



## YCH RECEIVES SINGAPORE'S HIGHEST INDUSTRY ACCOLADE FOR HIGH PERFORMANCE SUPPLY CHAIN NERVE CENTRE

- Award testament to YCH's vision of true real-time supply chain



YCHees celebrate the win with Customers and Partners at the National Infocomm Awards 2008.

YCH Group emerged as the proud winner of the 2008 National Infocomm Awards (NIA) 'Most Innovative Use of IT in the Private Sector'. Organised biennially by the Infocomm Development Authority of Singapore, the prestigious awards ceremony was held at the Ritz-Carlton Millenia, Singapore on 14 Oct 2008. YCH Group was among the five winners this year across the public and private sectors.

Known for harnessing cutting-edge technology as a strategic enabler in orchestrating end-to-end supply chain solutions for its customers, YCH has constantly received industrial recognition for its IT innovations. In 1992, YCH received the National IT Award for strategic exploitation of IT in business; in 2004, YCH received the National Infocomm Award for its innovative Virtual Hub (V-Hub™) solution that allows virtual sourcing of raw materials based on optimised requirements, to feed to global manufacturing plants, enabling manufacturers and brand owners to 'Buy Anywhere, Make Anywhere, Sell Anywhere™'.

This year, the company was conferred the award for the development of South-East Asia's first RFID-enabled 'High Performance Supply Chain Nerve Centre'. The solution has currently been implemented in Malaysia and will continue to be rolled out across YCH's Asia Pacific network in countries like India, China and Vietnam.

"The award is a strong acknowledgment of YCH's continued commitment to providing our customers with innovative end-to-end supply chain management

solutions to enable powerful competitive advantages," said Dr Robert Yap, Chairman and CEO, YCH Group.

The win reflects our focus on becoming the forerunner in bringing the best practices in RFID technology implementation and management to all businesses across the region. This has helped achieve new operational efficiencies for YCH in its Supply Chain Management (SCM) services and solutions to enable its MNC customers streamline their business and process flows. The RFID technology was developed based on a need to provide greater visibility of customer assets, connecting the physical world to the information world for businesses to operate real-time.

"Business and technology are inextricably interdependent today, even more so in the foreseeable future. Technology is becoming increasingly important as a strategic driver for any type of business or organization, giving them the ability to adapt, innovate and gain a competitive advantage.

Our students are continually challenged to think about how technology can create value in an organization and ultimately drive business success. Companies such as YCH serve as real-world case studies of how technology is built into the backbone of the organization, and their High Performance Supply Chain Nerve Centre using innovative technologies such as RFID is a prime example of that," said Prof. Steven Miller, Dean, School of Information Systems, Singapore Management University.

**YCH** where supplychain connects™

**WINNER OF THE MOST INNOVATIVE USE OF INFOCOMM TECHNOLOGY AWARD**  
for the 'High Performance Supply Chain Nerve Centre - RFID enabled' Project

Our **HIGH PERFORMANCE SUPPLY CHAIN NERVE CENTRE**, enabled by RFID, creates a real-time seamless integration of both the physical and information flows.

This is the pinnacle of supply chain excellence and lays the foundation to ultimately integrate the third flow - financial - to realize our vision of **THE LOGISTICS SUPERHIGHWAY™**.

Chairman and CEO, YCH GROUP  
DR ROBERT YAP

Congratulations from:

- Canon, Ciba, FUJITSU, FUJI XEROX, MOTOROLA
- LANXESS, NAGASE, SANRINA-SCI, HONG LEONG FINANCE, PACIFIC MERRILL LYNCH
- Rabobank, Standard Chartered, Bangkok Bank, JIN ZHOU ELECTRICAL ENGINEERING PTE LTD, DUNGHENRICH

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Business Times, 15 Oct 2008 (Pg 7)

### YCH: Using RFID to forge a better supply chain

**'This is the pinnacle of supply chain excellence and lays the foundation to ultimately integrate the third flow, financial, to realise our vision of the logistics superhighway.'**

— Robert Yap  
YCH Group chairman and CEO

The ability to see the entire Supply Chain Management (SCM) process will be on the wishlist of those which tap this process. SCM specialist YCH Group has achieved that feat by using Radio-Frequency Identification (RFID). The group's RFID High Performance Supply Chain Nerve Centre offers a window into processes that range from procurement of raw materials to production, assembly, storage, transportation and last-mile distribution. Even the man-

agement of spares and returned products are in full view. Furthermore, the system also lets critical information to be accessed from raw materials hub to the ERP system at the manufacturing line - so-called "Kit to Line". This is currently unique to the SCM industry. Customers of the Centre can establish collaborative, integrated relationships with their trading partners with real time data powered by RFID. The result is better business deci-

sion-making and improved levels of collaboration between both parties. "A high performance supply chain nerve centre, enabled by RFID, that creates a real-time seamless integration of both the physical and information flow" is how YCH Group chairman and CEO Robert Yap describes the system. "This is the pinnacle of supply chain excellence and lays the foundation to ultimately integrate the third flow - financial - to realise our vision of the logistics superhighway," he adds.

