Executive Appointment

The President & CEO of Singapore Aerospace Manufacturing (SAM), Jeffrey Goh, has been appointed concurrently as the Deputy CEO of Accuron Technologies Limited, effective 1st April 2011.

“Under his leadership, SAM has seen significant growth over the past few years, and with his wealth of experience, notably in acquisitions and managing overseas operations, we look forward to Jeffrey’s contribution in strengthening Accuron Group’s position,” said Loh Chuk Yam, President & CEO of Accuron Technologies.

On behalf of SAM Group, we would like to take this opportunity to extend our warmest congratulations to Jeffrey on his new appointment.

Special Feature: “House of Blessings”
A Corporate Social Responsibility Project by SAM Group
In the February edition of Newsmakers International, we chronicled a story on the “House of Blessings”, a home for orphans and children from poor and underprivileged families located in Thailand, and how SAM Group has been supporting them over the years.

“The value of a man resides in what he gives, and not in what he is capable of receiving” – Albert Einstein.

CEO, Jeffrey Goh (standing, in blue shirt) presenting the cheque to Pastor Rachen of the “House of Blessings”.

Most recently, SAM Group contributed THB1.38 million to the “House of Blessings” to assist them in building a cafeteria at the site of their newly-constructed home. CEO, Jeffrey Goh was on hand to present the cheque to Pastor Rachen, Home Administrator of the “House of Blessings”.

Pastor Rachen thanked SAM Group for its generosity, and said that the contribution would expedite the building of the cafeteria. When the new home and its cafeteria are completed, the children can expect better living conditions, as compared to their present over-crowded site.
What they are lacking right now is the fund to furnish their soon-to-be-completed new home, estimated at around THB1.0 million. SAM Group intends to rally to the cause, and for a start, SAM Malaysia and SAM Singapore shall jointly-organized a Charity Walkathon to raise the fund.

“Do all the good you can,
By all the means you can,
In all the ways you can,
In all the places you can,
At all the times you can,
To all the people you can,
As long as ever you can.”
- John Wesley
BEAM Project Updates:

The future begins here....the land is being cleared to pave way for the construction of the new Beam facilities.

In our previous issue, we featured our initial write-up on the much-anticipated Beam project, located at the Penang Science Park, in mainland Penang.

Over the next few months, the site will be teeming with activities as construction gets under way to transform the barren land into a manufacturing hub for the aerospace industry.

The development of the land will take place in phases, and with each milestone achieved, we will be inching closer to our vision to propel Malaysia as a major manufacturer to global aerospace players.
Across the highway from the Beam site, sits the Japan Malaysia Technical Institute (JMTI), (the building as seen in this photo). SAM Malaysia is currently collaborating with JMTI on Internship and the development of a specially-tailored curriculum for the Aerospace and Large Format Machining.

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Dateline: Penang, Malaysia

Eye-Opening Visit to Aerospace Facility

It was a journey of discovery for these secondary school students who recently participated in an educational visit to SAM Malaysia’s aerospace facility in Penang.

The Form Four students, accompanied by their respective teachers, were from Methodist Boys’ School, SMK Batu Maung, SMK Teluk Kumbar and SMK Seri Balik Pulau. They were invited for the visit, as part of the Education Sponsorship Programme.
In awe….the students and teachers were amazed with our Aerospace capabilities, and could not stop inquiring further from Operations Manager, Yap Han Lin (second from left).

“SAM Malaysia is in the initial phase of launching the programme, and the visit is timely for the students to get to know our operations better,” said Group HR Manager, Nazry Murat.

The visit is intended not only as an eye-opener, but most importantly, to inculcate the students’ interest in the field of aerospace as a career option.

Showing keen interest…..students and teachers alike listening intently to Production Supervisor, JC Teoh’s explanation at the CNC Machining section.
Mooted by our CEO, Jeffrey Goh, the Education Sponsorship Programme seeks to provide students from under-privileged families opportunities to advance in their studies, with possible prospects of employment with SAM Group upon completion of their higher education.

“We are in the process of selecting the students to be sponsored under the programme and details of the sponsorship are expected to be finalized soon,” added Nazry.

Education beyond the classroom.....the school children were also taken on a walkabout at the Metal Engineering’s production floor.

Apart from visiting the Aerospace facility, the students were also briefed on the Group’s operations, and toured SAM Malaysia’s Precision Engineering, Tooling, Equipment Integration and Metal Engineering facilities.
Learning to Save Lives with First-Aid

Fresh from completing the “Basics of Fire-fighting & Rescue Certification Programme”, the Emergency Response Team (ERT) members were next equipped with First Aid knowledge in a two-day training conducted by the Malaysian Red Crescent.

