

3 December 2008

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## MEDIA RELEASE

### UNVEILING THE OVERALL WINNERS OF THE SINGAPORE PRESTIGE BRAND AWARD (SPBA) 2008 - AN ASME-LIANHE ZAOBAO AWARD

Shangri-La Hotel, Singapore - ASME and Lianhe Zaobao acknowledged deserving brands at the SPBA 2008 Award Presentation Ceremony on Wednesday, 3 December 2008, at the Island Ballroom, Shangri-La Hotel. Mr Lee Yi Shyan, Minister of State, Ministry of Trade and Industry, was Guest-of-Honour at the event.

Honouring successful homegrown brands for their extensive planning and execution of branding strategies since 2002, SPBA has established itself as a prestigious branding Award that local brands strive to achieve. Attaining this esteemed mark of success serves as a benchmark for participants, and is an excellent springboard for brands pursuing expansion plans both locally and abroad.

Each year, selected Candidates are put through a stringent and rigorous judging process by a panel of judges before the Winners for each Category are finally selected.

For each Award Category, an Overall Winner was also chosen.

For exceptional brand performance, **Food Republic** clinched Overall Winner for SPBA - Promising Brands; **Mr Bean** for SPBA - Established Brands; **Pet Lovers Centre** for SPBA - Heritage Brands; and **The Hour Glass** for SPBA - CitiBusiness Regional Brands.



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All SPBA 2008 Winners were presented with trophies at the Award Presentation Ceremony:

**SPBA - PROMISING BRANDS (For brands 3 to 8 years old)**

1. BH GLOBAL
2. CISEERN
3. DN HYBRID
4. FOOD REPUBLIC
5. K&C PROTECTIVE TECHNOLOGIES (KCPT)
6. LOTUS ON WATER
7. MINDCHAMPS
8. PERFECTUS
9. PIMABS
10. PROVIDEND
11. REGENCY STEEL ASIA
12. SK JEWELLERY
13. TAKA JEWELLERY
14. ZEN TRADITION

**SPBA - ESTABLISHED BRANDS (For brands 6 to 30 years old)**

1. ATLAS
2. BERRIES WORLD OF LEARNING SCHOOL
3. CHERIE HEARTS GROUP INTERNATIONAL
4. DESIGN STUDIO
5. FINANCIAL PR
6. INNOPLAN
7. JOLLIBEAN
8. KRISLITE
9. MELCO
10. MR BEAN
11. NETS
12. NETWORK COURIER
13. PARK AVENUE
14. RUSTIC NIRVANA
15. SUPREME FLOORS
16. THE HAPPY OFFICE PEOPLE
17. THE HOUR GLASS
18. THOMSON MEDICAL CENTRE
19. VARL
20. WILSIN

**SPBA - HERITAGE BRANDS (For brands more than 30 years old)**

1. BONIA
2. CORTINA WATCH
3. ON CHEONG JEWELLERY
4. PET LOVERS CENTRE
5. SCIENCE ARTS



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## SPBA - CITIBUSINESS REGIONAL BRANDS

(For brands at least 3 years old and with presence in at least 5 foreign markets)

1. bYSI ®
2. CHERIE HEARTS GROUP INTERNATIONAL
3. GRANDWORK
4. THE HOUR GLASS
5. YA KUN KAYA TOAST

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## ANNEX A: ABOUT THE AWARD



## S I N G A P O R E P R E S T I G E B R A N D A W A R D

Jointly organised by the Association of Small and Medium Enterprises and Lianhe Zaobao, the Singapore Prestige Brand Award (SPBA) recognises and honours Singapore brands that have developed and managed their brands effectively through various branding initiatives.

With the increasing number of homegrown brands becoming established household names, achieving this esteemed mark of success is certainly a significant milestone in the branding journey of any local brand. The Award also serves as a yardstick for SMEs to benchmark their brand equity against their competitors.

Having established itself as a prestigious branding Award that local brand owners strive to attain, the Singapore Prestige Brand Award continues to be an effective platform for companies who aspire to become sterling brand names in Singapore and to fuel their expansion plans abroad.

This year, the SPBA will comprise four main Award categories, namely the SPBA - Promising Brands, SPBA - Established Brands, SPBA - Heritage Brands and the SPBA - CitiBusiness Regional Brands.