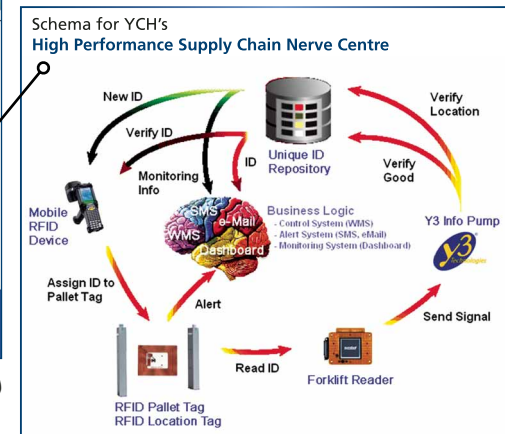
Business Times, 6 Oct 2008 (Pg 30)

Another finalist, YCH Group, which has made a name for itself in the logistics sector since it was founded in 1955, has been at the forefront when it comes to harnessing infocomm to support its business operations

2008  
RADM (NS) Lui Tuck Yew, Senior Minister of State for Education and Information, Communications and The Arts, at The National Infocomm Awards 2008 Gala Dinner, 14 October 2008.



YCH Group is Winner of the 'Most Innovative Use of Infocomm Technology - Private Sector' at the National Infocomm Awards 2008! (From L-R: Dr Robert Yap, Chairman & CEO of YCH Group, RADM (NS) Lui Tuck Yew, Senior Minister of State for Education and Information, Communications and the Arts, and Mr James Loo, Chief Information Officer of YCH Group)



**叶水福集团 识别库存 应付自如**

叶水福集团是家提供供应链管理服务的公司，其客户包括许多财富500公司以及高科技电子、化学产品、医疗以及消费者产品领域的业者。

公司负责管理的货品库存数以千计，为有效地应付如此大量的库存，集团采用了射频识别系统 (Radio Frequency Identification Technology, 简称RFID)，该系统利用无线电波识别物品，一旦拥有射频识别标签的物品出现在某特定范围内，系统便能探测及识别此物品，无需人力的干涉。这不但提高了公司的效率，也能确保物品的安全。

集团的责任包括将物品即时运输到客户的工厂，避免影响生产流程，尤其是高科技客户如Dell和摩托罗拉。通过系统，公司也获得实时电子资讯以有效地为客户管理存货。此外，系统也能协助客户应付进货过多的情况，这对于高科技公司尤其重要，因为这个领域的产品生命周期相当短，市场要求改变快速。

叶水福集团首席科技官卢伟强说：“通过叶水福集团的研究与开发，这项创新科技的成本降低了，而通过这项科技，我们的客户能够更快地运输货品以应付需求，可提高客户对我们的信心。”

除了“公共企业、私人企业以及中小企业创新应用”组外，全国资讯通信奖还包含另一个组合：“创新产品与服务”组 (Most Innovative Infocomm Product/Service)。请留意本报财经版本月13日 (下星期一) 有关入围“创新产品与服务”组的企业介绍。

Lianhe Zaobao, 9 Oct 2008 (Pg 26)



Senior Minister of State RADM (NS) Lui Tuck Yew, who was Guest-of-Honour at the NIA Gala Dinner and RADM (NS) Ronnie Tay, Chief Executive of IDA finding out more about YCH's winning project titled 'High Performance Supply Chain Nerve Centre - RFID enabled'.

### YCH AWARDED 2008 'ASIAN 3PL OF THE YEAR' ACCOLADE AT THE SUPPLY CHAIN ASIA LOGISTICS AWARDS FOR SECOND YEAR RUNNING!



Mr Roger Yap, VP, Global Ops of YCH Group (right) receiving the 2008 'Asian 3PL of the Year' award from Mr David Chen, CEO of Dematic China (left), one of the presenters at the Supply Chain Asia Logistics Awards.

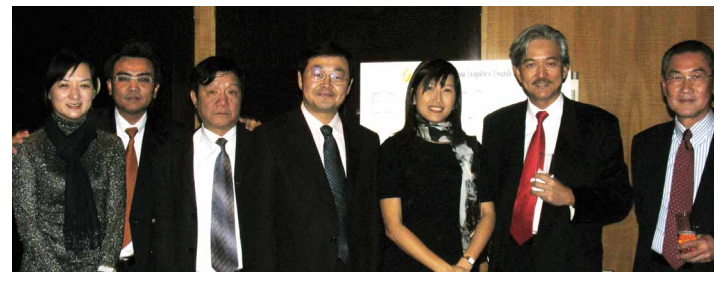
Shanghai, 20 Nov - YCH Group has won the "Asian 3PL of the Year" accolade at the Supply Chain Asia Logistics Awards 2008 for the second consecutive year. The award was presented at a gala dinner held at the JW Marriott Hotel at Shanghai's People Square.

"This award is a strong endorsement from the logistics industry and is a testament to YCH's leadership in supply chain management. Our philosophy of continuous innovation and the effective use of information technology have enabled us to develop a logistics superhighway, to help our customers scale their business growth to achieve powerful competitive advantages.

Being recognized for the second consecutive time is a positive endorsement which will spur us to raise the bar as we become the leading integrated end-to-end supply chain management solutions provider in Asia Pacific," said Dr Robert Yap, Chairman and CEO, YCH Group.

Recognising and honouring the best logistics service providers in Asia, the Supply Chain Asia Awards is held annually and open to companies with global headquarters located in an Asian country.

Finalists in the various categories were selected through online and offline voting via the Supply Chain Asia Magazine as well as its web portal. All ballots were tracked to ensure that only one vote per individual was cast and



Celebrating the win with close partners and friends of YCH.

companies cannot vote for themselves. A panel of independent judges from the industry then selected the final winner based on a 200-word submission on why they are deserving of the award.

YCH was awarded the accolade based on a comprehensive list of criteria including the ability to understand clients' needs; the range of specialized services on offer; size of transport and warehouse network; IT capability; level of local knowledge of developing Asian markets and cost of services.

