

**WELCOME ADDRESS BY**  
**MR S.S.TEO, SBF CHAIRMAN**  
**SINGAPORE PRODUCTIVITY CONFERENCE**  
**& EXHIBITION 2015**  
**5 NOVEMBER 2015, THURSDAY • 9.00AM**  
**SUNTEC CITY CONVENTION CENTRE**

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Mr Teo Ser Luck  
Minister of State, Ministry of Manpower

Distinguished Guests

Ladies and Gentlemen

**Introduction**

Good morning and a very warm welcome to all.

It gives me great pleasure to welcome you to the Singapore Productivity Conference and Exhibition 2015.

Organised by the Singapore Business Federation (SBF), this conference will provide you with business insights and thought leadership on productivity solutions and technological highlights, with several industry leaders joining us today to share their expertise and experience.

### **From Value Adding to Value Creating**

At this conference, productivity takes centre-stage as it remains a cornerstone of Singapore's economic strategy.

To sustain our economic growth with a tight labour market, ageing population and a sluggish global economy, we have to develop better capabilities and expertise.

We have to make a clear shift - to grow based on skills, innovation and productivity. Higher productivity can only be achieved if there is a collective change in mindsets by employers, employees and even consumers. Only then can our economy truly transform successfully to ensure that Singapore continues to be an attractive place to do business.

As Finance Minister Heng Swee Keat shared last Wednesday after a closed-door dialogue with business leaders at SBF, there is a need for Singapore to move from value adding towards value creating.

The Future Economy Committee, which he chairs, will focus on the key challenge of moving the Singapore economy up the innovation ladder. The Committee will measure success by the opportunities and jobs it creates for Singaporeans, however, a shift to higher skills indirectly addresses productivity issues. Our quest to improve productivity continues to be slow and uneven.

SBF, as the apex business chamber, remains committed to working with the Government to help Singapore companies restructure and improve their productivity.

To achieve this, SBF takes the lead in a broad range of programmes and events. This conference and exhibition is one example.

### **Measuring and Tracking Productivity**

Another example is the Holistic Industry Productivity Scorecard (HIPS) Calculator which we launched yesterday.

It captures the performance of companies in 10 productivity indicators and their respective percentiles pegged to their industry.

Designed within SPRING Singapore's Integrated Management of Productivity Activities (IMPACT) framework, the HIPS Calculator presents companies with their holistic productivity performance, compares year-on-year performance and benchmarks against industry peers, all within a three-step process.

After obtaining their HIPS scorecards, companies can enrol in a 1:1 Diagnostic Programme to help them better understand their scores, as well as the measures they can take to improve. We hope that with initiatives like HIPS, companies can effectively identify, analyse and resolve their productivity issues.

Later this morning, I am confident you will benefit greatly from the business leaders sharing their perspectives on the four key pillars of productivity – Culture, Technology, Process and Business Models.

I hope that the insights you will gather, the people you will meet, ideas you will gain at this conference and exhibition will inspire you. In terms of technology, culture or processes, think about how higher productivity can be achieved and how it can help your business become more competitive.

In closing, I wish all of you a fruitful time in learning from the industry leaders and exhibitions today.

Thank you.