For each Award category, an Overall Winner will be chosen.

A Most Popular Brand Award Winner will also be selected via public voting.

Launching this year, the SPBA - Hall of Fame recognises and honours the truly deserving and outstanding local brands. Brands that have excelled over a period of time will be inducted into this prestigious and elite circle.

## 新加坡金字品牌奖

由中小型企业商会和《联合早报》联办的“新加坡金字品牌奖”，旨在肯定和表扬有效地通过各种品牌关联活动来建立和管理品牌价值的本地企业。

随着越来越多的本土品牌成功立足，成为家喻户晓的品牌，获颁“新加坡金字品牌奖”不但是成功打造品牌的象征，也是企业在建立品牌的旅程中的关键里程碑。

作为企业竞相争取、有威望的品牌奖项，“新加坡金字品牌奖”继续是个让企业在新加坡打响知名度的有效平台，同时是走向海外市场的跳板。

今年的“新加坡金字品牌奖”设有四个主要奖项：SPBA 潜质品牌奖、SPBA 成名品牌奖、SPBA 悠久品牌奖和 SPBA-CitiBusiness 区域品牌奖。

每个奖项将选出一个总冠军，而所有获奖的优质品牌将公开给公众投选，角逐“SPBA 最受欢迎品牌”奖。

为鼓励更多本地中小企业维护良好品牌及贯彻品牌策略，并肯定和嘉奖它们在建立优秀品牌的贡献，从今年开始，新加坡金字品牌奖将推出“新加坡金字品牌奖—荣誉榜”。

过去一段时间持续保持优秀品牌、并能符合严格的评选标准的本地品牌，将有机会入选“新加坡金字品牌奖—荣誉榜”。

## ANNEX B: ABOUT ASME



The Association of Small & Medium Enterprises is a not-for-profit organisation that welcomes all from the entrepreneurial community into our membership. ASME has through the years worked towards creating a conducive and fair environment that facilitates growth and development for all local enterprises.

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*.

[www.asme.org.sg](http://www.asme.org.sg)

## ANNEX C: ABOUT LIANHE ZAobao



Lianhe Zaobao, which celebrates its 85th anniversary this year, is the flagship Chinese-language daily of Singapore Press Holdings and the largest-circulating Chinese newspaper in Singapore. Widely recognised for its superior quality as a responsible, objective, fair, and credible newspaper, it also enjoys a good reputation and considerable influence in the global Chinese communities.

Zaobao is a must-read for many Singaporeans and commands a readership of 637,000 in Singapore. It has correspondents based in major cities such as Beijing, Shanghai, Guangzhou, Chongqing, Hong Kong, Taipei and Tokyo, keeping Singaporeans informed of major developments in the region. It also engages the services of special correspondents in Seoul and Manila.

As part of its efforts to establish itself as a quality brand and to reciprocate for the support of readers, businesses and our society, Zaobao has been actively organising high-level economic and cultural forums, as well as brand promotion activities, on a regular basis.

### **Zaobao.com**

Zaobao.com is a comprehensive news website built on the enormous resources of Lianhe Zaobao. It has been named the most popular website in Singapore for three consecutive years since 2005.

Because of the comprehensive and objective reports on China and issues of concerns to Chinese worldwide, Zaobao.com has become the largest Chinese news website in the region, with daily average page views standing at five million and a monthly readership of seven million.

## **《联合早报》简介**

刚在今年迎来创刊 85 周年的《联合早报》，是新加坡报业控股的旗舰华文报，也是新加坡发行量最大的华文报章，被公认是一份素质高、负责任、报道客观、言论公正、可信度高的报纸，在全球华人世界中享有崇高信誉和广泛的影响力。

《联合早报》已经成为大多数新加坡人的主要精神粮食，拥有每天 63 万 7000 人的读者总量。它在北京、上海、广州、重庆、香港、台北和东京都派驻特派员，在韩国首尔和菲律宾马尼拉设有通讯员，信息触角在亚洲深入延伸，帮助新加坡人更了解外部的世界。

