Dateline: Germany

ZascheSitec’s New Handling System an Instant Hit at MOTEK 2011

SAM’s latest family member, ZASCHESitec Handling GmbH recently showcases its latest product, the Carbon Fibre Handling System, at the 30th MOTEK 2011 in Stuttgart, Germany.

The product was an instant hit with visitors, and quickly became a star attraction at the MOTEK. The carbon fibre handling device is 3-4 times lighter than other handling systems and significantly improves ergonomics at manual workplaces.

Existing and new customers alike were excited with the carbon fibre handling system, and ZASCHESitec received many concrete business enquiries pertaining to the new product.
ZASCHESitec shared the exhibition booth with its partner in rails and chain hoists, Demag Cranes & Components GmbH, a renowned supplier of industrial cranes and crane components.

Located in Nördlingen, south Germany, ZASCHESitec develops, designs, produces and sells sophisticated manipulators for manual handling of small loads.

Show stealer – ZASCHESitec's new generation handling system, the Carbon Fibre, was a crowd puller at MOTEK 2011.
MOTEK is an international Trade Fair for Assembly, Handling Technology and Automation and this year’s event attracted 36,000 expert visitors from 96 countries. Themed “Invent the Future”, the fair was held from 10 – 13 October 2011.

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Dateline: Penang, Malaysia

Aviatron Hits 60% Completion Rate

Phase 1 of Aviatron (M) Sdn Bhd is now 60% completed. Progress was hampered by bad weather in Penang which saw rainfall almost daily. This lead to a two-week delay in construction of the building.

Nevertheless, Success Construction, the contractor of Aviatron, is still targeting the building to be completed by end December this year.

When met at the Aviatron site, Success Construction’s Director, Soon Eng Loon, said they are trying their best to get the roof up and covered despite the rain.

"Once the roofing is done, we would be sheltered from the rain and can move on to expedite the flooring,” explained Soon.
By end November 2011, Aviatron will move in its machineries and equipments to the site, in stages.

Arriving end-November will be the DMG 340 FMS (Flexible Manufacturing System) from Germany, and commissioning of the machines are expected to take place from Dec 2011 to Jan 2012.

And in December this year, the CMM (Co-ordinate Measuring Machine) will be delivered to Aviatron.
SAM Group Hosts Supplier Conference

In appreciation of the support and partnership of our suppliers, SAM Group recently hosted a Supplier Conference at a leading hotel in Penang. The event was attended by more than 60 companies, comprising of our existing and potential suppliers. Also present were representatives from government authorities and the management team of SAM.

According to President & CEO of SAM Group, Jeffrey Goh, the Conference is aimed at providing our business partners an insight into our business outlook, strategies and sub-contracting opportunities.

“The business that we are bringing to Malaysia and Singapore will require us to give out at least RM700m worth of new contracts over the next five years. Currently, we are awarding RM80m annually in contracts to our suppliers in Asia,” elaborates Jeffrey Goh.
COO, Tan Guan Thong (GT Tan) (left) was one of the key speakers at the Conference, while President & CEO, Jeffrey Goh, (right) delivered the Opening Address. In his speech, Jeffrey emphasized the following basic fundamentals that SAM requires from its suppliers - Quality, Integrity, Transparency, Competitiveness and On-time delivery.

Members of the SAM Group Management team who presented their papers to the audience were Alan Leong, VP of New Business Set-up; Helen Luk, VP of HR; Peter Lim, VP of Marketing; Lee Chee Weng; VP of QA. From SAM Malaysia, we have PC Ho, VP of Precision Engineering Division; and BK Ng, VP of Equipment Manufacturing Division.

SAM Group is celebrating its 30th Anniversary in business this year, and in each of these years, we have been in partnership with our suppliers and business associates to achieve growth and success.
Apart from the Conference, a separate meeting session was held at SAM Malaysia’s Corporate office in the afternoon, to personally thank selected key suppliers and business associates, and each of the company was presented with a special memento.

