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SPEECH BY DR. AUGUSTINE H.H. TAN (P. 2) )  
M.P. FOR WHAMPOA AND CHAIRMAN, NATIONAL  
PRODUCTIVITY CENTRE, AT THE OPENING OF THE NPC  
SEMINAR ON "THE ROLE OF MANAGEMENT IN RAISING  
PRODUCTIVITY" AT THE NATIONAL PRODUCTIVITY CENTRE,  
14-F CHIA PING ROAD, JURONG TOWN, ON SATURDAY  
11TH DECEMBER 1972 AT 9 A.M.

**THE NEED TO MODERNIZE AND EXPAND FAMILY-  
TYPE ENTERPRISES**

I am especially pleased to open this seminar on "The Role of Management in Raising Productivity" this morning. Although we have offered many courses in Chinese in the past, this is the first time that the National Productivity Centre is conducting a seminar in Chinese. The National Productivity Centre plans to recruit more staff who are bi-lingual so that we can offer more effective services to management and workers, especially in the smaller family-type enterprises.

Our national economy is rapidly expanding - many new business opportunities are being created. At the same time, more traditional activities such as entrepot trade, are declining.

Our local entrepreneurs must be able to make the necessary adjustments.

First of all, more of our traders should think of investing in manufacturing. Those who prefer to remain in trading activities should engage in promoting Singapore - made goods abroad.

Secondly, as our industrialization develops, our entrepreneurs must move from the simpler assembly-type operations to more sophisticated manufacturing.

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Thirdly, our entrepreneurs should think big in terms of their scale of operations. Size is necessary if our firms are to be able to use specialized skills of workers and technicians so as to attain higher productivity. I look forward to the development of giant Singapore - based and controlled multinational corporations.

In order to do this our enterprises must modernize their recruitment procedures; ability, rather than family ties, should govern the selection of staff. New technology and management methods must be adopted. They must also acquire modern techniques of marketing. The National Productivity Centre will endeavour to provide the necessary courses and consultancy to help our enterprises modernize and expand.

It is now my pleasure to declare this seminar open and to wish you all fruitful deliberations.

Thank you.

Date: Friday 10th December, 1971

Time Issued: 1700 Hours