Mr Turloch Mooney, Managing Director (Editorial), SC Asia Publications and Chair of the Judging Panel for the Supply Chain Asia Logistics Awards 2008 commented, "Asia continues to experience exponential growth, especially in markets like China, India and Vietnam. As such, the logistics and supply chain management industry in the region requires companies such as YCH, who are able to combine best-in-class solutions, capabilities and standards with strong in-market knowledge to support this growth."

### VISIT OF NINGBO VICE-MAYOR AND MEISHAN ISLAND ADMINISTRATIVE COMMITTEE



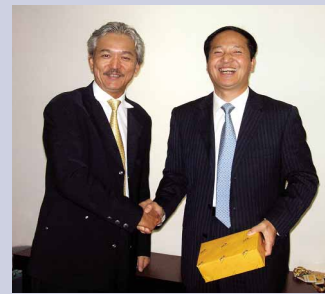
Singapore signed a Memorandum of Understanding (MOU) with Ningbo City, the key port of China's Zhejiang province, to strengthen economic collaborations and bilateral trade, following the launch of a Ningbo City Week held at the Raffles City Convention Centre, Singapore on 11 November 2008.

The pact covered 15 projects worth a collective S\$1.3 billion and included key areas such as logistic projects and a Singapore-themed logistics park in the bonded free trade port zone on Ningbo's Meishan Island, shipping and port-related projects, urban planning projects, e-commerce business services, logistics and supply chain management. As at end July 2008, Singapore is Ningbo's 7th largest foreign investor, with main investments in the industries of chemical, electrical/electronic appliance manufacture, metal work and textile.

12 Nov - Following the MOU signed by the two governments, the Ningbo administration authorities requested to visit YCH Group, one of the leading SCM companies in Singapore and the region, as part of their mission trip. We are indeed honoured to have had the opportunity to showcase our Corporate HQ rise@ych to the Ningbo Vice-Mayor Mr Wu Hemin and his team.



Officials from Ningbo government visit YCH to understand more about best practices in Singapore's SCM industry.



Ningbo Vice-Mayor Mr Wu Hemin receiving a souvenir from YCH CEO Dr Robert Yap.

Vice-Mayor Wu was particularly impressed with the modernity of our infrastructure and organized SCM processes that YCH has put in place for our MNC customers. He welcomed the company to visit Ningbo to understand more about the rapidly developing city and to invest in its logistics and SCM industry.



Mr Shi Jinguo, Head of the Meishan Island Administrative Committee and his delegation touring the facilities and understanding more about YCH's SCM capabilities.



Dr Robert Yap and Mr Shi Jinguo exchanging tokens of appreciation.

14 Nov - With the approval of a 7.7 sq km area on the Ningbo Meishan Island to become one of China's seven free trade port zones earlier this year, the Meishan Island will be the newest kid on the block to attract foreign investors in China.

As part of a learning and exploratory trip, Mr Shi Jinguo, deputy director of Meishan Island Administrative Committee and his team also paid a visit to YCH as well to find out more about Singapore's logistics environment and best practices as well as to share information on Meishan's bonded free trade port zones, policies and incentives in facilitating trading activities.

### JIANGSU STUDY MISSION ON MODERN LOGISTICS AND E-PORT MANAGEMENT

Nov 11 - The Singapore Co-operation Enterprise (SCE) coordinated a one-week study mission cum training on Logistics and IT Port management for a team of high-level Jiangsu government officials to understand more about the core competencies and success stories of several public and private organizations from the related industries.

These best-in-class organizations include Singapore Customs, PSA Corporation, Civil Aviation Authority of Singapore, Crimson Logic, and YCH Group.

In their visit to YCH, the delegates were especially keen to learn about the growth and evolution of the company, as well as our unique SCM strategies and innovative solutions.

Did you know? Our Chairman & CEO Dr Robert Yap is also Council Member of the Singapore-Jiangsu Cooperation Council (SJCC).

### YCH GROUP EXPANDS INTO CHENGDU WITH STATE-OF-THE-ART LOGISTICS HUB, TO MEET INCREASING DEMANDS OF TIER-TWO CITIES IN CHINA

Chengdu, China, 11 Nov - YCH Group recently inked a Memorandum of Understanding (MOU) with Chengdu Sino-Singapore South West Logistics Co. Ltd, a subsidiary of Frasers Centrepoint Ltd. ("FCL"), to operate and manage the phase 1 Frasers Hub development spanning an area of about 200,000 sq. meters.

The MOU was signed between Mr David Hwang Soo Chin, Deputy Chairman of Frasers Property (China) and Dr Robert Yap, Chairman & CEO, YCH Group, at the Wu Hou District of Chengdu Municipality. Beyond the partnership to offer the state-of-the-art Frasers Hub to the city, the MOU also includes a plan to develop a world class ambient warehouse as well as chilled and frozen cold rooms to serve the needs of the nascent consumer market.

The facility will be optimized for both cold and dry chains, with a focus on FMCG goods such as F&B, consumer electronics and healthcare products, as well as frozen and chilled food. The three-level ramp-up facility will be used by YCH to provide end-to-end supply chain solutions including storage, distribution and other value-added services.

"The launch of our Logistics Park in Chengdu represents a strategic leap forward for YCH in our plans to further enhance our capabilities and network in China. It will enable us to provide the expertise and best practices to China to deepen the inland network further into these cities, for quicker and more efficient distribution. This bolsters our aim to become the preferred end-to-end supply chain management solution provider in Asia," said Dr Robert Yap, Chairman and CEO, YCH Group.

