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PRESS RELEASE

Agencies launch award to recognise green SMEs at 4th SME Credit Bureau Conference

Singapore, 28 March 2008 — Singapore's inaugural EDGE (Efficiently Developing Growing Enterprise) Award was today launched at the 4th SME Credit Bureau Conference by Dr Amy Khor, Senior Parliamentary Secretary for Ministry of the Environment and Water Resources.

The EDGE Award, organised by Dun & Bradstreet Singapore Pte Ltd (D&B), Singapore Environment Council (SEC), the Association of Small & Medium Enterprises (ASME) and IBM, aims to identify environmentally conscious SMEs that have demonstrated leadership in environmental protection and changed the way they do business. By recognising SMEs that are ahead of the curve in eco-friendliness, the EDGE Award aims to promote environmental awareness among the SME community and highlight the benefits of going green such as cost reduction and brand enhancement.

The winner of the EDGE Award will be chosen based on criteria set by its organisers. These include [AUDREY TO PROVIDE]. The winner, which will be announced in May this year, will receive IBM's Green Assessment Consultancy Services worth US\$10,000. To participate in the award, SMEs need to submit their financial data for 2007, complete the application form as well as fill out a set of questionnaires. This can be done at the D&B Booth at the conference or via D&B's website at www.dnb.com.sg. Applications close on 1 May 2008.

The award is open to Companies with more than 30% local equity that have a fixed asset investment of less than S\$15M and an employee size of less than 200 (for non-manufacturing company).

[More details of the judging process can be found in Appendix 1 of the news release.](#)

Said Mr William Lim, Executive Director of D&B, “This award aims to encourage SMEs to go green and proliferate business practices that promote efficiency and reduce energy and wastage. By launching the award, we hope that SMEs will be efficient in their business operations and at the same time play a part in protecting the environment. The winner of the EDGE Award will be chosen based on their contributions, achievements and commitments towards tackling environment issues such as waste minimisation and pollution.”

“We encourage green SMEs to apply for the EDGE Award. As the local SMEs aspire to go global and make a name for themselves and Singapore, they should also commit themselves to be a good and responsible corporate global citizen by striving to reduce the environmental impact of their operations and the products that they create,” said Mr Lawrence Leow, President of ASME.

Mr. Howard Shaw, Executive Director of SEC said, “The EDGE Award is seen as an encouragement to those SMEs who have become more environmentally-friendly in their practices, as well as an example to those who are looking towards sustainable green business practices and also to support the global call to be environmental-friendly. The SEC has developed a number of programmes to help SMEs with this mission.”

Fitting in with the green theme this year are presentations on staying eco-friendly by metal recycling company SIMS Group and Singapore Environmental Achievement Award winner Origin Exterminator. The National Environment Agency, which is also supportive of this initiative to encourage SMEs to go green, will speak on strategies SMEs can adopt to be more environmentally friendly via its schemes on energy efficiency.

“Surfing the Wave of Increasing Competition” is the theme for this year’s SME Credit Bureau Conference. The yearly conference, jointly organised by ASME and D&B, aims to equip local SMEs with the latest tools and resources they need for business readiness and staying ahead of the ever-changing market trends around the globe. The conference, supported by Association of Certified Accountant (ACCA), International Finance Corporation (IFC), National Environment Agency (NEA),

Singapore Environment Council (SEC), SPRING Singapore and is sponsored by IBM and ABN Amro.

Participants will get a better understanding of how to survive competitive pressures from keynote speaker Ms Jessica Tan, Member of Parliament East Coast GRC, whose is speaking on “*Staying Competitive Despite Increasing Business Costs*”. Dr Mike Teng, author of *Corporate Turnaround: Nursing a Sick Company Back to Health*, one of the top selling management books in 2002, will be speaking on *Corporate Turnaround and Transformation*.

