

Singapore Government

PRESS RELEASE

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SPEECH BY MR CH'NG JIT KOON, SENIOR PARLIAMENTARY SECRETARY (PRIME MINISTER'S OFFICE), AT THE OPENING OF LAM SOON'S PRODUCTIVITY THROUGH QUALITY AND RELIABILITY (PQR) CAMPAIGN ON MONDAY, 20 SEPTEMBER 1982 AT 9.30 AM

You will recall that the Minister for Trade and Industry in his Budget speech had warned that 1982 will be a grim and difficult year. The recession in America and Europe is beginning to be felt by us. Declining world trade will affect Singapore's economic performance. We have therefore to revise the growth rate for this year to around five per cent. The years ahead will be difficult ones but if everyone of us play our part, we will be able to continue to enjoy our high standard of living.

To survive in this competitive world, we must move up the technological ladder. Management must be innovative and workers prepared to be trained in new skills to cope with new machines and new production techniques. Those without a basic education must take advantage of the opportunities provided for them to acquire literacy and numeracy in English and Mathematics. Above all we must be prepared to work harder, to improve our work attitudes and to increase productivity.

In the light of the gloomy economic forecast for the world, marketing products will be much more difficult. To enable our products to sell we must be more competitive. Our products must cost cheaper without sacrifice in quality. This means that our workers and manufacturers must perform better. Since the raw materials we use in manufacturing are imported, the only way is to increase productivity and produce better quality products at lower cost than our competitors.

Lam Soon's2/-

Lam Soon's products are exported to Europe, the Middle East, USA, Japan, China and many other countries. The local market for Lam Soon's products is small. To compete internationally, standards must be high and consistent. It is only through strict adherence to quality control practices that Lam Soon can penetrate new markets. The Productivity through Quality and Reliability (PQR) Campaign that you are launching today is therefore very timely.

A whole series of activities have been organised by Lam Soon to promote awareness and importance of quality and reliability. Of interest is the one known as the Best Project Competition. The Best Project Competition will certainly provide avenues for improvement. The questions posed will require teamwork to arrive at the best solutions. By implementing these solutions, Lam Soon will in fact be increasing the productivity of its operations. Workers can take pride in the fact that their suggestions will be responsible for the improvements made. Such participation in company programmes will foster staff loyalty and a sense of belonging. This is one example of how workers and management can come together to ensure the survival of their company. On this note it is now my pleasure to declare open Lam Soon's PQR Campaign.