这些年来，《联合早报》一直积极参与主办高水平的经济论坛、文化论坛以及各类品牌推广活动，塑造高端定位，回馈社会。

## **联合早报网**

联合早报网([zaobao.com](http://zaobao.com))是集中《联合早报》庞大新闻资源的综合新闻网站。它从 2005 年起连续三年获选为“新加坡最受欢迎报章网站”。早报网对中国的报道客观全面，不断跟进全球华人共同关心的课题，已成为本区域最大的华文新闻网站，目前日平均浏览量达到 500 万次，每月的平均读者人数达到 700 万人。

## ANNEX D: ABOUT CITI



Citi, the leading global financial services company, has some 200 million customer accounts and does business in more than 100 countries, providing consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, and wealth management. Citi's major brand names include Citibank, CitiFinancial, Primerica, Smith Barney, Banamex, and Nikko. Additional information may be found at [www.citigroup.com](http://www.citigroup.com) or [www.citi.com](http://www.citi.com).

## ANNEX E: ABOUT CITIBUSINESS



CitiBusiness is a unit of Citibank Singapore Ltd dedicated to serving small and medium enterprises (SMEs) with an integrated suite of banking and value-added networking services.

Being a partner of SMEs in Singapore for more than 20 years, CitiBusiness has a long commitment of building synergies and strong relationships with the local SME community in order to contribute towards their growth and success.

In February 2006, CitiBusiness enhanced its SME offerings by introducing services and products that were traditionally only offered by banks to larger corporations. CitiBusiness understands that customers have different needs hence, it is not the size of their customers' business that matters; it is the size of their ambitions.

CitiBusiness customers can now get access to a wide array of cash management solutions from the High Yield Current Account to the innovative Commercial Real Estate Saver. Further, they can also manage their currency risks using our comprehensive suite of Foreign Exchange Risk Management Solutions, allowing them to focus on their business with peace of mind.

In addition, each CitiBusiness customer has a dedicated Relationship Manager, who will lead a team of Service Relationship Managers and Treasury Specialists, to advise customers on their corporate banking needs.

With our global network and local expertise, CitiBusiness is well positioned to partner the local SME community as they embark on their journey to become established regional and international brands.

### ***The Truly Integrated Business and Personal Banking Solution For SMEs & Professionals***

CitiBusiness understands that it's not the size of your business that matters; it's the size of your ambitions. And to help SMEs get ahead, CitiBusiness offers customers a wide range of integrated tools and services.

### **Access to dedicated Relationship Managers and a team of Specialists**

CitiBusiness customers enjoy the services of our dedicated Relationship Manager who will take care of all matters related to customers business banking accounts, and are supported by a team of Specialists to provide advice in trade, treasury and investment products, and mortgages.

### **Innovative products and services**

CitiBusiness offers a comprehensive range of financial products and services that includes:

- **High Yield Current Account**  
With this special transactional account, CitiBusiness customers can enjoy high interest on daily transactional balances whilst retaining 100% liquidity in their cash flow. The higher the daily transactional balances, the higher returns they earn. CitiBusiness customers also get unlimited cheques along with our unique cheque-imaging services. CitiBusiness High Yield Current Account is available in both SG and US dollars.
- **Business Loans<sup>^</sup>**  
CitiBusiness customers enjoy the choice of choosing a secured or unsecured facility to grow their business. Commercial Real Estate Saver<sup>^</sup>, an innovative all-in-one commercial property loan comes with an interest-bearing current account that provides greater interest savings. The interest rate on the current account balance is two-thirds the commercial property loan rate, and can be used to offset the loan interest repayment, helping customers to pay off their loans faster.
- **Foreign Exchange Risk Management Solutions**  
With CitiBusiness Foreign Exchange Risk Management Solutions, customers can manage their foreign currency fluctuations with a peace of mind. Our experienced Relationship Managers and Treasury Specialists are here to guide customers through the process of managing their foreign currency risk. CitiBusiness offers Foreign Exchange solutions in all the major currencies. In addition, through our regular seminars, CitiBusiness keeps customers updated on the FX market and Risk Management Solutions.

