

Media Release

Please observe embargo till 6 December 2024, 1300 hrs

Branding In the Smart Future: Future-Ready brands clinch the Singapore Prestige Brand Award

Singapore, 06 December 2024 – 25 local homegrown brands were named Winners of the Singapore Prestige Brand Award (SPBA) 2024 at the Award Certificate Ceremony today. The SPBA is a prestigious award that honours brands for their branding excellence and achievements.

Driven by a vibrant energy and a relentless quest for excellence, these brands have actively expanded their reach. Moreover, they have moved beyond conventional branding efforts to venture into experiential branding, engaging their audiences on a more immersive level. Among the recipients of the SPBA, a notable portion comprises first-time winners across all three Award Categories, underscoring their exceptional achievements despite the challenging business landscape.

Since 2002, the Singapore Prestige Brand Award, jointly organized by the Association of Small & Medium Enterprises (ASME) and Lianhe Zaobao, has been honoring local brands for their exceptional branding strategies and initiatives.

The SPBA 2024 is proud to affirm winners from the three award categories across various industries including those from the beauty and wellness, e-commerce, F&B, healthcare, renewable energy, and construction sectors.

Over the years, the SPBA has honored over 450 unique local brands. As a prestigious and reputable branding accolade, the Award continuously seeks to recognise deserving brands for their excellent branding strategies and initiatives, whilst inspiring them to further establish their brand.

The Overall Winner and Most Popular Brand of each Award Category, with the exception of SPBA – Special merit, will be announced at the SPBA 2024 Award Presentation Ceremony.

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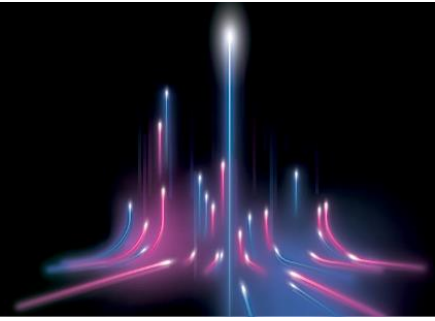
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CO-ORGANISERS

MAIN SPONSOR

SUPPORTING ORGANISATIONS





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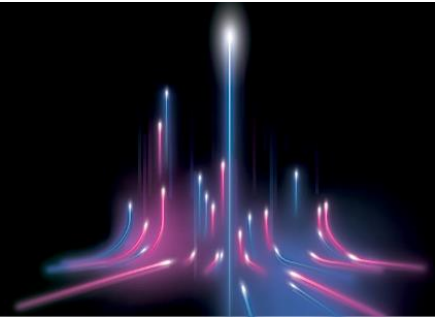
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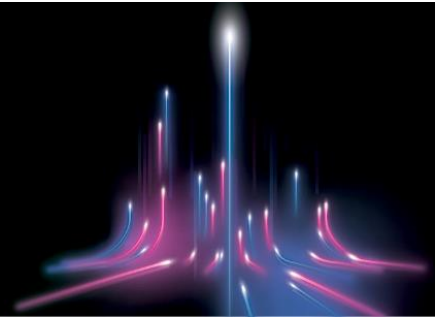


APPENDIX: WINNERS OF THE SPBA 2024

(Past year Winners are highlighted in yellow)

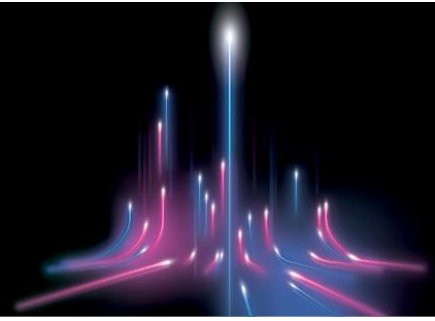
SPBA - Promising Brands

S/O	Brand Name	Chinese Translation
1	CLEAN KINETICS	清节源
2	COLIWOO	合乐屋
3	Chilli Manis	
4	Kskin	
5	PFP	卓越理财
6	SKYLINK	世凯联
7	JUMPSTART COMMERCE	
8	TWOHERBS	



