ Level 3 and ITRIZ-IPS, AFD trainer and authorised by MATRIZ to certify others on MATRIZ Level 1.

“Reframing Our Productivity Challenge - The innovator’s perspective to boost profits”



Innovation is receiving frequent media attention every day. If you survey 10 people, “What innovation is?”, you will get 12 different answers. Google the word “innovation” and you will get about 100+ million hits and counting. Every year, an increasing number of books, blogs, seminars on the subject are written. If this all confuses you – you are not the only one.

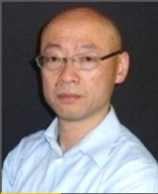
So what is the truth about innovation? How can innovation in an organisation boost profits? Why is innovation vital in our quest to enhance productivity?



PROFILE

Mr Ronald Dalderup is the director and co-founder of NBDA Asia, a Singapore-based innovation catalyst company. He is experienced in the field of new business creation, design-led innovation and strategic marketing. Ronald supports the customers on their journey to greater success, by helping to identify and implement innovation opportunities. He then helps the company “visioning the future”, define strategic roadmaps and supports its implementation and building new wealth. As a pioneer Design Facilitator of SPRING & IE’s Design For Enterprise programme, Ronald has assisted a number of organisations in various domains of their business strategies including user-experience-driven product & service design, branding strategy and portfolio management. Highly regarded as a dynamic public speaker, Ronald is a popular invitee at international conferences both in Singapore and Europe.

“Performance LEAP with Strategic Deployment and Company-wide Commitment”



This educational session will touch on how Japan boosted its productivity through productivity improvement tools, and the gaps that surface when Japanese continuous improvement style is introduced to the Singapore context.

This session will also share on leveraging the learning curve and results in improvement projects to elevate the company's capability and capacity to the next level of Continuous Improvement. The message is how companies must focus on performance evaluation and action in order to achieve performance quantum leap.

PROFILE

Mr Atsushi Terada has over 20 years of expertise as a Management Consultant in multiple industries for Japan Management Association Consultants (JMAC). He has completed numerous projects in facility management, productivity improvement, Total Productive Maintenance (TPM), production control, plant planning, quality improvement, ISO9000, ISO14000, QS9000, cost management, and R&D management. In 1998, Atsushi moved to the USA, where he led multiple successful (LEAN/6-Sigma/Kaizen) projects for not only Tier 1 and 2 suppliers of Japanese automakers but also American Fortune 500 companies and various industries. Atsushi later returned to Japan to assist global companies and their operations, not only in the US or Japan, but worldwide. Currently Atsushi is working in Japan, India, Australia and Singapore.

“Improve Productivity by Improving Performance Chain”



This presentation views productivity through an executive-level lens, and is designed to help the audience be more impactful in executing productivity improvement efforts. It will provide attendees with a framework proven to tackle competitive challenges to create sustainable productivity improvements and financial results.

Building on the use of Lean and Six Sigma as tools, Sue will discuss why taming a performance chain is a critical part of taking productivity execution to the next level. The methodologies that Sue will present have led to significant improvements in productivity and financial results for manufacturing and transactional environments around the world. These include increasing the predictability of on-time performance, improving leverage and productivity of capital equipment and increasing flexibility and responsiveness to meet demand changes.

PROFILE

Ms Sue Gillman, Aveus partner and co-owner, has led planning, operations and supply chain improvement efforts for 25 years. Known for incisive operating model strategy, holistic problem solving and collaborative change coaching, Sue has held progressive leadership positions at Seagate Technology where she founded and led the Lean Enterprise practice, generating hundreds of millions of dollars in profit, capacity and speed-to-market benefits for the company and its suppliers. Sue has a Masters in Business Administration from the University of St. Thomas, where she has taught operations for 15 years.

“ICT as a Driver of Productivity”



It is clear: Technology has changed the way we work but are organisations getting the intended results? Is there a better way to employ information technology to drive your productivity upwards? These questions and many others will be addressed, providing insights on the essential tools that can help your organisation improve productivity and profitability.

