

11 APR 1977

77-0PB-2

EMBARGOED TILL AFTER DELIVERY  
PLEASE CHECK BEFORE DELIVERY

SPEECH BY THE MINISTER FOR LABOUR, MR ONG PANG  
BOON, AT THE OFFICIAL OPENING OF AURORA PRODUCTS  
CORPORATION ASIA PTE LTD ON THURSDAY, 31 MARCH,  
1977 @ 10.00 AM

It gives me great pleasure to be here this morning to officiate at the opening of Aurora Products Corporation Asia Pte Ltd.

Tremendous advancement has been made in recent years in toy-making. It has gone a long way from the days of a cottage activity performed at the leisure of the working people for their own amusement and pleasure. It is no longer a purely labour-intensive and low-skill industry. It has developed into a sophisticated and modern industry where toys are designed after much research and then manufactured by machinery in modern factories.

Aurora Products Corporation Asia Pte Ltd is a fine example of the new generation of modern toy-making factories that have appeared in the industry. This \$6 million plant manufactures a wide range of quality electric toy racing cars for the world market. It provides employment for some 1,200 residents of Toa Payoh. Since its formal establishment in June 1975, the company has increased the range as well as the sophistication of its products. Its electric toy racing cars are amenable to speed control and kept on the tracks by magnet attraction.

It has also fully integrated its manufacturing processes. To-day, I am told, it is self-sufficient in tools and die repairing, plastic injection moulding, metal stamping and machining, painting and electroplating and final assembly and packaging.

The success of Aurora Products Corporation Asia Pte Ltd. is a clear testimony to the suitability of Singapore as a base for export-orientated industries. We have here in the Republic all the elements which make for a good manufacturing centre. The location is strategic, the infrastructure developed and the services efficient. Our unions are responsible, our workers willing and our wages competitive. Foreign investors who bring with them the technology and the markets will find the Republic a profitable place to set up their factories. In this context, I am happy to note that Aurora is contemplating further expansion of its current operations. This demonstrates the confidence which the company has in Singapore. I think the management of Aurora will agree with me that their Singapore plant is one of the most competitive compared to their operations in other parts of the world.

Our industries should continue to be competitive in world markets. The Government will work with employers and unions towards this end.

On ....

On its part, the Government will persevere in its efforts to improve our investment environment so as to stimulate greater investment by local and foreign companies. It will continue to build on our infrastructure and develop our manpower through carefully planned training programmes to produce skilled and productive workers. Policies of orderly wage increases tied to higher productivity and good labour-management relations will be pursued to keep our products competitive.

Industrialisation in Singapore is a relatively recent development. There are vast areas for further expansion and greater diversification. The experience of Aurora points to the Republic as a site for the development of a sophisticated toy industry. Modern toy manufacturers are welcomed to set up their operations here. We would also urge those others who are here already to expand and diversify. Any projects which can assist in developing Singapore as a sophisticated toy-making centre can be assured of the Government's support in the form of tax incentives, training grants and financial assistance if necessary.

With ....

With such favourable support, I hope toy-making in Singapore will flourish and eventually rival some of our bigger manufacturing industries like electronics. I have no doubt that Aurora will be an active participant in this growth process and I wish it every success for the future.

Finally, it is now my pleasure to declare Aurora Products Corporation Asia Pte Ltd officially open.