



## MEDIA RELEASE

26 August 2010

### YOKOGAWA RECEIVES SINGAPORE'S HIGHEST NATIONAL ACCOLADE FOR MANUFACTURING EXCELLENCE

1. Yokogawa Electric Asia Pte Ltd received top honours in the 2010 Manufacturing Excellence Award (MAXA) for its outstanding achievements in operational excellence, innovation and sustainability as a core global manufacturing site in Singapore.
2. Yokogawa's Singapore facility is the most productive in the company's global network and accounts for 75% of the group's global supply of distributed control systems and measuring instruments. Leveraging Singapore as a vantage point to integrate the best of production management methodology from Japan with automation knowledge from Europe and the U.S., the Singapore facility has increased its output five-fold from S\$200 million to S\$1 billion over the past three decades. With the Singapore team recognised for its expertise in manufacturing excellence, Yokogawa's Singapore facility is also designated as the company's Global Training Centre to share and impart best manufacturing practices for its employees in all overseas plants and offices. In addition, Yokogawa's Singapore plant is the first site outside of Japan to develop and carry out scale-up manufacturing for the company's foray into avionic products.
3. Outstanding finalists for MAXA 2010 are Becton Dickinson Critical Care Systems Pte Ltd, Nestlé (Singapore) Pte Ltd and STATS ChipPAC Singapore. Local company Biosensors Interventional Technologies Pte Ltd received the Growth Award, which commends promising Singapore companies in their quest for manufacturing excellence. The companies received their awards from Singapore's Finance Minister, Mr Tharman Shanmugaratnam, at a celebration dinner this evening.

Award Partners: Singapore Economic Development Board . McKinsey & Company .  
Singapore Manufacturing Federation . Singapore-MIT Alliance

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4. "We are delighted that this year's MAXA recipients have developed and implemented innovative solutions for the future. They exemplify the deepening of capabilities and entrenching of R&D activities that is taking place in Singapore, which will ensure that high value manufacturing remains a lynchpin of our economy," said Mr Shanmugaratnam.
5. Mr Aaron Tham, Director, MAXA Secretariat, Singapore Economic Development Board (EDB), congratulated the winners for their achievements. "This year's MAXA 2010 winners are outstanding global industry leaders who have achieved excellence in various areas related to manufacturing. Through MAXA, Singapore not only showcases the best in manufacturing excellence, but also reaffirms our commitment to work together with companies in achieving new heights in manufacturing."
6. The highest national recognition for manufacturing excellence, MAXA was launched in 2006 as part of Singapore's efforts to raise manufacturing standards and develop a culture of innovation, elevating the nation's manufacturing sector into a globally-competitive hub where multi-national companies and local enterprises thrive with their world-class manufacturing practices. In 2009, MAXA launched the Manufacturing Excellence Community that serves as a platform for MAXA winners to share and promote best manufacturing practices amongst Singapore-based manufacturers.
7. MAXA is organised by EDB together with partners – McKinsey & Company, the Singapore-MIT Alliance (comprising the Massachusetts Institute of Technology, the National University of Singapore and the Nanyang Technological University) and the Singapore Manufacturers' Federation (SMA).
8. For more information on MAXA, please visit [www.maxa.sg](http://www.maxa.sg)

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Enclosed:     Annex A - Comments from Award Recipients  
              Annex B - Comments from Judges  
              Annex C - Comments from Partners

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## COMMENTS FROM AWARD RECIPIENTS

*"I am honoured that our Company has received the prestigious MAXA Award this year. Organizations, especially those in the manufacturing industry like ours, will need to continually revamp and transform, in order to survive in a business climate of intense competition and economic uncertainty. We must further strengthen our core competencies and commit to be a centre of manufacturing and operational excellence for Industrial Automation products and solutions.*

*The EDB MAXA Award 2010 evaluation provides an ideal platform for all of us to take stock, as to where we are on our journey of business excellence. The pursuit of excellence must always be at the forefront of our everyday business activities. Hence, every Yokogawa employee should endeavour to excel, and continue to press towards the next level in our business excellence journey."* – Mr Lai Ah Keow, Managing Director, Yokogawa Electric Asia Pte Ltd

*"It is a great honour for BDCCS to be part of the MAXA finals. This journey is made possible through the commitment from our most treasured asset that is our PEOPLE. They are a highly skilled and engaged work-force that strives in a culture of continuous improvement. Together they make operational effectiveness possible and through that we achieve the BD manufacturing outcome of high quality, faster service and best cost to our customers." – Ms Arlene Balbuena, Plant Manager, Becton Dickinson Critical Care Systems Pte Ltd*