Mr David Hwang Soo Chin, Deputy Chairman of Frasers Property (China) was also excited about the collaboration and emphasized the importance of this MOU, "Our partnership with YCH in Chengdu provides a unique gateway opportunity for Frasers Property's growth in China's real estate industry. We are delighted to be partnering one of the most established logistics and supply chain management companies in Asia to jointly develop a world-class facility to bring best-in-class distribution excellence to the city".

"Through bringing in more efficient supply chain processes, YCH will help to improve general Food Safety and Hygiene standards especially for the Cold Chain business in Chengdu, as well as optimize distribution routes and provide efficient management of trucks in the city. In addition, by bringing in best practices in SCM infrastructure and technologies, we look forward to having YCH contribute to the development of our local talent and expand the base of supply chain professionals in the region," said Mr. Chen Zhongwei, Director of the Modern Logistics Development Panel of Chengdu city.

"The partnership between YCH and Frasers Centrepoint is a clear example of how Singapore brands can leverage on each other and pursue new markets. This announcement also shows overseas opportunities are still available amidst the current financial crisis and we encourage Singapore-based companies to continue exploring the business potential in China and other growth markets." said Mr Chong Lit Cheong, Chief Executive Officer of International Enterprise (IE) Singapore, the agency promoting the overseas growth of Singapore-based enterprises and international trade.

As one of China's key economic transportation and communications hubs, Chengdu has witnessed an economic boom with an annual average growth of 14.2% over the last few years and is fast becoming the economy super highway of South-West



Working together Dr Yap (right) and Mr Hwang (left) at the MOU signing. YCH and Frasers are building a 200,000 square metre logistics hub in Chengdu, Wuhou District.

### Frasers, YCH take on Chengdu logistics hub

Project is expected to benefit from rural and agricultural programmes, writes CHUANG PECK MING. CHENGDU, the capital city of Sichuan, has already caught the eye of Singapore-based Frasers Property because it has the fastest growing market in western China, while the city's Wuhou District government has the right to build a logistics hub, the strategic project in Chengdu.

Business Times, 18 Dec 2008 (Pg 11)

China. The establishment of the logistics hub at the strategic location of Wu Hou District will allow decreased lead times to end destinations as well as serve as an ideal connecting hub to receive the goods from the main cities.

Having established its footprint in the main gateways and coastal cities of China, YCH is continuously strengthening its stronghold in the rest of the Chinese market, as China is one of the group's strongest growth regions; commencing with Chengdu, the company will now embark on building its network in the other second-tier cities of China, to further supplement the SCM requirements of its consumer-driven economy.

### 星獅在成都投資1.56億 建中國西南最大物流園

張曉中 報導 重慶特派員 本地上市公司星獅集團投資2億元人民幣在成建設中國西南最大中央商務區...

Lianhe Zaobao, 13 Nov 2008 (Pg 29)

## SINGAPORE HUMAN CAPITAL SUMMIT



CEO Robert shares how YCH shapes organizational culture to inspire creativity and increase cohesion in the large YCH family at the Singapore Human Capital Summit that was attended by more than 700 delegates.



Other panelists in the same session include Prof Mr Ignacio Gomez-Tobar, Regional VP and GM, Four Seasons Hotel Singapore, and Mr Derek Berry, Business Leader of Human Capital (ASEAN) at Mercer, as well as moderator Ms Tan Hwee Hoon, Professor of Org. Behaviour and HR, Singapore Management University.



Themed 'People Strategies for Asia', the inaugural Singapore Human Capital Summit was held at the Shangri-La Hotel, Singapore from 22-24 Sep 2008. First of its kind in Asia, the Summit is a premier people and leadership management conference jointly organised by the Ministry of Manpower (MOM) and the Singapore Workforce Development Agency (WDA).

The 3-day event served as an exclusive platform for industry and thought leaders, as well as regional government leaders to share and deliberate on leading ideas and practices in human capital management, and their real-life applications to businesses and organisations operating throughout Asia. Distinguished speakers and guests-of-honor include Minister Mentor Lee Kuan Yew, Senior Minister Goh Chok Tong as well as various other high profile CEOs from the Asian region.

With YCH being well-known in the industry for being a dynamic and innovative company, our Chairman and CEO, Dr Robert Yap was invited to share his experience on the segment titled 'Shaping Your Organisation Culture'. At the session, he focused on YCH's rich family culture as an extended family enterprise and explained how our RISE Corporate Philosophy 升 or 'sheng', is being adopted as a fundamental guiding principle and practiced in our day-to-day operations.

> At YCH, employees are addressed as YCHees. A strong family bond translates into a more conducive work environment while interaction spaces specially created for employees are meant not only for work matters, but also encourage camaraderie and effective communication. These, coupled with annual activities such as Family Day, Dinner & Dance and other corporate events, enable YCHees to come together, have fun and celebrate as one big family.

> As an innovative company, the management of YCH understands that 'nobody's perfect'. Employees are empowered to make their own decisions and take calculated risks to try new methods of doing things instead of being bounded by traditional red tape. This not only nurtures a greater sense of ownership, it encourages one to 'think out of the box', thus bringing out the creativity and spirit of enterprise in each and every individual.

> Contrary to the belief that only family members gets to hold senior positions in a family enterprise, opportunities at YCH are available for everyone and are based on meritocracy. Senior positions are not confined to just family members hence attracting the finest industry talents.

