

JUL/AUG/SEP 2010

[ BUSINESS PEOPLE OPPORTUNITIES ]

# BIZQ

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A publication of



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## SBF TURNS 8!

VOICING THE  
ASPIRATIONS OF THE  
BUSINESS COMMUNITY

## POSITIVE OUTLOOK

RISE IN GLOBAL  
INDUSTRIAL ACTIVITIES

## WHAT'S UP DOC?

MEDICAL TECHNOLOGY  
FIRMS INVEST IN  
INNOVATIVE R&D

## SINGAPORE HUMAN CAPITAL SUMMIT

PEOPLE STRATEGIES  
FOR ASIA  
SEE INSERT FOR DETAILS

# INNOVATION IN BUSINESS

BUILDING ON SINGAPORE'S  
GLOBAL COMPETITIVENESS

# Sustainability Awards honour companies with innovative practices

Seven local companies awarded for their sustainability and green solutions in the inaugural Singapore Sustainability Awards 2010.



THE INAUGURAL SINGAPORE SUSTAINABILITY AWARDS 2010 RECOGNISES LOCAL COMPANIES WITH TOP SUSTAINABLE AND GREEN BUSINESS PRACTICES.

**I**nnovative technologies are the key to a more sustainable business. Hence, governments and businesses are paying more attention to issues such as climate change and sustainable development. The confluence of energy prices, technology solutions and consumer awareness has led many companies to put sustainability at the core of their businesses. For many, it now makes good business sense to do so.

The inaugural Singapore Sustainability Awards 2010, which recognise enterprises in both the private and public sectors with top sustainable business practices, is one such effort to promote the green cause. At the awards ceremony, Singapore Business Federation's chief executive officer, Mr Teng

Theng Dar, noted: "The awards recognise and showcase the most innovative and impactful sustainable business practices and green solutions in corporate Singapore.

"With these awards, we hope to promote sustainability excellence and the sharing of best practices among Singapore organisations across businesses and companies, government agencies and academic institutions, so that more organisations will be inspired to adopt similar practices or develop their own."

Gracing the event were Mr Sam Tan, Parliamentary Secretary, Ministry of Trade and Industry and Ministry of Information, Communications and the Arts, and 200 senior business representatives.

## Winning practices

The Singapore Sustainability



MR SAM TAN (PARLIAMENTARY SECRETARY FOR MINISTRY OF TRADE & INDUSTRY AND MINISTRY OF INFORMATION, COMMUNICATIONS AND THE ARTS) GAVE THE KEYNOTE ADDRESS.

Award winners come from diverse sectors of the economy, such as property development, energy and heavy industry. This shows that the concept of sustainable development in business is gaining momentum across the economy, as companies are increasingly looking to incorporate effective business strategies to boost their sustainability.

There are two categories: Outstanding Sustainability Awards (OSA) and Green IT (GIT) Awards. For the OSA, City Developments Ltd and Senoko Power were the winners in the Enterprise Green Adopter category, while Samwoh Corporation Pte Ltd and TetraPak Jurong Pte Ltd took home the honours in the Enterprise Green Technology/Service Enabler category.

The winners were chosen from a pool of 23 organisations by OSA's judging panel, which included its chairman, MP Inderjit Singh, and panel members Tan Wah Yeow, Head of Advisory (Risk & Compliance and Performance & Technology), KPMG



WINNERS OF THE OUTSTANDING SUSTAINABILITY AWARDS (OSA) WITH PARLIAMENTARY SECRETARY MR SAM TAN AND MR ER KWONG WAH, CHAIRMAN OF ECOWORLD ADVISORY COMMITTEE.

Singapore; Ted Tan, Deputy CEO of Spring Singapore; Yew Sung Pei, Assistant CEO of International Enterprise Singapore; and Victor Tay, COO of SBF.

The OSA is co-presented by SBF and Local Global Exhibition & Trade Pte Ltd, with KPMG as the knowledge partner. These awards will in turn fuel business growth potential, commercial values and new market opportunities in the sustainable development sector.

"Driving sustainability has to be a major item on the business agenda of Singapore businesses. The launch of the OSA sets the pace. It challenges Singapore companies to develop sustainable business models that strengthen their competitive advantage in the green economy," said Sharad Somani, KPMG Singapore's executive director of Global Infrastructure and Projects Group.

"Singapore has to adopt an active leadership in promoting the adoption of long-term sustainable development goals among its companies. This includes promoting the mindset which emphasises the holistic management of the economic, social and environmental impact arising from business, which affects companies big and small."

### Greener pastures

The GIT Awards, organised jointly by SBF, IBM and the Institute of Technical Education, with Frost & Sullivan as the knowledge partner, feature two categories. They are the "Enterprise GIT Award" for Singapore-based >

## SBF Partners

"KPMG is proud to be the knowledge partner of the inaugural Outstanding Sustainability Awards (OSA) and to have supported in the judging process. The launch of the Awards signals to our business community the importance of sustainable business practices and showcase good practices which other organisations can use as a benchmark."

– *Tan Wah Yeow, Head of Sustainability Advisory, KPMG in Singapore*

"We project that in the next five to 10 years, the environmental services sector will be a key area of growth, given that the government and enterprises are working together to address the increasing environmental concerns."

– *Ted Tan, Deputy Chief Executive, SPRING Singapore*

"Green IT is an important element for business decisions in the near future and we are very excited to be part of the development of this inaugural initiative!"