SPBA - Established Brands

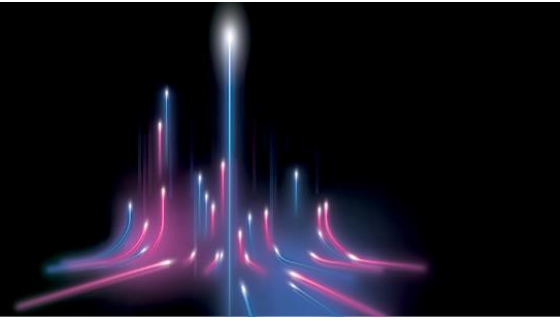
S/O	Brand Name	Chinese Translation
1	CRAFTWORK	
2	CTES CONSULTING	
3	DIAN XIAO ER	店小二
4	FAIRY PORT	翡丽港
5	GALLOP STABLE	
6	Herb&Fashion	草本
7	HOW'S CATERING	
8	LOCK+STORE	
9	PENANG CULTURE	
10	SIG	
11	UNIQ	
12	WORK+STORE	贤能集团自助式仓储
13	XIANG XIANG HUNAN CUISINE	湘香湖南菜



SPBA - Heritage Brands

S/O	Brand Name	Chinese Translation
1	Epitex	
2	Jian Bo Tiong Bahru Shui Kueh	槌柏水糰
3	KIM HUA GUAN	金华源
4	Leong Kee Bak Kut Teh	梁記肉骨茶





APPENDIX: SPBA 2024 AWARD CATEGORIES

The SPBA 2024 comprises three Award Categories:

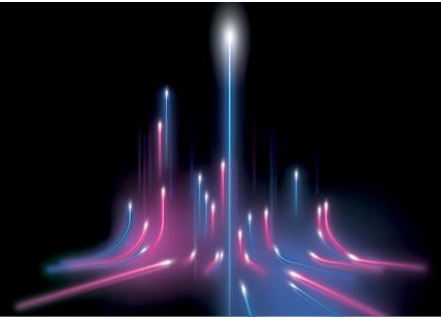
1. SPBA - Promising Brands (新加坡金字品牌奖 - 潜质品牌)
The Brand must be established between 3 to 8 years*
2. SPBA - Established Brands (新加坡金字品牌奖 - 成名品牌)
The Brand must be established for more than 5 years**
3. SPBA - Heritage Brands (新加坡金字品牌奖 - 悠久品牌)
The Brand must be established for more than 25 years#

Note: * Brands established for 5 to 8 years may choose to participate in either the SPBA - Promising Brands or SPBA - Established Brands.

Brands established for more than 25 years may choose to participate in either the SPBA - Established Brands or SPBA - Heritage Brands.

For more information on the Award Categories, you can contact the Award Secretariat at:

DID: 6513 0355
Email: spba.secretariat@asme.org.sg
Website: www.spba.com.sg



APPENDIX : CHINESE TRANSLATIONS

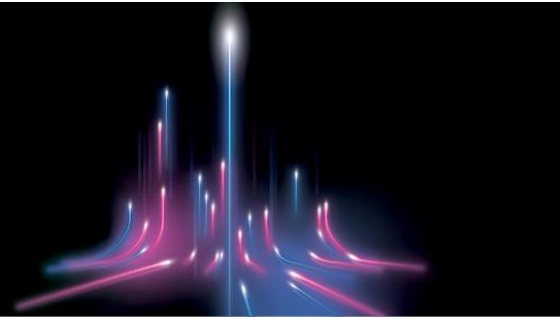
1. Ms Chew Lee Ching
Chairman,
SPBA 2024 Organising Committee
Association of Small & Medium Enterprises

周丽青
2024年新加坡金字品牌奖筹委会主席
中小企业商会

2. Ms Quek Lee Kiang
Co-Chairman,
SPBA 2024 Organising Committee
SPH Media Limited

郭丽娟
2024年新加坡金字品牌奖筹委会联合主席
新报业媒体





APPENDIX: SINGAPORE PRESTIGE BRAND AWARD

SINGAPORE PRESTIGE BRAND AWARD

The Singapore Prestige Brand Award (SPBA) was inaugurated in 2002 by the Association of Small & Medium Enterprises (ASME) and Lianhe Zaobao. Today, the SPBA continues to recognise and honour Singapore brands that have been developed and managed 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.