## Use bad times to plan for upturn

With less work at hand, workers can be sent to upgrade their skills to meet challenges ahead

By Goh Chin Lian & Kor Kian Beng

"BUCK UP" are two words that bosses might be tempted to use more readily on employees during a recession, without fearing that they will get upset and quit. This is because employees are more receptive to improving themselves in such times, veteran human resource practitioner Elizabeth Martin-Chua said yesterday. Companies can also use the time to prepare workers for the next economic recovery, the recently retired senior vice-president with Royal Philips Electronics said on the sidelines of the inaugural Singapore Human Capital Summit. She echoed what other business executives at the conference said: That a recession presents opportunities for companies to spot potential leaders, ramp up training of workers and build up trust between management and employees.

Standard Chartered Bank's group chief executive officer Peter Sands noted that real leaders can be identified in bad times: "In times like that, courage and determination are needed in leadership."

A slowdown in business also allows time to send workers for workshops and other training to hone their skills, said hospitality group Banyan Tree Holdings executive chairman Ho Kwon Ping - a view shared by IT company Hewlett Packard's vice-president for human resources Michael Vavakis, and logistics and supply chain management company YCH Group's chief executive officer Robert Yap.

YCH, for instance, plans to train its workers in China, Indonesia and India in radio-frequency identification technology, which can be used to track inventory. This is currently used only in its Penang operations.

By doing so, it can scale up its business more quickly when the upswing comes, said Mr Yap.

This was the case with Philips' operations here during the 1997 Asian financial crisis, said Dr Martin-Chua. She was the Dutch multinational's executive director and vice-president for human resources.

### IDENTIFYING TRUE LEADERSHIP

"In times like that, courage and determination are needed in leadership."

Mr Peter Sands, Standard Chartered Bank's group chief executive officer, saying real leaders can be identified in hard times.

### DON'T CUT BACK ON DEVELOPMENT

"I urge all organisations not to let up on talent development efforts and cut back on investments in human capital. When the economy recovers, organisations with a team of talented and skilled personnel would be better positioned to take full advantage of the new opportunities."

Acting Manpower Minister Gan Kim Yong

With less work to do, its 5,000 employees at the time were divided into groups of 100 and attended three- to four-day workshops to help them improve on quality and productivity. The company also identified un-

der-performing workers and drew up improvement plans for them. "They responded well because they were so glad they could keep their jobs," she said.

"During good times, everybody threatens you: 'If you don't rate me well, there are others I can go to.'"

At a gala dinner last night for conference participants, Acting Manpower Minister Gan Kim Yong called on business and other leaders present to keep investing in their workforce during a downturn: "I urge all organisations not to let up on talent development efforts and cut back on investments in human capital."

"When the economy recovers, organisations with a team of talented and skilled personnel would be better positioned to take full advantage of the new opportunities."

He also launched an award by his ministry and French business school Insead to recognise Asian-based organisations with exemplary human capital management practices.

Applications for the award open from December. Adding variety to the continuing education and training system here, he also an-

nounced two new national-level competency standards in human resources, and in leadership and people management.

They are part of a growing list of certifications for workplace skills that are designed to be comparable to formal academic qualifications.

Areas now covered include retail and precision engineering. Retraining workers in a downturn is the preferred option to retrenchment, employers attending the conference said.

Banyan Tree's Mr Ho said that when his hotel business in Pinetree was hit following the 2004 tsunami, he met his 4,000 employees there and asked them to voluntarily take pay cuts or no-pay leave.

"Everybody volunteered... As a result, we did not have to retrench anyone. It's this kind of a social contract within a company that takes time to develop."

"They trusted the management, and when times became good again, we gave good bonuses and restored their pay. So I've confidence now that if another crisis hits us and we need to do something like that, people would do it."

Additional reporting by Elizabeth Wilmet

Straits Times, 24 Oct 2008 (Pg B3)

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YCH has a strong TEAM culture, where we focus on individuals' unique strengths to complement the rest of the team. With a team built on every member's different strength, our leaders operate on a formidable team foundation versus individual talent. We encourage our team to make decisions, take risks and experience the success or failure of their decisions. We want a responsive team of talented individuals that exude passion and take extreme pride in their success or learn profusely from their failure.

## RAFFLES COUNTRY CLUB CELEBRATES 20<sup>TH</sup> ANNIVERSARY



Senior Minister of Singapore, Mr Goh Chok Tong in a friendly conversation with YCH CEO Robert, who is also Deputy Chairman of RCC at the club's 20th anniversary celebration dinner.



The RCC committee poses for a group photo with Guest-of-Honour Senior Minister Goh Chok Tong.

Raffles Country Club, often described as one of the 'last bastions of unspoilt nature in this largely urban nation' commemorated its 20th anniversary earlier in August this year. YCH Chairman & CEO, Dr Robert Yap, who

is also the Deputy Chairman of Raffles Country Club joined in the celebrations as well and helped to host Senior Minister Goh Chok Tong, who was Guest-of-Honour at the event.

# 2008 MAJOR HAPPENINGS

**21 February**  
YCH is first SCM innovator to deploy RFID-enabled Warehouse in Lingang Logistics Park

**25 – 27 January**  
YCH Strategic Management "Attack" in Bintan

**23 February**  
Annual Dinner & Dance: Irresistible India

**8 May**  
YCH is world's first SCM company to be ISO28000:2007 certified!

**29 May**  
CEO Robert Yap gets inducted as Lifetime Member of the WEOY Academy

**3 June**  
Frost & Sullivan ASEAN Transportation & Logistics Awards: Best Domestic LSP and Best IT/Electronics LSP (Singapore)

