

Media Release

Please observe embargo till 3 January 2025, 2215 hrs

SPBA Celebrates Brands Leading the Way in the Smart Future

Singapore, 3 January 2025 – The Overall Winners and Most Popular Brands of the Singapore Prestige Brand Award (SPBA) 2024 were announced at the Award Presentation Ceremony on 3 January 2025. Held at The Ritz-Carlton, the event was graced by Guest-of-Honour, Minister for Digital Development and Information and Minister-in-charge of Smart Nation and Cybersecurity, Mrs. Josephine Teo.

Jointly organised by ASME and Lianhe Zaobao, the SPBA is in its 22nd year of celebrating brands who have distinguished themselves against the competitive business landscape through their unique, distinctive and experiential branding, while remaining true to their business vision and mission. Despite celebrating the success of over 500 brands, SPBA wants to continuously set new standards in branding, encouraging local brands to pursue excellence.

In addition to the three Overall Winners across the Promising Brands, Established Brands and Heritage Brands categories, one brand from each award category was voted as the SPBA - Most Popular Brand . This accolade recognises brands that have garnered the highest number of votes from the public, further solidifying their strong consumer appeal.

Honoured with the **SPBA - Special Merit**, HCA Hospice exemplifies care and compassion, supporting patients and families through life's final chapters. HCA provides holistic care through medical, psychosocial, and bereavement support, ensuring no one journeys alone. Serving over half of Singapore's home hospice patients, HCA also offers day hospice care and Singapore's only home paediatric palliative care service, Star PALS (Paediatric Advanced Life Support).

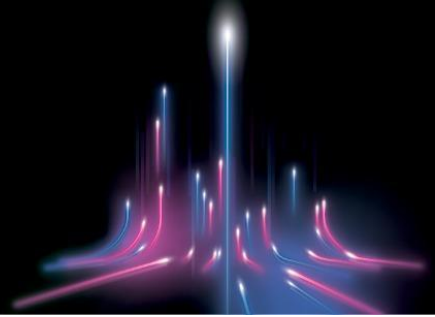
This year, SPBA unveiled three exciting sub-categories to recognise outstanding achievements in specific areas:

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- SPBA – Transformation Efforts Award: Recognises brands that have demonstrated significant efforts to transform their business and adapt to changing market demands.
- SPBA – Social Contribution Award: Celebrates brands that have gone above and beyond to support the community through impactful initiatives.
- SPBA – Sustainability Award: Highlights brands that actively contribute to environmental conservation, resource efficiency, and sustainable practices.

These sub-categories underscore the evolving landscape of branding, reflecting how local enterprises continue to innovate and create meaningful impacts in their industries and communities.

- END -

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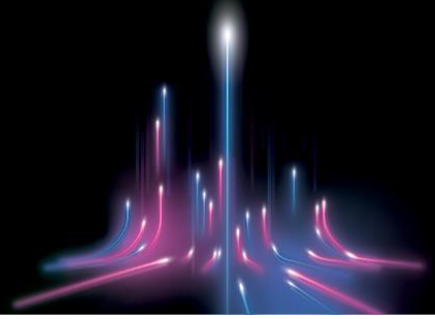
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APPENDIX: WINNERS OF THE SPBA 2024 AWARD PRESENTATION CEREMONY

SINGAPORE PRESTIGE BRAND AWARD 2024

SPBA - Promising Brands

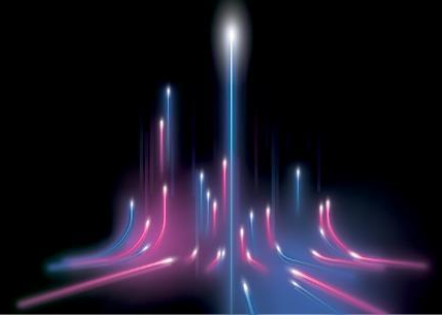
S/O	Brand Name	Chinese Translation
1	CLEAN KINETICS	清节源
2	COLIWOO	合乐屋
3	Chilli Manis	
4	Kskin	
5	PFPFA	卓越理财
6	SKYLINK	世凯联
7	JUMPSTART COMMERCE	
8	TWOHERBS	

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SPBA - Established Brands

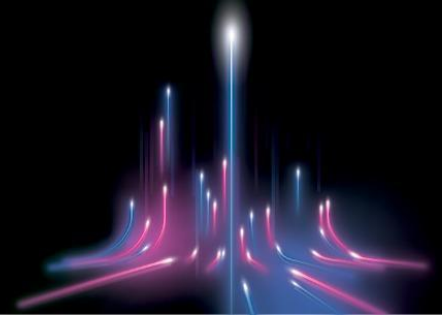
S/O	Brand Name	Chinese Translation
1	CRAFTWORK	
2	CTES CONSULTING	
3	DIAN XIAO ER	店小二
4	FAIRY PORT	翡丽港
5	GALLOP STABLE	
6	Herb&Fashion	草本
7	HOW'S CATERING	
8	LOCK+STORE	
9	PENANG CULTURE	
10	SIG	
11	UNIQ	
12	WORK+STORE	贤能集团自助式仓储
13	XIANG XIANG HUNAN CUISINE	湘香湖南菜