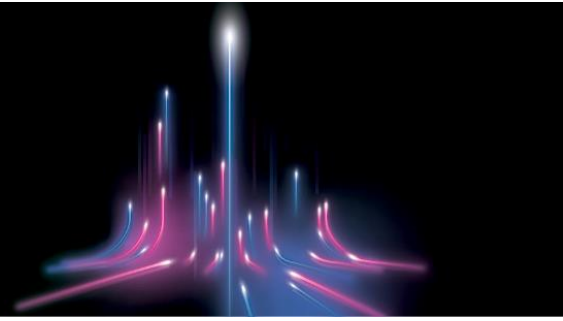
Having established itself as a prestigious branding Award that local brand owners strive to attain, the SPBA remains an effective platform for companies that aspire to become sterling brand names in Singapore, to fuel their expansion plans abroad.

To meet the demands of the market, the SPBA comprises three main Award Categories. These are:

- (i) SPBA - Promising Brands
- (ii) SPBA - Established Brands
- (iii) SPBA - Heritage Brands

With the exception of SPBA - Special Merit, an Overall Winner will be chosen for each Award Category.

The public will be voting for the Most Popular Brand in each Award Category, with the exception of SPBA - Special Merit.



新加坡金字品牌奖

新加坡金字品牌奖是由中小企业商会和《联合早报》于 2002 年创办的。奖项旨在肯定和表扬有效地通过各种品牌相关活动来建立和管理品牌资产的本地企业。

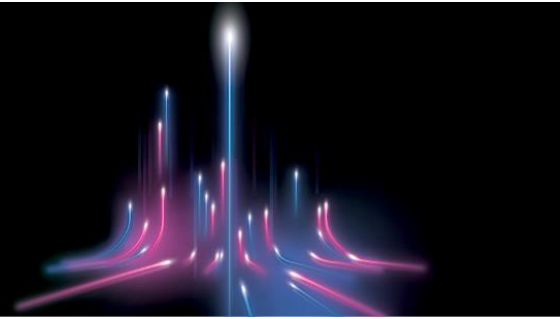
本土品牌近年来百花齐放，不少已是家喻户晓。对这些成功品牌而言，获颁新加坡金字品牌奖是品牌创建过程中的里程碑，也是一个考验实力，树立新品牌标杆的机会。

作为企业向往、公认的至尊品牌奖项，新加坡金字品牌奖是企业在新加坡进一步打响知名度的有效平台，亦是走向海外市场的有力跳板。

新加坡金字品牌奖设有三个奖项组别：

- (i) 新加坡金字品牌奖 - 潜质品牌
- (ii) 新加坡金字品牌奖 - 成名品牌
- (iii) 新加坡金字品牌奖 - 悠久品牌

除了新加坡金字品牌奖 - 特别表扬，每个组别将选出一个总冠军。而所有得奖的品牌（新加坡金字品牌奖 - 特别表扬除外）也将公开给公众投选，找出各组别中的最受欢迎品牌奖得主。



APPENDIX: SPBA 2024 AWARD CO-ORGANISERS

ASSOCIATION OF SMALL & MEDIUM ENTERPRISES (ASME)

The Association of Small & Medium Enterprises (ASME) is a not-for-profit organisation established in 1986 for entrepreneurs, by entrepreneurs. With wide-ranging services and programmes, ASME strives to equip member SMEs with the business knowledge and market opportunities to help them grow their businesses.

ASME, as the champion of a pro-enterprise Singapore, bridges the public and the private sectors to promote a more conducive business environment which facilitates the start-up, growth and development of a larger pool of SMEs. The two ASME flagship awards - The Entrepreneur of the Year Award and Singapore Prestige Brand Award are in recognition of SMEs' successes.

ASME will continue to roll out new SME-relevant programmes to enhance its position as THE business association For Entrepreneurs, By Entrepreneurs.

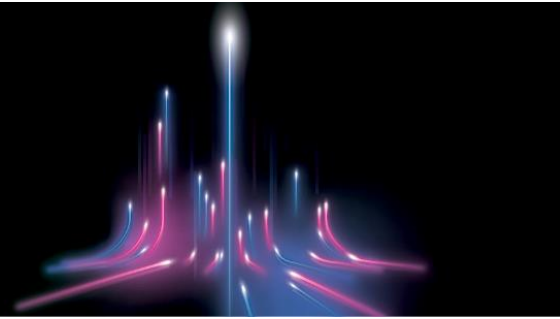
中小企业商会

中小企业商会是一个非盈利团体，积极欢迎各个企业单位成为会员。多年来，协会致力创造有利于公平竞争的环境，协助本地中小型企业的商业增长和发展。

商会在 1986 年由一群本地企业家创立，至今协会仍然处于新加坡亲企业的领先地位，是公共和私营机构之间的桥梁。目的是促进一个更有利的营商环境，协助中小企业开办，创建和发展。两个中小企业商会的旗舰奖 - 年度企业家奖和新加坡金字品牌奖，是对中小企业成就的认可。