Participants would also get to hear real life case studies from successful business owners such as Madam Annie Gan, Managing Director of Jian Huang Construction Pte Ltd and winner of the Entrepreneur of the Year 2007 who will be sharing on *Building Quality and Service to Achieve Greater Profits*. Participants can look forward to strategies shared by experts from ABN Amro, IBM, AsiaFirst Capital Pte Ltd, Evolve Maximus Pte Ltd.

Also featured at the Conference is the second phase of the SME Toolkit Singapore 2.0 by the International Finance Corporation. SME Toolkit Singapore 2.0, which is equipped with moderated forums and business directory listings, will be an excellent platform for small businesses to get connected and be informed of the latest business trends globally, thus facilitating SMEs’ business operations. This newly integrated business directory function even enables businesses to create a mini webpage in the toolkit to showcase their products and services.

“The launch of the SME Toolkit Singapore 2.0 will definitely be an interactive and useful platform for businesses to get connected and be seen by potential partners or customers globally. We have also invited experts from different field of specialization to host different chat rooms to ensure the credibility of the advice given to their queries. Registered SMEs could also take advantage of the Toolkit’s high traffic visit to increase their businesses exposure to more potential partners and customers on the global arena,” said Mr William Lim.

Please refer to Appendix 2 for the detailed programme.

About:

D&B Singapore Pte Ltd (www.dnb.com.sg)

D&B Singapore Pte Ltd is Singapore's leading source of business information and insight, enabling companies to Decide with Confidence®. It is a joint venture between Infocredit Holdings Pte Ltd, an established provider of worldwide business information and the first in Singapore in 1997 to be awarded the ISO 9002 certificate for its quality international credit reporting services, and D&B headquartered in New Jersey that is the world's leading provider of global business information, tools and insight for 165 years. D&B Singapore also harnesses technological enhancement and industry expertise through a partnership with Baycorp Advantage Ltd. Its clientele base spreads across a diverse mix of organisations including foreign and local MNCs and SMEs. Besides D&B Singapore, the Infocredit Holdings group of companies also comprises D&B Malaysia and Credit Bureau Singapore, a joint venture with the Association of Banks in Singapore.

The Association of Small and Medium Enterprises (www.asme.org.sg)

The Association of Small & Medium Enterprises is a not-for-profit organisation that welcomes all from the entrepreneurial community into our membership. ASME has one simple objective and that is to ensure that businesses in Singapore can enjoy a conducive and fair environment that facilitates growth and development.

ASME works closely with organisations within the Singapore government and the private sector to ensure that collectively, the Association can deliver on that vision through a wide variety of business-centric initiatives and activities.

Founded by a group of local entrepreneurs in 1986, ASME has grown from strength to strength and today remains one of the foremost champions of the pro-enterprise movement in Singapore.

Looking ahead, ASME will continue to build on expanding a larger network to widen the business contacts of its members; ease access to capital funding by promoting

public and private financing schemes and provide local entrepreneurs with advisory and peer support.

With a wide array of services and programmes, ASME is well-poised to facilitate the growth and development of a larger pool of SMEs in Singapore as it looks towards creating not just a conducive business environment but also an effective platform for the success of local enterprises.

Together with a strong focus on entrepreneurship and the individual behind the enterprise, ASME will continue to strive towards enhancing our position as the business association for entrepreneurs by entrepreneurs.

Singapore Environment Council (www.sec.org.sg)

The Singapore Environment Council evolved from the National Council on the Environment (NCE) which was formed in November 1990. The NCE was restructured to form a nationally oriented, independently managed body, to nurture, facilitate and co-ordinate environmental causes and groups in Singapore.

The Singapore Environment Council is a company limited by guarantee, incorporated on 2nd November 1995. It is a non-profit organisation with the status of an institution of public character and it is an approved charity which therefore offers tax exemption for donors.

It aims to:

1. To promote greater public awareness of and concern for the living and natural environment in Singapore.
2. To encourage members of the public to be more environmentally conscious and display a greater sense of environmental responsibility.
3. To co-ordinate environmental promotion and protection undertaken in Singapore and to organise and assist other organizations and institutions, bodies and persons for the purposes of environmental and protection.