– *Thoo Lee Ming, Strategic Account Manager, Public Services, Frost & Sullivan*

"Kudos to the great teamwork by SBF team and the committee of evaluation panel from SPRING, IE Singapore, KPMG and Frost & Sullivan. The launch of the Outstanding Sustainability award and Green IT award serves as a good indication of the level of green awareness and adoption in Singapore."

– *Ms Lena Ng, Division Director (Infocomm & Media) and Programme Director (Green Programme Office)*

"The Award couldn't have happened without SBF's leadership and guidance. ITE looks forward to working in the collaboration to move the Award to the next phase, i.e., the implementation matrix, as a benchmark for companies."

– *Dr Lim See Yew, Director of School of Electronics & Infocomm Technologies, ITE College East*

"Congratulations on the launch of the inaugural Green IT awards! It was a pleasure to be part of this milestone in the Singapore business landscape."

– *Cathy Yum, Director of Marketing, IBM Singapore*

## OSA Winners

"I would like to congratulate SBF on its timely and meaningful launch of this Award as sustainability has become an important aspect of business excellence. CDL has been a strong advocate of CSR and Sustainable Business Practices, and we look forward to attending next year's event."

– *Esther An, Deputy General Manager (Corporate Affairs) and Head of CSR, CDL*

"Senoko Energy is delighted and honoured to be a recipient of this coveted Outstanding Sustainability Award. As Singapore's largest power utility, we see it as our corporate responsibility to consistently put the safety of our employees first, to work closely with local communities, and to reduce our carbon footprint."

– *Brendan Wauters, President & CEO of Senoko Energy*

"SBF did an excellent job in engaging the industry leaders through the Awards and the ECO World exhibition and creating a platform of networking for these companies to exchange best practices of sustainable business growth."

– *Ong Lye Huat, Safety, Health, Environment and Hygiene, Tetra Pak Jurong*

"As an early adopter of eco-friendly IT initiatives, IRAS has proven that Green IT improves cost-effectiveness, enhances tax compliance and achieves customer satisfaction."

– *Tang Wai Yee, Chief Information Officer, IRAS*

"The GIT award recognises that Singapore can be a leader in putting Green IT into practice and Trusted Hub is proud for being recognised in doing our part in making a 'green' difference with our business services and green sustainable practices."

– *Bryan Wong, President, Trusted Hub*



PARLIAMENTARY SECRETARY MR SAM TAN AND MANAGING DIRECTOR OF IBM SINGAPORE MS TERESA LIM, TOGETHER WITH THE WINNERS OF THE GREEN IT AWARDS.

enterprises and the "Small & Medium Business GIT Award" for SMEs.

Land Transport Authority and Inland Revenue Authority of Singapore won the Enterprise GIT Award, while Trusted Hub was the winner for the SME category. The three were chosen from a total 13 participants for their outstanding and holistic sustainable IT practices and solutions.

Ms Teresa Lim, IBM Singapore's managing director, said: "These initiatives are aligned with the recommendation of our Economic Strategies Committee to transform Singapore into a smart energy economy, by stepping up measures to promote energy efficiency."

The GIT Awards judging panel comprised Shivaji Das, director of Growth Consulting Services of Frost & Sullivan; Alex Tay, Site and Facilities Services, Service Product Line Executive, IBM Asia Pacific; Foo Yan Nuen, executive, Services Product Group (Infrastructure Services), Global Technology Services, IBM Asean; Kong Chee Seng, director of School of Engineering, ITE College East; Lena Ng, program director of Green Program Office of IE Singapore; Ian Tolond, country manager, Excom Education and representative of Singapore Infocomm Technology Federation; and Victor Tay, SBF COO.

### Adoption index

One of the judges, IBM's Ms Foo, noted: "Taking the first step in adopting a green approach is the easy part; the economics and the social impact are hard to argue against. The real challenge is in internalising the policies, sustaining the efforts and measuring the impact. Sustainability is a journey, not a destination."

One of the objectives of the GIT awards is to create a GIT Adoption Index by which Singapore businesses can be evaluated in terms of their GIT adoption.

Targeted at adopters of sustainable IT practices, the GIT Awards are distinctive from other existing IT and environmental awards in that they recognise companies with successful corporate strategies and excellent execution of GIT across three dimensions – business, environmental and social.

This standard, to be ready by the end of this year, will help boost the adoption of greener and more efficient data centres in Singapore. +

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We are honored to receive the inaugural Outstanding Sustainability Award 2010 from SBF. I believe that our holistic green business approach, which encompasses three important aspects, namely economic, social and environment, is the main factor that makes us the winner. Other contributing factors are our strong management team, plus our strategy and persistence in pushing the technological and innovation frontier and continuously seeking for new ventures. This prestigious award will enhance our corporate image and our commitment and efforts as one of the leaders in promoting sustainable development and green businesses in Singapore. It will also fuel our business growth and commercial values in the sustainable development sector.

Elvin Koh, Managing Director, Samwoh Corp Pte Ltd

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### OUTSTANDING SUSTAINABILITY AWARDS WINNERS

**Enterprise Green Adopter**  
City Developments Ltd

**Enterprise Green Adopter**  
Senoko Energy Pte Ltd

**Enterprise Green Technology/  
Service Enabler**  
Samwoh Corporation Pte Ltd

**Enterprise Green Technology/  
Service Enabler**  
Tetra Pak Jurong Pte Ltd

### GREEN IT AWARDS WINNERS

**Enterprise GIT Award**  
Inland Revenue Authority of Singapore

**Enterprise GIT Award**  
Land Transport Authority

**Small & Medium Business GIT Award**  
Trusted Hub Ltd