**7 – 10 July**  
YCH participates in Supply Chain Asia Forum 2008

**17 July**  
Ace Bluesky Festival: Charting new growth paths

**8 August**  
11th YCH Golf Classic 2008: Embracing Sportsmanship in Achieving Supply Chain Excellence

**30 August**  
YCH Family Day: Rise Higher @ The Singapore Flyer

**24 September**  
Asean Economic Community 2015 forum

**14 October**  
YCH wins the National Infocomm Awards 2008 for High Performance Supply Chain Nerve Centre

**11 November**  
YCH signs MOU with Frasers Centrepoint (China) to develop Chengdu's city supply chain

**20 November**  
YCH bags Asian 3PL of the Year!

January	February	March	April	May	June	July	August	September	October	November	December
<p><b>VISITS</b></p> <ul style="list-style-type: none"> <li>Ningbo Vice Mayor and Meishan Government Officials visit YCH</li> <li>Shanghai Mayor Mr Han Zheng visits YCH Lingang DistriPark facility</li> <li>KITA and Korean universities visit YCH Corporate HQ</li> <li>Jiangsu Government Officials' Logistics Study Mission in Singapore</li> <li>Supply Chain Asia Forum Regional and Taiwanese Delegations</li> <li>Vietnamese Customs Authorities Visit to YCH Tianjin</li> </ul> <p><b>RECOGNITIONS</b></p> <ul style="list-style-type: none"> <li>National Arts Council Patron of the Arts: Arts Supporter Award</li> <li>Responsible Care® Health &amp; Safety Code Achievement Award</li> <li>2008 Security Excellence Award for YCH Tianjin</li> <li>Regional Winner for the 'AAA Cold Storage Plant Category' for YCH Philippines / Igloo Supply Chain</li> </ul>	<p><b>SYMPOSIUMS, FORUMS, CONFERENCES &amp; SEMINARS</b></p> <ul style="list-style-type: none"> <li>SMU CEO Talk Series: <i>The YCH Vision</i></li> <li>Ngee Ann Kongsi Annual Lecture Series at SMU: <i>Sources of Competitive Advantage in Family Business</i></li> <li>NJC Leadership Symposium Keynote Address: <i>Business Leadership in the Private Sector - Global Outlook, Local Insight</i></li> <li>INSEAD Asia Pacific Families in Business Conference Keynote: <i>Exploring the process of successful leadership in a family business.</i></li> <li>MOM Panel Session on Living Strategy: <i>Putting People at the Heart of Corporate Purpose</i></li> <li>National Security Dialogue: <i>Strengthening Corporate Resilience – Security Excellence at YCH Group</i></li> <li>Ace Bluesky Festival: <i>Charting New Growth Paths – Logistically Possible</i></li> <li>Forbes Global CEO Conference</li> </ul>	<ul style="list-style-type: none"> <li>Singapore Human Capital Summit: <i>Shaping Your Organisation Culture</i></li> <li>ASEAN Economic Community 2015 Forum</li> <li>Firefly Leadership Development Programme for Singapore Government Officials: <i>The YCH Vision &amp; Strategy</i></li> <li>Kuala Lumpur International Trade Forum - <i>Optimising Global Opportunities: YCH Case Study on Rising Above Expectations</i></li> <li>University of California-Berkeley Asia Business Center Keynote: <i>Managing a Large Family Business</i></li> <li>Open Source Enterprise 2.0 Event by SCM applications provider, Y3 Technologies</li> </ul>	<p><b>OTHERS</b></p> <ul style="list-style-type: none"> <li>Dell-YCH collaborate in blade servers case study</li> <li>Motorola-Y3-YCH strengthens partnership in RFID space</li> <li>YCH goes Green (Thailand transporter initiative, Tuas Green Power Programme)</li> <li>YCH Thailand Launches 'Voices of Customers' Survey</li> <li>Groundbreaking event for Sriperumbudur facility in Chennai</li> <li>Soft launch opening of YCH Semarang in Indonesia</li> <li>Quality and Environmental, Health &amp; Safety (EHS) regional initiatives</li> <li>Y-Talent™ program</li> <li>Corporate Social Responsibility (CSR) activities: YCH Tianjin - Fundraising for Szechuan Quake, YCH India – Blood Donation Drive, Support for 2010 Youth Olympics, Centre for Fathering's (Father's Day celebration)</li> </ul>								

Keynote @ Asia Business Center Conference (Haas School of Business, University of California Berkeley)  
**MANAGING A LARGE FAMILY BUSINESS**



Robert catching up with Guest-of-Honour Senior Minister of State for Trade and Industry Mr S. Iswaran on the current global financial turmoil.



Robert being interviewed by the local media on the merits of family-based businesses.

With modest beginnings as a local family-run transportation business in 1955, YCH Group has evolved over the past 53 years to become a leading end-to-end supply chain company serving MNCs such as Dell, Motorola, ExxonMobil, Canon and Danone throughout the entire Asia Pacific region. Today, with some 4,000 headcount across its network, YCH Group is now an Extended Family Enterprise comprising both family members as well as valued management and employees that are treated as one big YCH Family. Guided by its RISE corporate philosophy, YCHes worldwide share the same spirit of enterprise and are constantly innovating to stay at the forefront of the SCM industry.

Our Chairman & CEO Dr Robert Yap was invited to share this story and his experience of managing our large YCH family in the Keynote - Managing a Large Family Business at the inaugural Asia Business Center (Haas School of Business, University of California Berkeley) conference on 1 Dec 2008. Senior Minister of State for Trade and Industry Mr. S Iswaran was also present as the Guest-of-Honour at the conference held at the Ritz Carlton, Singapore.

The conference was attended by over 500 participants from the region who were interested in finding out where how

the formula of managing large family businesses works. Other interesting topics by other speakers include Managing Group Dynamics and Succession Planning, Managing Growth in a Global Economy as well as panel sessions on Managing Wealth and Interpersonal Issues in Family Businesses.