4. To study, develop and improve measures for the promotion and protection of the environment which are suitable for adoption by private and public organizations, educational institutions, community organizations, the media and the general public in Singapore.

International Finance Corporation (www.ifc.org)

The mission of IFC, a member of the World Bank Group, is to promote sustainable private sector investment in developing countries as a way to reduce poverty and improve people's lives. IFC finances private sector investments in the developing world, mobilises capital in the international financial markets, and provides technical assistance and advice to governments and businesses.

APPENDIX 1

Judging process

- Applicants will send in application form, questionnaire and company financials to D&B.
- D&B will conduct the initial selection to short list five companies based on the score card.
- Short listed companies will be invited to send in detailed information pertaining to the policy and actual achievement for final review.
- Judging panel consisting of representative from D&B, IBM and SEC will select the winner of the award.

The EDGE Award

The EDGE award is for the SMEs and acknowledges SMEs' effort and initiative in going green. The award serves as an elementary award for SMEs to achieve when they are turning green thus encouraging SMEs to proceed further in their green pursue.

IBM IT Consultancy service package

Green IT has been broadly defined as the environmentally responsible use of computers and related resources. By implementing energy efficient CPUs, servers and peripherals, intelligent configuration of data centers and efficient disposal of e-waste, enterprises will build a

sustainable business model that will allow them to enjoy lower operating costs and greater performance per watt. Innovative solutions are pointing the way towards building an intelligent business that will be positioned for sustainable growth.

IBM offers a comprehensive approach that helps organizations develop energy efficient and environmentally responsible green data centers. This approach includes diagnosing the company's current IT infrastructure status, builds a plan based on best practices, virtualizes the IT ecosystem such as consolidating servers, manage and measure energy usage, and deploy cooling technology that will reduce power consumption.

Winner of **The EDGE Award** walks away with an IBM Green Assessment Consultancy Services valued at USD10,000.

Appendix 1: Agenda for 4th SME Credit Bureau Conference

0800	Registration
0900	Welcome Address Mr. William Lim, Executive Director Infocredit Holdings (Singapore) Pte Ltd
0910	Opening Remarks Mr. Bryan Teh, Executive Director Association of Small & Medium Enterprises
0920	Opening Address by Guest-of-Honor
0930	Launch of The EDGE Award
0940	Stay Competitive Despite Increasing Business Costs Ms. Jessica Tan, Member of Parliament East Coast GRC, Republic of Singapore
1000	Morning Refreshment
1030	Building Your Competitive Edge ABN Amro Bank
1100	Business Case Study 1 Mr Rajiv Singh, Managing Director SIMS Group of Companies Malaysia, Singapore, Mauritius & India
1130	Managing Risk Through Effective Threat Management Mr. Sukhdev Singh, Senior Security Consultant and Technical Manager IBM Internet Security Systems ASEAN/SA
1200	Depreciating Policy and Your Bottomline Mr. Edgar Wong, Managing Director Asiaflrst Capital Pte Ltd
1230	Networking Lunch
1400	Corporate Turnaround & Transformation Dr Mike Teng, Author of Book “Corporate Turnaround: Nursing a Sick Company Back to Health”
1430	Building Quality and Service to Achieve Greater Profits Madam Annie Gan, Managing Director Jian Huang Construction Pte Ltd, Entrepreneur of the Year 2007

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1500	Energy Efficiency Improvement Assistance Scheme National Environment Agency
1530	Afternoon refreshment
1600	Sustainability in Green for Your Business Mr Carl Baptista, Director Origin Exterminator Pte Ltd, Singapore Environmental Achievement Award
1630	Corporate Strategies in A Rising Cost Environment: Practical Solutions for SMEs Mr. M. Nazri, Chief Executive Officer Evolve Maximus Pte Ltd
1700	Closing Remarks Mr KS Yun, Director of Sales Dun & Bradstreet Singapore