- **Investments**  
CitiBusiness provides customers with a range of investment products to suit their financial objectives. Our experienced Relationship Managers and Treasury Specialists are here to help customers work towards fulfilling their investment goals.
- **Trade**  
CitiBusiness combines trade expertise with global reach to give customers the power to effectively manage their trade transaction. The wide range of trade finance services and global network enables CitiBusiness to take care of customers' every trade need, regardless of whether customers are importers or exporters. Services offered include Letters of Credit, Documentary Collections and Banker's Guarantees.
- **CitiBusiness Card<sup>^</sup> / Corporate Cards**  
The CitiBusiness Card is a business credit card tailored to the needs of SMEs. Enjoy a business credit line of up to S\$100,000<sup>^</sup>, cash rebates of up to 0.8%, travel insurance of US\$500,000 and special business discounts worldwide of up to 50%. With the ability to control individual card limits and comprehensive monthly statements, the CitiBusiness Card enables SMEs to effectively manage their business spending on a single, business-tailored card program.

In addition, we offer the full range of Corporate Card and Purchasing Card solutions to support the procurement, travel and entertainment needs of businesses of all sizes. With corporate-size credit lines and extensive MIS reporting capabilities, our corporate card programs can help you to streamline your processes, manage business expenses and supplier relationships, save time and reduce costs.

**To find out more, visit our nearest Citibank branch or call 6238-8833 today.**

Citibank Branches:

**Ang Mo Kio Hub Branch**

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**Capital Square Branch**

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**Cuscaden Road Branch**

50 Cuscaden Road Branch #02-02 HPL House Singapore 249724

**Esplanade Investment Centre**

1 Raffles Link #01-01 Singapore 039393

**Great World City Investment Centre**

1 Kim Seng Promenade #01-51 Singapore 237994

**Jurong East Branch**

21 Jurong East St 13 #01-02 CPF Jurong Building Singapore 609646

**Orchard Road Branch**

40A Orchard Road #01-00 Singapore 238838

**Paragon CitiGold Centre**

290 Orchard Road #14-07/09 Singapore 238859

**Parkway Parade Branch**

80 Marine Parade Road #01-11B/C & #01-02 Singapore 449269

**Vivo Branch**

1 Harbourfront Walk #01-143 Vivo City Singapore 098585

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Important Notes:

Citibank full disclaimer, terms and conditions apply to individual products and banking services.

<sup>^</sup> Subject to the Bank's approval

## ANNEX F

## SPBA - PROMISING BRANDS

No.	BRAND	DESCRIPTION
1	<b>BH GLOBAL</b>	BH Global Marine Ltd has more than 30 years of experience in marine electrical supplies, serving the needs of the Marine and Offshore oil & gas industries.
2	<b>CISEERN</b>	Ciseern by Designer Furnishings Pte Ltd is positioned as an interior design-and-build specialist that helps consumers with creative designs and building services.
3	<b>FOOD REPUBLIC</b>	Food Republic offers a fresh concept of dining in a holistic manner with a stirring range of cuisine, vivacious ambience and aroma.
4	<b>LOTUS ON WATER</b>	Lotus On Water Pte Ltd was founded in 2005, with the purpose of providing feng shui related services.
5	<b>PIMABS</b>	PIMABS (Perennial Image Management And Bespoke Services) is a local fashion house that provides custom-made, menswear clothing with its signature cuts and designs.
6	<b>REGENCY STEEL ASIA</b>	Regency Steel Asia Pte Ltd (RSA) is a global integrated steel distributor and service provider with a strong focus on the marine and offshore, energy and construction industries.
7	<b>SK JEWELLERY</b>	SK Jewellery takes pride in being one of Singapore's most avant-garde fashion jewellers, offering discerning customers its signature fuse of high fashion and cutting-edge designs.
8	<b>MINDCHAMPS</b>	MindChamps is an educational institute specialising in the art of learning how-to-learn and the development of the champion mindset in students from pre-school to tertiary level.
9	<b>TAKA JEWELLERY</b>	Having grown from a single store to an island-wide network of 26 stores, TAKA Jewellery's pieces are also sold to numerous trade customers and exported to more than 40 countries worldwide, with sales offices in Hong Kong and Dubai.
10	<b>K&amp;C PROTECTIVE TECHNOLOGIES (KCPT)</b>	KCPT provides protective technology solutions through an integration of state-of-the-art protective technologies developed in America, advanced project management skills established in Singapore, and cost-effective and high quality products manufactured in Asia.
11	<b>PROVIDEND</b>	Providend is a private wealth management firm in Singapore which provides holistic wealth management services.