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JMTI Leads Study Mission to SAM Malaysia

SAM Malaysia was chosen as a learning ground by a group of lecturers from several technical institutions, as part of their week-long training programme. The lecturers paid a half-day visit to SAM Malaysia’s aerospace facility (Meerkat Precision) to learn more about application of 5-axis CNC machining in an industry setting.

Leading the 12-member delegation is Zainol Abd Razak, Vocational Training Officer from Japan-Malaysia Technical Institute (JMTI). The group of lecturers were undergoing a one-week training on “Fundamentals of 5-axis CNC Machining” at JMTI campus.
Meerkat Precision’s Production Manager, Wong Kian Horng, (right) explaining the machining works on the engine casing to the entourage.

Apart from engine casings, the lecturers also took a keen interest on the machining of vacuum chambers produced using the large format machines.
“The exposure that we’ve got at SAM Malaysia complements the knowledge we learnt from theoretical aspects of machining, and we are thankful to SAM for that,” said Zainol Abd Razak.

SAM Malaysia Lights Up for Deepavali

The word “Deepavali” is derived from Sanskrit meaning “row of lights” and on this 26 Oct, the Hindu community celebrates Deepavali day, also known as the Festival of Lights. It is a tradition to light oil lamps on this auspicious day, as a way of thanking the gods for the attainment of health, happiness, knowledge, peace and wealth.
Harmony in Diversity: Malaysia is a multi-racial and multi-religious country, and during each major festive season, Malaysians from all walks of life and ethnic background will come together to celebrate the joyous occasion.

For Deepavali, four employees of SAM Malaysia from diverse ethnic and religious background, worked as a team and decorated the Corporate Office in Penang to create the festive ambience.

The employees are (left to right): Baskaren Perumal (Facilities Technician); Nyeu Hooi Ping (HR Officer); Noor Shahira Said (intern); and Sasikala Sankaran (Internal Audit Manager), all looking resplendent in their colourful Deepavali outfits.
Deepavali symbolizes the triumph of good over evil, of light over darkness.

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SAM Malaysia Participates in Badminton Challenge Trophy

SAM Malaysia recently sponsored a team of its badminton players to take part in the Wilson Challenge Trophy, held in Penang.

The tournament, organized by a professional badminton training centre, is open to Men’s Doubles category, and saw the participation of 20 teams from the industrial and commercial sectors.
One for all, all for one: SAM Malaysia was represented by (l to r) Cheah Chun Boon; Saravananthan a/l Nagapan; Lee Ke How; Ng Boon Keat; Jeffrey See; Eddy Goh Poh Hua; Muhamad Izzudin Bin Zakaria.

Although the SAM Malaysia team did not win any placing, the boys did us proud by giving their best and upholding the spirit of sportsmanship throughout the match. It was a good exposure for the team, and SAM made its presence felt in the tournament.

As in the Modern Olympic creed expressed by its founder Pierre de Coubertin: “The most important thing . . . is not about winning but taking part (in the Games).”

Dateline: Singapore

SAM Appoints Lucy Liu as Programme Director for Commercial Equipment Project
Lucy Liu Yu Ming, the QA Manager of SAM Suzhou, is now appointed as Programme Director for a Commercial Equipment Project, effective 1st September 2011. In the above picture, Lucy is seen at her new office in SAM Singapore, where she is currently undergoing a two-year assignment to learn the ropes of managing a different business to give her additional exposure apart from aerospace.

Born in Shanxi province, northern China, Lucy holds a Bachelor in Materials Engineering from Shanghai Jiao Tong University. She has been working in SAM Suzhou for the past 12 years and is now looking forward to take on new challenges in her capacity as Programme Director.
To prepare herself for the challenges ahead, Lucy had to leave her husband and daughter in China temporary for a new assignment in Singapore. Her family will have opportunities to visit Lucy in Singapore during holidays to give them a better understanding of Singapore too.

Since her arrival a month ago, Lucy has started managing internal operations and interfacing with customers, and will be travelling to Malaysia and the United States in the coming months to expedite the project.