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SPBA - Heritage Brands

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

SPBA - Special Merit

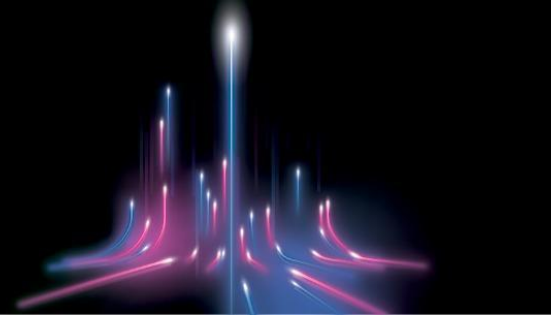
S/O	Brand Name	Chinese Translation
1	HCA Hospice	

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The SPBA 2024 comprises four 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#

4. SPBA - Special Merit (新加坡金字品牌奖 - 特别表扬)

For public agencies and not-for-profit organisations that have made and shown significant efforts in branding. Participation in this category is strictly by the Award Organising Committee's invitation only.

*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:

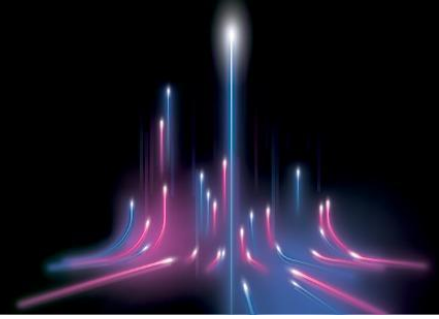
DID: 6513 0355
Email: spba.secretariat@asme.org.sg
Website: www.spba.com.sg

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APPENDIX: ABOUT THE 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 four main Award Categories, namely SPBA - Promising Brands, SPBA - Established Brands, SPBA - Heritage Brands and SPBA - Special Merit.

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

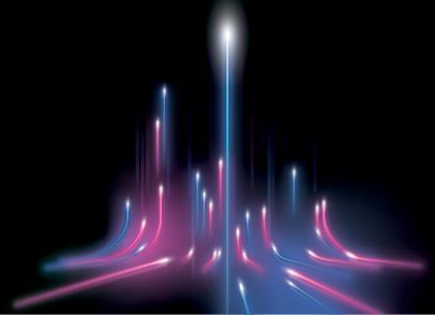
The public will be voting for the Most Popular Brand in each Award Category, with the exception of SPBA - Special Merit.

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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四个奖项组别：

- (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
- (iv) 新加坡金字品牌奖 - 特别表扬

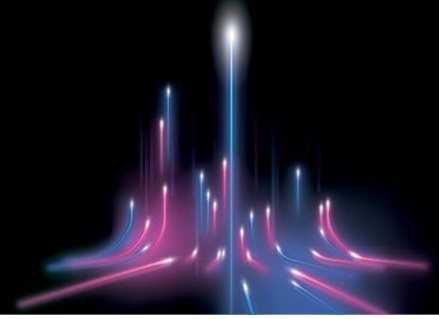
除了新加坡金字品牌奖 - 特别表扬，每个组别将选出一个总冠军。而所有得奖的品牌（新加坡金字品牌奖 - 特别表扬除外）也将公开给公众投选，找出各组别中的最受欢迎品牌奖得主。

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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。

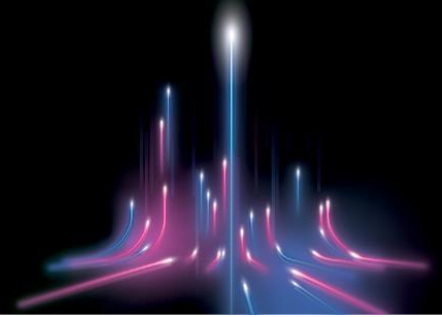
Website: www.asme.org.sg

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APPENDIX: SPBA 2024 AWARD CO-ORGANISERS

LIANHE ZAobao

Lianhe Zaobao (LHQB) 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, LHQB is a must-read for many Singaporeans. Besides the daily newspaper, readers and audiences from Singapore and around the world access LHQB's content via its website and apps.

LHQB 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, LHQB introduced ThinkChina, an English-language e-magazine that translates and publishes commentaries and analyses on China by LHQB. 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.

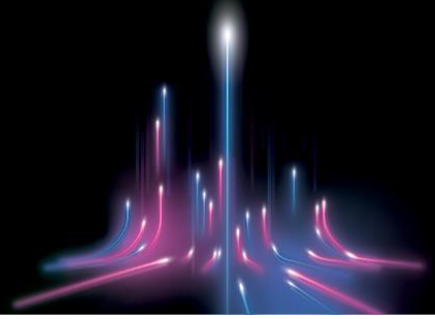
LHQB commemorated 100 years of history in 2023 with a slew of celebrations, including a brand refresh. With its new brand promise of "Leading Conversations, With You", LHQB seeks to continue providing trusted and unbiased journalism, and enabling its readers to be more knowledgeable, insightful and future-ready.

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《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

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.

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