

Headline: MAXA 2007: Tetra Pak Emerges As Overall Winner Amid Tough Competition

Source Courtesy Of: Singapore Investment News, Economic Development Board, Page 4-5

Website: www.maxa.sg

Date: Dec 2007 Issue



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FOUR OTHER COMPANIES WERE ALSO RECOGNISED AS SINGAPORE CELEBRATES ANOTHER YEAR OF MANUFACTURING EXCELLENCE.

After another stellar year for the manufacturing industry, it's that time of the year again when the MAXA red carpet is rolled out for companies who have shown the highest standards in manufacturing innovation and excellence.

Representing the highest level of recognition to exceptional Singapore-based operations, MAXA is only in its second year but it has certainly spurred the industry forward. The MAXA partners include the Singapore Economic Development Board (EDB), McKinsey & Company, and the Singapore-MIT Alliance (comprising the Massachusetts Institute of Technology, Nanyang Technological University and the National University of Singapore). In establishing stringently high standards for MAXA, they have ensured the noteworthy quality of the annual competition.

QUALITY COMPETITION

Indeed, the quality of this year's participants is certainly remarkable. Among these, six finalists were shortlisted – 3M Singapore Pte Ltd; Beyonics International Pte Ltd; Kenwood Electronics Technologies (S) Pte Ltd; Tetra Pak Jurong Pte Ltd; Tan Teik Seng, MAXA 2007 judge; Yoshiyuki Kaneda, MAXA 2007 judge; Professor Lord Kumar Bhattacharyya, Chairperson of the MAXA 2007 judging panel; Singapore Economic Development Board (EDB); McKinsey & Company; Singapore-MIT Alliance (SMA); 3M Singapore Pte Ltd; and Systems on Silicon Manufacturing Co. Pte Ltd (SSMC); and Tetra Pak Jurong Pte Ltd.

These six outstanding companies underwent a rigorous three-phase evaluation process. This included a session with the MAXA judging panel, chaired by the esteemed Professor Lord Kumar Bhattacharyya, Professor of Manufacturing and Director of Warwick Manufacturing Group at Warwick University, United Kingdom.

Emerging tops at this year's MAXA is Tetra Pak, a Swedish food packaging manufacturer. The company stood out for its production system, which leverages its unique approach

MAXA 2007 Press Conference Panel (above from left to right): Beyonics International Pte Ltd; Kenwood Electronics Technologies (S) Pte Ltd; Tetra Pak Jurong Pte Ltd; Tan Teik Seng, MAXA 2007 judge; Yoshiyuki Kaneda, MAXA 2007 judge; Professor Lord Kumar Bhattacharyya, Chairperson of the MAXA 2007 judging panel; Singapore Economic Development Board (EDB); McKinsey & Company; Singapore-MIT Alliance (SMA); 3M Singapore Pte Ltd; and Systems on Silicon Manufacturing Co. Pte Ltd

to ensure operational improvement and minimise downtime losses.

Says Alberto Tureikis, South & South East Asia Supply Chain Director, Tetra Pak Jurong Pte Ltd, "The MAXA challenge was quite an experience, and it appears to be the most competitive, detailed and rigorous screening process we've ever been subjected to. But tough as it might have been, it was a fair and clear bench-mark of our operations and how we stand with top global players."

Besides Tetra Pak, four other companies were also recognised this year. One of these is Kenwood Electronics Technologies Singapore, who garnered the Innovation Award for leading in product and process innovation, which includes collaborating with local research institutions such as Nanyang Technological University (NTU) to further boost its in-house R&D capabilities.

Two other companies shone in their operational performances this year, and were deserving recipients of the Operational Excellence Award. 3M Singapore stood out for the management of its supply chain and commitment to preserving the environment. As for SSMC, the company is regarded as a model wafer fab operation with its strong performance-driven culture, outstanding manufacturing system and continuous improvement infrastructure.

Finally, home-grown manufacturer Beyonics International, in successfully leveraging Singapore's competitive advantages to create a reputation for delivering assurance of quality to its partners, took home the Singapore Advantage Award. Having successfully broken into the global biomedical

market, Beyonics International's stature has certainly been enhanced on the international stage.

Commenting on this year's competition, Professor Bhattacharyya says, "The overall calibre of this year's participants has improved and this has made the judging process more challenging." He went on to add that "the finalists are all winners in their own right" for their "world-class manufacturing capabilities."

STRONG SUPPORT

This can only bode well, not just for MAXA, but for the nation's manufacturing standards too. Mr Lee Hsien Loong, Prime Minister of Singapore, also expressed his support for the industry during the opening ceremony of the Global Entrepolis @ Singapore 2007 on 12 November.

"The government is fully committed to keeping manufacturing a key pillar of the economy. Over the last 18 months, nine projects, each worth more than S\$1 billion (US\$690 million) in investments, were announced: four in chemicals, three in electronics, one in biomedical science and one in solar energy. EDB expects to end this year with manufacturing investment commitments in Singapore reaching a record high," said PM Lee in his opening speech.

With key industry players aligning themselves with the vision cast by the nation's leaders, and international recognition through MAXA, there's no stopping Singapore in its drive to become a world-class manufacturing hub. 

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– Alberto Tureikis, South & South East Asia Supply Chain Director, Tetra Pak Jurong Pte Ltd (below)



Mr Tureikis with the MAXA trophy