“I am thankful to the Management for giving me the opportunity to broaden my management skills and gain international exposure, and I hope to improve my command of English language along the way as I take on my new job responsibilities,” said Lucy.

On behalf of SAM, we wish her all the best in her new undertaking.
Educating Employees on Disease Prevention

Let's learn more about influenza and its preventive measures – the interactive kiosk of the Singapore Health Promotion Board proved to be a hit with employees.

Good Health is the Greatest Wealth. To promote a healthy workforce, the Workplace Health & Safety Committee, in collaboration with the Singapore Health Promotion Board, held a week-long talk and exhibition in SAM Singapore.

The health campaign is aimed at educating employees on diseases such as influenza and tuberculosis, and how we can prevent the spread of these diseases, especially at the workplace where we come into contact with many people.
Prevention is better than cure - the programme also included an hour-long talk by the Health Promotion Board in which employees gained in-depth knowledge and facts on each of the diseases. Here, the speaker is stressing on the importance of hand washing as the basic step to prevent the spreading of diseases.

Teambuilding at the Movies

It’s movie-time for employees of SAM Singapore as they were treated to a 3-D film, “Born to be Wild”, at the Omni-Theatre, located at Science Centre of Singapore.

“Born to be Wild” is an inspiring story of love, dedication and the remarkable bond between humans and animals. It showcased orphaned orang-utans and elephants and the extraordinary people who rescued and raised them – saving endangered species one at a time.
Participants having fun at the “Body Parts” game, one of the activities lined up for the teambuilding session.

If humans and animals can share a special bond between them, so, too, can we as employees of the SAM family. Together as a team, we can also forge a unique bond amongst ourselves.
To reinforce teamwork and employee bonding, a series of teambuilding activities were held after the movie. Participants were divided into groups and played three activities, namely Photo Hunt, Body Parts game and Tug-of-War. Each of these game was designed to allow team members to interact, play and get to know each other better in a fun manner.

Yes, together, we are “One SAM”!
A Note of Thanks:
Contribution to House of Blessings

Flashback – in the July Edition of Newsmakers International, we featured the visit by the Board of Directors and Management Team to House Of Blessings, during our Management Retreat in Chiang Mai, Thailand.

The House of Blessings is a home for orphans and children from poor and underprivileged families from various hill tribes in Northern Thailand and SAM Group had “adopted” the home as part of its Corporate Social Responsibility (CSR) programme. Recently, SAM had fully funded the construction of the Home’s canteen at its new site, which was officiated by Chairman of the Executive Committee of SAM Group, Loh Chuk Yam and President & CEO, Jeffrey Goh.
The adorable children of the House of Blessings – there are presently more than 100 children at the Home.

Pursuant to the visit, some individuals came forward to offer monetary contribution to further assist the Home.

On behalf of SAM Group, we would like to accord our sincere thanks to these individuals for their contribution towards the House of Blessings:
1. Catherine Ng, CFO of Accuron Technologies
2. Tan Chong Siong, GM of SAM Suzhou
3. Helen Teo, CFO of SAM Group
4. Wolfgang Bittenbinder, GM of ZascheSitec Handling

Directors:
1. Mr. Shum Sze Keong, SAM Malaysia Board
2. Mr. Kannan Ramesh, SAM Singapore Board
3. Mr Tan Kai Hoe, SAM Singapore Board
4. Mr Lee Hock Chai, SAM Malaysia Board

In total, the above individuals contributed a total of S$22,146, and the money will be channelled to purchase Kitchen and Bakery room equipment as well as beddings and furnishing for the Home.

The funds shall be remitted to the House of Blessings by early November 2011 to facilitate the necessary purchases. We will continue with our effort to collect funds for the balance furnishing requirements for the Home. Interested parties can contact Ms. Helen Luk, VP, HR of SAM Group.
Thank you for your support – your contribution will surely make a difference in the lives of the underprivileged and orphaned children of the House of Blessings.

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