Look, ma, I’m bleeding. But don’t worry, this is just a training I had to go through on First Aid.

The training, titled “Basics of First Aid” is intended to prepare our ERT members to provide immediate assistance to someone who is injured or taken ill, before arrival of ambulance or qualified medical personnel.

The ERT members were exposed to the practical aspect of providing First Aid, in a role play session which includes administering CPR, and attending to wounds and fractures, amongst others.
“Ouch, that hurts. Will someone please call the ambulance?”

“Don’t worry, mate, you’ll be safe, we’re bringing you to the hospital right now”.
When a person is injured or fell ill, the first few seconds can mean life or death. Hence, the importance of First Aid.

“By applying First Aid, we are able to prevent the person’s condition from becoming worse, and help to save lives,” said Health & Safety Officer, CC Lee.

Lee added that every effort is being made to ensure the ERT members are trained on annual basis pertaining to three critical areas, namely Fire-Fighting, First Aid and Chemical Spillage.

![Thumbs-up to the First Aid training - now we are ready to make a difference!](image)

Dateline: Suzhou, China

A Learning Experience Awaits at SAM Suzhou

“Sharing knowledge is not about giving people something, or getting something from them. That is only valid for information sharing. Sharing knowledge occurs when people are genuinely interested in helping one another develop new capacities for action; it is about creating learning processes.” – Peter Senge
SAM Suzhou has been instrumental in providing a learning experience to interns who come from as far away as Singapore. Seen here welcoming the interns is HR Manager, Ding Ying (left), together with staff from Finance, Procurement and HR.

Over the past few years, SAM Suzhou has been providing a platform for students from institutions of higher education, to obtain a learning experience through industrial training attachments.

According to its HR Manager, Ding Ying, SAM Suzhou accepts interns from local and abroad, with most of the overseas interns coming from polytechnics in Singapore.

“Most recently, we accepted two students from the Singapore Polytechnic Business School to undergo their internship in Suzhou. These students will be assigned to departments relevant to their field of study, and during their attachment, they will be able to gain knowledge and skills useful for their future career,” explained Ding Ying.
“For local interns, we will assess their competency throughout their attachment at SAM Suzhou, and may consider offering jobs to trainees who fit our bill,” added Ding Ying.

Teradyne Visits New Production Site

Impressive – Teradyne’s VP of Operations, Jim Federico (2nd from left), taking a closer look at the production floor of SAM Meerkat (Suzhou). With him is the plant’s GM, CS Tan (left) and Operations Manager, CC Kuan (3rd from left).

SAM Meerkat (Suzhou), the extended arm of SAM Meerkat (Malaysia), recently hosted the visit of its customer, Teradyne to its production facility.

Teradyne, a leading supplier of Automatic Test Equipment headquartered in the US, was represented by its VP of Operations, Jim Federico.

Federico had taken invaluable time to tour the newly set-up production site, located at the Export Processing Zone (EPZ) A of the Suzhou Industrial Park, a mere 3 minutes’ drive from SAM Suzhou site.
The new plant is focusing on the manufacture of Neptune products for a key HDD market player. Production of Neptune is on schedule, with the first delivery expected in June 2011.

Let’s meet the Neptune team – (L to R) Damon Zhang (ME), Ji-Lin (ME), Helen Yang (Head of Facilities), CC Kuan (Operations Manager), Jim Federico (Teradyne’s VP of Operations), CS Tan (GM), Zhu Hong Lei (Procurement Manager), David Su (ME), Yolanda Yuan (QA), Kevin Zhang (SQE) and King Chen (ME).

Dateline: Germany

SAM Germany recently participated in the Aero India 2011, dubbed Asia’s Premier Air Show, which features exhibition on aerospace, defence and civil aviation, organized by India’s Ministry of Defence.

Sales & Marketing Director, Clive Summers, led SAM Germany’s delegation to the Air Show, held in Bangalore, India, with the aim to enhance technology know-how and capabilities. They also took the opportunity to exchange information and strengthen their networking.

Many visitors had thronged SAM Germany’s exhibition booth, which showcased its products such as actuators, valves, ASE-packs, etc.
Crowd-puller....SAM Germany’s booth attracted many visitors, including a very special guest, a cute monkey perched atop the exhibition panel!

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