*"As a leading medical technology company, Biosensors is totally committed to producing innovative, high-quality products that help extend and improve the quality of life for patients around the world. Winning the MAXA Growth Award attests to our manufacturing excellence here in Singapore and will encourage other high growth Singapore companies to continue their quest towards achieving manufacturing excellence." – Mr. Jeffrey B. Jump, President & CEO, Biosensors International Group, Ltd.*

*“We are on a journey towards World Class Manufacturing. This is done through Nestle Continuous Excellence (NCE) and Total Performance Management (TPM). Along this journey we benchmark ourselves with the best in the manufacturing sector. The key learnings and takeaways are the best practices in the industry and this helps us to fine-tune our methodologies and practices to achieve manufacturing excellence sustainably and successfully. Being a finalist in MAXA will also add a significant milestone to our achievements and will certainly raise the profile of Nestle and make our people feel more proud to work in Nestle.” – Mr Richard Hui, Jurong Factory Manager, Nestle Singapore.*

*“Manufacturing excellence is a journey of continuous improvement, always setting higher and higher expectations for your company. The MAXA program provides a rigorous assessment of how your company compares to other industry leaders, where you stand out as best-in-class and feedback on how you can raise the bar even further. We found the MAXA program to be a very valuable and rewarding experience that will benefit STATS ChipPAC Singapore as we work to be the best semiconductor manufacturing service provider we can be for our customers.” – Mr Lew Hon Sang, Managing Director, STATS ChipPAC Singapore.*

## COMMENTS FROM JUDGES

*Singapore's position as a leading global manufacturing site in Asia will be further enhanced with the contributions of the winners, who have achieved world-class standards in operational excellence, innovation and sustainability. Through the recognition and exchange of best practices, manufacturers based in Singapore will be ready to take on both challenges and opportunities in the future.* – Dr Yoshiyuki Kaneda, Former Executive Deputy President and Representative Director of Sony Corporation.

*I am pleased to say the participants this year have once again impressed the judging panel with the high manufacturing standards they have achieved. With MAXA and the Manufacturing Excellence Community, Singapore's commitment to high value-added manufacturing and to improving manufacturing standards continue to give companies based here a competitive global advantage in manufacturing.* – Professor Lord Kumar Bhattacharyya, Professor of Manufacturing and Director of Warwick Manufacturing Group, Warwick University.

*As a past MAXA winner, I know that participating in MAXA is a stringent and rigorous process. I welcome this year's winners in joining the MAXA Hall of Fame and encourage other manufacturers to participate in this process to enhance your competitiveness in Asia and beyond.* – Mr Alberto Tureikis, South and Southeast Asia Supply Chain Director, Tetra Pak Jurong Pte Ltd.

*I am pleased to be part of MAXA, a national initiative to help our manufacturing community scale new heights and establish our position as a thought-leader and reference site for world-class manufacturing in Asia.* – Mr. Wong Fook Seng, General Manager (Planning & Control, Quality System & Process Excellence), Keppel FELS.

## COMMENTS FROM PARTNERS

*McKinsey is pleased to contribute our efforts to this important manufacturing award. Over the years we have worked to understand how the very best companies run their operations. And we have applied what we've learned to help companies achieve lasting operational improvement. We have found that manufacturing excellence is a function of three major sets of factors: plant operating systems, people's mindsets and behaviours, and the management practices used to optimize resources. Through MAXA, Singapore-based operations can measure themselves on these three dimensions, and so identify the best ways to improve their productivity.*

– Dr Wolfgang Baier, Partner, McKinsey and Company Singapore, Pte Ltd.

*With the integration of the Singapore Quality Class (SQC) into MAXA's award application and assessment, I am impressed by the participating companies who have aimed to achieve both manufacturing and business excellence. SMA is glad to contribute our manufacturing and technology expertise for the site visits in the assessment process of the MAXA award which gives all manufacturing companies an insight to the synergy between manufacturing and business, as well as to inspire them to make Singapore a world-class manufacturing hub.* – Prof Hardy Chan Sze On, Co-Director (Singapore), Singapore-MIT Alliance.

*MAXA marks the best and most stringent benchmarking standards that local manufacturers should strive to align their businesses and operations with. We must work towards creating an environment that recognises and rewards manufacturing excellence, and one that spurs industrial growth. This way, we can encourage manufacturers to grow not only in productivity, but to develop a pool of world-class manufacturers that thrive in the increasingly competitive global manufacturing landscape* – Mr Gwee Seng Kwong, SMA Secretary-General.