



17 May 2006

MAXA BRIEFING SESSION @ SINGAPORE MANUFACTURERS ' FEDERATION DREW OVERWHELMING RESPONSE



Overwhelming response from companies at the MAXA Briefing Session.

Following the launch of MAXA, EDB and Singapore Manufacturers' Federation (SMA) jointly staged the MAXA Briefing Session at SMA's EDC Auditorium on 17 May 2006 to encourage submission by local manufacturers for the coveted award.

The growing interest in MAXA packed the SMA's auditorium to the hilt with more than 70 participating companies representing the various industries in manufacturing playing audience to the organizers of MAXA.

Dr Roger Low, SMA's Secretary-General, and Ms Aw Kah Peng, EDB's Director of Chemical Cluster, delivered their respective welcome and opening address. A comprehensive presentation covering MAXA's criteria and required contents for the application and selection processes was rendered by representatives

Award Partners: Economic Development Board . McKinsey & Company . Singapore-MIT Alliance

250 North Bridge Road #28-00 Raffles City Tower Singapore 179101 Tel: 65 6832 6832 Fax: 65 6832 6565
Website: www.maxa.sg e-mail: maxa@edb.gov.sg

from EDB and partners of MAXA, namely McKinsey & Co and the Singapore-MIT Alliance.

The ensuing hour-long Q & A session which invited queries from the floor was certainly testament to the serious consideration and effort that interested companies are already undertaking.

Companies are encouraged to put in their submissions for MAXA in the coming weeks. The closing date for submissions is 15 June.

Award Partners: Economic Development Board . McKinsey & Company . Singapore-MIT Alliance 2

250 North Bridge Road #28-00 Raffles City Tower Singapore 179101 Tel: 65 6832 6832 Fax: 65 6832 6565

Website: www.maxa.sg e-mail: maxa@edb.gov.sg

Award Partners: Economic Development Board . McKinsey & Company . Singapore-MIT Alliance 3

250 North Bridge Road #28-00 Raffles City Tower Singapore 179101 Tel: 65 6832 6832 Fax: 65 6832 6565

Website: www.maxa.sg e-mail: maxa@edb.gov.sg