

# Singapore Government **PRESS RELEASE**

Information Division, Ministry of Culture, City Hall, Singapore 0617 • TEL: 3378191 ext 352, 353, 354 / 3362207 / 3362271

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SPEECH BY DR YEO NING HONG, MINISTER OF STATE FOR DEFENCE AT THE  
SINGAPORE INTERNATIONAL FAIR, 1982 AT THE WORLD TRADE CENTRE  
ON MONDAY, 18 OCTOBER 1982 AT 10.30 AM

Singapore's reputation as an efficient and effective international trading centre, servicing both the East and the West is well known for over a century. Its reputation as a finance and service centre can be counted in decades. As a manufacturing centre for products of international acceptance, quality and repute, Singapore has just come of age.

Some twenty years ago, Singapore began its industrialisation programme. Initially, there were mainly simple labour-intensive manufacture, processing and assembly. With typical Singaporean hardwork, will and determination, the ground work was laid. Singapore's reputation as a centre for quality products at competitive cost was quickly established. Word got around. Since then, hard-headed multi-national companies have invested extensively in high technology plants and facilities. They produce in Singapore for their international markets in the United States, Europe, Asia and the rest of the world.

The manufacture of components for computer hardware, electronic and semi-conductor equipment, and aerospace parts and pharmaceuticals requires sophisticated and scientific management of production. A wholly new approach was implemented. Zero defect in products, quality control circles and high productivity became desirable norms in factories. Research and Development and Robotics are actively being looked into. Collectively, they all contribute towards the objective of producing goods of exact requirements and stringent quality.

The Government's ...../2.

The Government's policy of restructuring spurred Singapore's manufacturing sectors to move upwards. They move to higher value-added products of the technological age, for a worldwide market that demands only the best. These high technology industries have given spin-off effects to the rest of the manufacturing sectors in Singapore. The result is an overall uplift in quality and reliability in all Singapore made goods. Techniques and methods in manufacturing which are successful in Japan, the United States and West Germany have been tested and incorporated.

The label "Made in Singapore" is now synonymous with quality of an international standard, without the exoruciating high cost that less efficient and less productive mature industrialised countries demand.

But making products of high quality at competitive cost is not enough. We must be able to sell them. Recognising the importance of good marketing, the Government has established the Trade Development Board to step up export promotion activities. Manufacturers must work closely with the Trade Development Board to capitalise on the information, market research and contacts available. Working together, we can achieve a more concerted and sustained breakthrough into new markets and segments.

The Singapore International Fair 1981 last year, saw hundreds of thousands of visitors, with more than 1,500 trade visitors and 12 trade missions from overseas countries. It is our expectation that these numbers will be far surpassed at the Singapore International Fair 1982.

I congratulate the Singapore Manufacturers' Association for organising this Annual Fair to display our manufacturing skills and abilities.

I wish all visitors to the fair a profitable time contracting for and acquiring high quality products at highly competitive prices. It is now my pleasure to declare the Singapore International Fair 1982 open.

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