**ANNEX F****SPBA - PROMISING BRANDS**

12	<b>ZEN TRADITION</b>	Zen Tradition Living Pte Ltd operates under the Star Furniture Group and is a leading furniture retailer and manufacturer in Singapore and Taiwan.
13	<b>PERFECTUS</b>	Perfectus caters to the audio-visual, design and staging technologies aspects in events, based on the need to provide a better service standard in its niche industry and fulfill both the business and emotive needs of its clients in achieving truly spectacular events.
14	<b>DN HYBRID</b>	DN Hybrid Pte Ltd is a construction-based company handling general building, construction and interior fitting-out projects in the local statutory and private market sectors.

## ANNEX F

## SPBA - ESTABLISHED BRANDS

NO.	BRAND	DESCRIPTION
1	<b>ATLAS</b>	Founded in 1962, Atlas provides premium equipment and solutions for quality sound to homeowners and businesses. Over the years, it has also forged robust partnerships with eminent brands such as Bose, Loewe and ad-notam.
2	<b>CHERIE HEARTS GROUP INTERNATIONAL</b>	Cherie Hearts Group International Pte Ltd is an alliance of companies with broad experience in providing quality and innovative early childhood education and other family related businesses.
3	<b>BERRIES WORLD OF LEARNING SCHOOL</b>	CLS International Pte Ltd was formed in 1993 to provide quality education services and constructive Chinese learning methods for children. After a corporate re-branding exercise in 2003, "Berries" was formed to become the recognised brand in the education industry for the learning of the Chinese language.
4	<b>DESIGN STUDIO</b>	Design Studio is one of the country's leading premier furniture manufacturer, product and interior fitting-out specialists.
5	<b>FINANCIAL PR</b>	Founded in August 2001, Financial PR is an established Investor Relations consultancy firm based in Singapore, with regional presence in Asia including the PRC, Hong Kong and Malaysia.
6	<b>INNOPLAN</b>	Established in 1993, Innoplan Technology Pte Ltd's core business is in designing, manufacturing and marketing of office furniture.
7	<b>JOLLIBEAN</b>	Jollibean was established in 1995 with the aim of offering soy-related beverages and street snacks made with the finest ingredients, in the freshest possible manner, manufactured on a daily basis in a clean, modern environment.
8	<b>KRISLITE</b>	Incorporated in 1992, Krislite is a leading lighting company in the Asia-Pacific region, providing innovative and high quality lighting solutions to brighten up the human environment.
9	<b>NETWORK COURIER</b>	Network Express Courier Services Pte Ltd was established in 1990 with a vision of being a Leading Courier Service Provider with a Global Network. Today, 19 years on, Network Courier is established as one of the forerunners in the local courier industry, executing over 10,000 deliveries a day.
10	<b>NETS</b>	NETS was founded in 1985 to cater to the need for a centralised payment switch operator by the leading banks in Singapore, as part of a national initiative to turn Singapore into a cashless payment society.
11	<b>THE HAPPY OFFICE PEOPLE</b>	Office Planner Pte Ltd (OP) started off in 1997, supplying office furniture to offices. In 1999, they decided to produce their own office furniture.