PROFILE

Mr Randy Sng is the Industry Manager for Manufacturing and Industrial Sector, for IBM ASEAN General Business. Based in Singapore, Randy has acquired 20 years of industry experience in managing factory operations, supply chain management, procurement and contract management, information technology, manufacturing engineering, new product introduction and project management. His 12 years of IT experience focuses on the manufacturing industry which covers ERP project management, business/market development, applications delivery, partner/alliance management, solutions assessment, and account planning for the manufacturing industry. During his previous tenure with IDC Manufacturing Insights, he has led research studies in RFID, Green, Manufacturing/Supply Chain Management trends and predictions, as well as customised studies for the manufacturing industry.

SPONSORSHIP OPPORTUNITIES

Singapore Manufacturers' Federation is pleased to present its **2011 Sponsorship Programme** for the 2nd Singapore Productivity & Innovation Conference.

BENEFITS

- Position your organisation as an champion/ adopter of productivity or the preferred list of providers for productivity solutions
- Drive brand awareness and capitalise on this niche event to elevate your brand/ corporate standing above competition
- Generate prospects, by bringing customers to you
- Amplify your corporate or marketing message with the perfect setting of heightened receptiveness

For enquiries on sponsorship opportunities, please call Ms Marilyn Tan at (65) 6826 3075 or email marilyntan@smafederation.org.sg



REGISTRATION FORM

Event: 2nd Singapore Productivity & Innovation Conference
 Date: Thursday, 21st July 2011
 Time: 08:45am to 05:45pm
 Venue: Grand Copthorne Waterfront Hotel, Grand Ballroom I, Level 4
 Fee: S\$80 NETT per pax (inclusive of conference materials, refreshments and lunch)

Delegate 1: (Dr/Mr/Mrs/Ms)		
Name	Designation	
Email	HP/DID	
Delegate 2: (Dr/Mr/Mrs/Ms)		
Name	Designation	
Email	HP/DID	
Full Company Name (for billing)		
Billing Address		
Contact Person	Designation	Department
Telephone	Fax	
Email	Company Website	
Nature of Business <input type="checkbox"/> Energy & Utilities <input type="checkbox"/> Financial Services <input type="checkbox"/> Government and Public Sector <input type="checkbox"/> Healthcare <input type="checkbox"/> Life Sciences <input type="checkbox"/> Manufacturing <input type="checkbox"/> Retail <input type="checkbox"/> Services <input type="checkbox"/> Telecommunications <input type="checkbox"/> Transportation & Distribution <input type="checkbox"/> Other: _____		
Payment Method <input type="checkbox"/> CHEQUE (All cheques should be crossed and made payable to: Singapore Manufacturers' Federation . Please write down the participant name(s) and conference title on the reverse side of your cheque and mail to: 2 Bukit Merah Central, #03-00 SPRING Singapore Building, Singapore 159835) <input type="checkbox"/> GIRO (Bank Name: The Development Bank of Singapore, Bank Address: 252, North Bridge Road, #02-26A/B Raffles City Shopping Centre, Singapore 179103, Account No.: 033-016524-2, Branch No.: 033, Branch Code: 7171, Account Name: Singapore Manufacturers' Federation) <input type="checkbox"/> CASH (Payment to be made at least five (5) working days prior to conference commencement date)		
Acknowledged by		
Name of Company Representative and Company Stamp (if applicable)		

Closing date of registration: Tuesday, 19 July 2011

5 EASY WAYS TO REGISTER

- Telephone:**
(65) 6826 3100/ 9069 2940
- Fax:**
(65) 6826 3021
- Mail this completed form to:**
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ccl@smafederation.org.sg
- Website:**
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All National Trades Union Congress (NTUC) members will receive 50% funding under the Union Training Assistance Programme (UTAP). Visit <http://skillsupgrade.ntuc.org.sg> or contact (65) 6213 8008 for further information.

- ### TERMS & CONDITIONS
- Payment is required with registration and must be received prior to the conference to confirm your place.
 - Confirmation note will only be sent via email upon receipt of your payment.
 - Cancellation of attendance/ withdrawal is not permitted once registration is received. A replacement from the same company is welcome if you are unable to attend. Please inform us in writing at least 3 working days prior to the commencement of the event.
 - No refund will be made for cancellation or for "no show" participant. You will however receive a set of conference documentation.
 - Walk-in delegates will only be admitted on the basis of space availability at the conference and with immediate full payment.
 - The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.