连同一个企业背后的创业精神和个人的强烈关注，中小企业商会将继续努力，争取加强其作为“企业家协助企业家”的商会。

Website: www.asme.org.sg



APPENDIX: SPBA 2024 AWARD CO-ORGANISERS

LIANHE ZAOBAO

Lianhe Zaobao (LHZB) is the flagship Chinese-language daily of SPH Media and is the most widely read Chinese-language news media in Singapore, widely recognised for its objectivity and credibility.

Formed with the merger between Nanyang Siang Pau and Sin Chew Jit Poh in 1983, LHZB is a must-read for many Singaporeans. Besides the daily newspaper, readers and audiences from Singapore and around the world access LHZB's content via its website and apps.

LHZB is committed to engage both local and global Chinese-speaking communities by providing timely, accurate and quality news reports, as well as in-depth analyses on Singapore, regional and global developments.

In 2019, LHZB introduced ThinkChina, an English-language e-magazine that translates and publishes commentaries and analyses on China by LHZB. With an extensive network of journalists and writers from Singapore, China and other parts of Asia, ThinkChina also publishes original reporting, opinion pieces and columns on the latest political, economic, sociocultural and technological developments in China and the Greater China region.

LHZB commemorated 100 years of history in 2023 with a slew of celebrations, including a brand refresh. With its new brand promise of "Leading Conversations, With You", LHZB seeks to continue providing trusted and unbiased journalism, and enabling its readers to be more knowledgeable, insightful and future-ready.

《联合早报》

《联合早报》是新报业媒体的旗舰华文报，也是新加坡读者最多的中文新闻媒体。

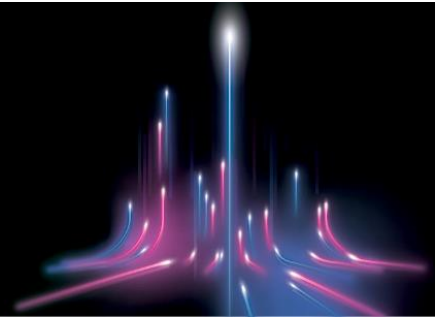
《联合早报》在 1983 年由《南洋商报》与《星洲日报》合并而成，通过报纸和数码平台致力于为新加坡和世界华人提供及时、可信、高质量的报道，以及就本地和国际动态作出深度评析。

《联合早报》是许多新加坡和全球华文阅读群体信任的媒体，被公认为报道客观、可信度高，在全球华人世界中享有崇高的信誉。

2019 年，《联合早报》推出了聚焦中国发展的英文数码网志“ThinkChina”（《思想中国》），将《联合早报》评析中国动态的精辟内容带到英文读者的世界。除了早报的内容，《思想中国》也发布来自新加坡、中国和亚洲其他地区的新闻工作者、评论员和作者的观点，内容涵盖中国和大中华区最新时政、经济、科技与文化领域。

2023 年，《联合早报》迎来百年报庆，报网同步进行品牌重塑，除了以崭新的面貌跟读者见面，也承诺“以睿智亲和的内容，与你共谈天下事”。

Website: www.zaobao.com.sg | Download app: [zb.sg/get-app](https://play.google.com/store/apps/details?id=com.zaobao)



APPENDIX: SPBA 2024 MAIN SPONSOR

MAYBANK SINGAPORE

Maybank is among Asia's leading banking groups and Southeast Asia's fourth largest bank by assets. Maybank Group has an international network of over 2,600 branches in 18 countries including all 10 ASEAN countries, with more than 42,000 employees serving customers worldwide.

Maybank Singapore is one of the Group's largest overseas operations and a Qualifying Full Bank in Singapore. As at 31 December 2023, Maybank's total assets in Singapore were approximately S\$80.26 billion. With strategically located banking branches and over 2,000 employees in Singapore, Maybank is well-positioned to provide highly personalised services and locally-oriented solutions that will deliver more value to customers.

