

TEXT OF SPEECH BY THE PARLIAMENTARY SECRETARY
TO THE MINISTRY OF CULTURE, INCHE SHA'ARI TADIN,
AT THE NEW IDEAL NIGHT SHOW AT GAY WORLD
ON SUNDAY, FEBRUARY 2, AT 8 P.M.

It is a great pleasure to be present at this cultural show in connection with the New Ideal Trade Exposition.

The year 1969 is the year when Singapore celebrates the 150th anniversary of its foundation in 1819 - the year marking its entry into the modern world. This round number of 150 years marks the passing of the old era, and is the entry-point of the new era. On this occasion it is necessary that we should ask ourselves what the new ideal is - and it is no coincidence that this trade fair has been aptly named "The New Ideal Trade Fair."

In Singapore today, industrialisation holds for us the excitement and the vast possibilities of the "last frontier." With a population that has a store of skills and energy, this entry into the new frontiers of industrialisation should be a successful one. From electronics to ship-building, this "last frontier" is the only way of immensely increasing our national wealth.

It is in this context that trade expositions now have an entirely new role to play - a role geared to accelerate industrialisation.

In days gone by, trade expositions in Singapore were purely reflectors of the industrial powers of advanced countries since there was no local industry worth the mention. Their effect on consumers was so strong that "Made in Germany", "Made in U.S.A" and "Made in U.K." became synonymous with quality. Today, all trade expositions in reflecting the dual nature of our economy that is, entrepot trade and industrialisation, will help in the Republic's economic growth. In fact, dual displays of imported and local products at exposition like this provide local industries with the opportunity to prove that on a cost effectiveness basic, their products can hold their own with, or are even cheaper than imported goods. After all, quality is judged on the basis of relativity.

But the relationship between consumers and manufacturers is a reciprocal one. Consumers must make it a point to give local products a try, although prejudices admittedly die hard. Manufacturers must also make it a point to give consumers their money's worth. In other words, the temptation to make a fast dollar at the expense of consumers must be resisted. Only on this basis can the "Made in Singapore" label be a winning label both at home and abroad. I have no doubt2/-

no doubt that our manufacturers, some of whom have lately already made their names abroad, will rise to the occasion. This is essential for the success of our industrialisation programme.

A part from reflecting the wide range of local products at the Singapore consumers' disposal, the object of this exposition is to raise funds for scholarships to be awarded to deserving students in our Republic. This is perpetuation of the knowledge and know-how that Singapore depends on for its continued progress. The organisers of the exposition merit every congratulation for their wonderful efforts.

Finally, may I say how appropriate it is to highlight this exposition by means of a multi-racial cultural show organised in connection with the New Ideal Trade Exposition. May I also congratulate the organisers for staging this splendid show.

FEBRUARY 2, 1969.

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