Apart from the unique YCH Extended Family Enterprise concept that binds YCHes together and ensures a common value system understood by YCHes of all regions and cultures, the company also places much importance on professionalizing management and empowering employees so that the company is always innovating and progressing.

In a follow-up Channel News Asia interview, Robert also said that companies should leverage on such leaner times to prepare for the company's growth in the next phase, such as conducting staff training, improving staff morale and more detailed corporate planning. Although family-owned businesses face challenges such as transition across generations and adapting to new management practices, they enjoy the advantage of being more closely-knit than others. And YCH Group does not plan to retrench anyone as far as possible, as firing a worker would be akin to cutting off a family member.

**FIREFLY LEADERSHIP DEVELOPMENT PROGRAMME TALK**



15 Oct - As part of a recent FireFly Leadership Development Programme conducted to provide young and promising government officials a well-rounded insight to the private sector, our Chairman & CEO Dr Robert Yap was invited to give a mini-lecture on the evolution, vision and strategy of YCH Group, as a real-life case study for the 'International Business Management' module.

The lecture was conducted at the Singapore Management University in an interactive session where the public sector leaders reflected on critical challenges and interacted with Robert on the type of strategies taken by private businesses in the fast-changing global environment. We are glad to have participated and contributed to the FireFly programme in shaping our leaders of tomorrow.

**ASEAN ECONOMIC COMMUNITY 2015**



From L-R: Panellists Ms Kriston Paulson, President (South Asia Pacific), United Technologies Int'l Operations, Dr Robert Yap, Chairman & CEO, YCH Group, Mrs Fang Ai Lian, Chairman, Great Eastern Holdings and Moderator Mr Kaushik Das, Partner, McKinsey & Company.



Robert giving his opening address as Co-Chairman of ASEAN Business Advisory Council.



Addressing a question from the audience.



Robert receiving a token of appreciation from SBF, organizer of the AEC Forum.

24 Sep - As Co-Chairman of the ASEAN Business Advisory Council, our Chairman & CEO Dr Robert Yap was invited to give an opening address as well as participate in a Private Sector Interaction panel session on "What can be done to help ASEAN progress and improve its business environment?" His recommendations included developing ASEAN enterprises through the Asean Pioneer Project Scheme (APPS), realizing a regional production network through the Asean Green Lane (AGL) and integrating Asean Tourism through an Asean Budget Hotel Chain Franchise.

**KUALA LUMPUR INTERNATIONAL TRADE FORUM (KLITF) 2008**

Organised by MATRADE (Malaysian External Trade Development Corporation), the National Trade Promotion Agency of Malaysia, the Kuala Lumpur International Trade Forum (KLITF'08) was held on 13 November in conjunction with the INTRADE MALAYSIA exhibition. Targetting Malaysian and international companies who were in the export business, the forum was themed 'Optimising Global Opportunities' and provided a platform for local and business leaders, entrepreneurs and investors to gain insights into global business prospects and opportunities, to network and establish collaboration towards gaining a competitive edge in the challenging global market.

The Keynote Address was delivered by YABhg. Tun Dr Mahathir Mohamad, Honorary President of Perdana Leadership Foundation and former Prime Minister of Malaysia. More than 800 participants attended the forum and learnt best personal practices, growth strategies, cost cutting measures and innovative solutions to stay ahead of the competition in international trade.

Mr Don Gadsden represented YCH as Corp VP of Southeast Asia and Head of Consumer Business to market the company's profile and services to the attendees, and shared YCH's story of regionalizing and going global. In particular, the presentation titled 'RISE-ing above Expectations' was a good motivation to the audience who were largely from SME companies as they found out how YCH progressed from being a small transportation company to become a leading regional SCM company with operations spanning across Asia Pacific today.

Other speakers in the forum included YBhg. Dato' A.K. Nathan, Group MD of Eversendai Corporation and Mr Nicholas McPhee, Group VP, Business Planning (Australia operations) of PAC Group.



The turnout at the KLITF'08 was fantastic as various local and regional export companies based in Malaysia attended the forum to find out more about 'Optimising Global Opportunities'.



From L-R: Moderator YBhg. Datuk Mustafa Mansur, Immediate Past President of Federation of Malaysian Manufacturers and Speakers Dato' A.K. Nathan of Eversendai Corporation, Mr Donald R. Gadsden of YCH Group and Mr Nicholas McPhee of PAC Group, at the panel discussion.

## ENVIRONMENT, HEALTH & SAFETY

While YCH endeavours to be at the forefront of SCM innovation, we also place a strong emphasis on Environment, Health and Safety. Regular drills are organized throughout all YCH facilities to ensure that all YCHees work in a safe and secure environment, and are always prepared for contingencies. Furthermore, such practices reinforce the current SOPs and provide an opportunity for the team to fine-tune and improve existing procedures, if necessary.



14 Nov - Employees, contractors and visitors at Singapore's YCH DistriCentre @ Tuas Avenue 13 participated in a firefighting drill and successfully evacuated from the building within five minutes while the search and rescue team combed the facility. A detailed demonstration was conducted at the end of the exercise to educate employees on the various preventative measures and operational actions as well.



Explanations on how to use the various fire extinguishers based on type of fires that may be encountered.

17 Oct - In Jakarta, a fire drill and hydrant testing exercise took place to ensure 'people and equipment' readiness should a fire erupt. Apart from creating awareness, such practices instill a greater sense of family responsibility in the work place.