## ANNEX F

## SPBA - ESTABLISHED BRANDS

12	<b>PARK AVENUE</b>	The Park Avenue brand was founded in 1997 with the opening of Park Avenue Suites Serviced Apartments in Singapore. The brand is well known for providing accommodation with homely comforts with the services and facilities of a business hotel.
13	<b>MELCO</b>	MELCO is committed in providing the most comprehensive and reliable plumbing supplies. Since establishment in 1993, MELCO has incorporated an extensive range of plumbing products under its belt.
14	<b>RUSTIC NIRVANA</b>	Established in 2002, Rustic Nirvana is a local wellness spa provider specialising in pre- and post-natal therapies, as well as spa experiences steeped in Asian healing disciplines, delivered with 100 per cent handwork, without relying on machines.
15	<b>MR BEAN</b>	Mr Bean started in 1995 as a leading chain soya bean food and beverage retailer in Singapore. Today, with more than 40 outlets located island-wide, Mr Bean offers a variety of soya bean drinks and snacks.
16	<b>SUPREME FLOORS</b>	Established in 1995, Supreme Floors provides consultation, export sales, installation and post-installation support to consumers and business partners alike under its expanding suite of products and services.
17	<b>THE HOUR GLASS</b>	Established on 1979, The Hour Glass has grown over the years to emerge as Asia's best managed specialist luxury watch retailer. Representing over 60 brands across 27 boutiques in nine cities throughout the Asia Pacific, The Hour Glass prides itself for its proven merchandising strategy.
18	<b>THOMSON MEDICAL CENTRE</b>	Thomson Medical Centre began in 1979 as a healthcare service provider focusing on obstetrics, gynecology and pediatrics.
19	<b>VARL</b>	Varl Office Systems Pte Ltd was founded in 1998 with the simple goal of helping to build better work spaces. With the exclusive distributorship for Singapore market from EURO Chairs, a public listed company in Malaysia, Kuala Lumpur, Varl has been distributing the brand's office systems furniture to workplaces.
20	<b>WILSIN</b>	Wilsin was established in 1989 as a partnership and was converted to a private limited company in 1992. Wilsin is in the business of office furniture. Today, Wilsin is working on creating its own innovative furniture product lines that will bring flexibility in workspaces up another notch.

## ANNEX F

## SPBA - HERITAGE BRANDS

NO.	BRAND	DESCRIPTION
1	<b>BONIA</b>	BONIA was established in 1974 as an integrated leather business that designed, manufactured and distributed its own creations in Singapore. Today, BONIA provides quality products, superior craftsmanship and fashionable designs that befit the discerning individual.
2	<b>CORTINA WATCH</b>	36 years on since it was founded in 1972, Cortina Watch is today an established player in the luxury watch retail and distribution industry in Asia, carrying over 50 internationally renowned brands in its product range.
3	<b>ON CHEONG JEWELLERY</b>	Founded in 1936, On Cheong Jewellery has stood the test of time and the tribulations of the war to become one of the Singapore's most reputable and respected jewellers. On Cheong has, over the years, achieved a reputation of being a purveyor of unique jewellery designs and expert craftsmanship.
4	<b>PET LOVERS CENTRE</b>	Founded in 1973, Pet Lovers Centre is a pioneer of the pet industry in Singapore. It is the largest pet-product retail chain in the country, with 26 outlets across the island. It also has two outlets in Malaysia, and is in the midst of expanding internationally.
5	<b>SCIENCE ARTS</b>	Established in 1969, Science Arts Pte Co Ltd is a holistic Singapore Traditional Chinese Medicine (TCM) company with 40 years of history. Originally a TCM distributor in the 1970s, it eventually grew to become an importer of branded TCM products from China, while continuing its distribution business.

## ANNEX F

## SPBA - CITIBUSINESS REGIONAL BRANDS

NO.	BRAND	DESCRIPTION
1	<b>BYSI</b>	bYSI delivers high fashion designs at accessible prices so that every woman can enjoy a chic, functional and fashionable wardrobe for every occasion. Today, bYSI has its brand presence in Indonesia, Thailand, Vietnam, Malaysia and Philippines.
2	<b>CHERIE HEARTS GROUP INTERNATIONAL</b>	With a sound strategic framework designed to steer its businesses through competitive markets both locally and globally, Cherie Hearts also has presence in China, Hong Kong, Vietnam, Malaysia and Indonesia.
3	<b>GRANDWORK</b>	Grandwork is a specialist in interior fit-out and a producer of customised premium furniture for the global market. With a strong demand for their products and services in the region, they have also established offices in Japan, Dubai, Thailand, Malaysia and Indonesia to undertake regional projects.
4	<b>THE HOUR GLASS</b>	The Hour Glass is one of the most geographically diverse specialist luxury watch retailers in Asia, representing 60 brands across 27 boutiques in nine cities throughout the Asia Pacific.
5	<b>YA KUN KAYA TOAST</b>	Ya Kun Kaya Toast, founded in 1944, started off as a humble coffee stall, offering a simple fare of kaya toast, soft boiled eggs, and coffee and tea. Today, Ya Kun Kaya Toast has 30 cafés in Singapore, and more than 20 outlets overseas (including Indonesia, South Korea, Taiwan, Japan and the Philippines), many of which are franchised.