Participants were briefed on the use of various fire extinguishers suitable for various types of fire. Different outdoor scenarios involving fires caused by materials such as wood, gasoline and diesel were demonstrated. Indoor fires as well as distance fire scenarios were also in the lineup. Furthermore, hands-on opportunities were available for staff to experience fire-fighting in their respective work areas, so that they will be prepared for any emergencies. A post-exercise audit team also looked into areas for process improvement.



30 Aug - Six staff from YCH Bangalore successfully completed the Fire Prevention & Fire Fighting training. The training involved both theory and practical sessions to ensure that candidates are equipped not only with the theoretical know-how of putting out a fire but to also experience the complexity of the actual situation in the event a fire arises. Indeed the simulation was useful as participants put what they learnt into practice.

YCH believes that vigilance for EHS is essential within our working environment. The importance of practising good housekeeping and ensuring prevention, preparedness and response is vital towards achieving operational excellence in a stringent and secure supply chain environment.



ERTs responded, checked and swept the areas while occupants exited from their blocks and proceeded to the assembly point.



YCH occupants gathered at the designated assembly point for roll call.



ERTs verifying and confirming headcounts, reporting on status of emergency situation.



ERT team attended drill debrief.

5 Dec - The DistriPark Plant Emergency Drill conducted at YCH DistriPark also saw an orderly exercise being fruitfully conducted. Upon hearing the fire alarm activated at 2:05pm in the afternoon, all occupants began to evacuate out of the office blocks and warehouses. The ERTs responded, checked and swept all areas within a few minutes. After ascertaining the safety of the premises and people, the drill was declared a success after the complete roll call of 283 occupants that afternoon.

## ACES!



14 Oct 2008 - At the 16th Meat Safety Consciousness Week and 36<sup>th</sup> Anniversary of the NMIS (National Meat Inspection Services), YCH-Igloo cold chain facility in the Philippines was awarded the Regional Winner for the 'AAA Cold Storage Plant Category' for our outstanding compliance to the country's food processing and handling requirements.

This is a significant award for our facility in the Pasig City as it is recognition by the Republic of the Philippines Department of Agriculture, National Meat Inspection with the support of the Inter-Agency Committee on Meat Establishment Amenities and Technology. In the current wake of food product recalls and hygiene issues, attention to the proper handling of food products has become all the more significant.

YCH recognizes the sensitivity of consumables and abides by a set of stringent procedures in handling food products and perishables at each stage in the entire cold chain; such best practices will also be assured throughout our cold chain facilities across YCH's operations in the region.

## QUALITY: Perfecting the Art of Execution

### QUALITY CHALLENGE STATEMENT

We are committed to Quality Leadership through Operations and Service Excellence with Continuous Improvements to Exceed the Expectations of our Customers and the standards of Competitors

### QUALITY OBJECTIVES

- Awesome Customer Experience
- Total Quality Management
- Systems Oriented Environment
- Learning Organisation
- Continuous Process Improvement

### QUALITY COMMITMENT

The Management and Staff of YCH Group are Committed to Achieve the YCH Quality Challenge and to Propel the Group to be the Number One SCM Company in Asia Pacific

### 质量挑战声明

我们对质量管理做出最高承诺：通过持续的改善营运和服务，以超越竞争与客户的期望。

### 质量目标

- 优越的客户体验
- 全面质量管理
- 面向系统环境
- 学习型组织
- 持续性过程改善

### 质量承诺

葉水福集团的管理层与全体职员承诺：完成质量挑战，让集团迈向供应链管理领域最前沿，成为亚太首选的供应链公司。



## PATRON OF THE ARTS AWARDS 2008



*Ms Catherine Yap, Executive Director, YCH Group represents the company to receive the Patron of the Arts – Arts Supporter Award from Minister Lee Boon Yang.*

Each year, in appreciation of the contributions towards the promotion and organisation of artistic activities, the National Arts Council recommends organisations and individuals for conferment of the prestigious Patron of the Arts Award.

YCH Group received the Arts Supporter Award at the Patron of the Arts awards presentation ceremony at the Esplanade Theatre, Singapore on 21 Oct 2008. The ceremony was officiated by the Minister for Information, Communications and The Arts, Dr Lee Boon Yang.

The award was presented as a token of appreciation for the company's sponsorship in the 2007 'Singapore Season in China' event – a month-long national effort to showcase Singapore's unique multicultural and vibrant arts achievement in Beijing and Shanghai.

The arts sector reflects a country's cultural values and is an inestimable product of history. We are glad to have lent our support to the arts movement in Singapore and played our part in making Singapore the Arts hub of Asia.

## GO GREEN

7 Oct - YCH hopped onto the green bandwagon and committed to the Tuas Power Green programme in our bid to do our part towards a cleaner environment. The programme was adopted as part of a long-term, sustainable solution to help the company enhance energy efficiency and be an environmentally-responsible industry player across its Singapore operations.

Under this programme, an energy audit was conducted to identify areas of energy wastage and pinpoint areas where energy usage could be reduced. As part of the audit, buildings were assessed and rated on their energy efficiency, water efficiency, site and project development and management practices, indoor environmental quality, and environmental protection and innovation standards. By examining energy usage and providing solutions to help cut down on wastage, the programme helps businesses save energy dollars while creating a greener environment that will ensure a sustainable future for all.

We are glad we passed the stringent audit. This endorsement serves as an encouragement to our ongoing commitment to environmental sustainability and we will continue to step up and expand the scope of our green movement in our other regional operations.



*Mr Henry Chua, GM, Corporate Facilities & Infrastructure of YCH Group receiving the award on behalf of the company.*



**YCH Group wishes  
all customers and friends  
a joyous festive season  
and a wonderful 2009!**

