

Annex C

Quotes from Industry Associations

“The Singapore Food Manufacturers' Association is looking forward to being part of the *Made With Passion* initiative, helping to create pride for our local brands and elevating them onto a world stage. In a time where more Singaporeans are pursuing their passions and starting their own ventures, *Made With Passion* is a timely and meaningful initiative that gives them the support to do so.”

- Jimmy Soh, CEO & Managing Director of Sol Agri Resources Group and Deputy President of Singapore's Food Manufacturers' Association

“Textile and Fashion Federation is delighted to work alongside the *Made With Passion* initiative to bring greater support to our local fashion brands. We believe that this is a start to a greater nationwide movement to uplift our brands and more importantly serve as an inspiration to all aspiring craft-preneurs to follow their heart and passion, and to tap on the expertise and support of our local brand heroes to nurture their own dreams. Together with our trade partners, we are committed to cultivate a culture and environment that respect and appreciate the craft and passion in our local brands”.

- Semun Ho, CEO, Textile and Fashion Federation

“The *Made With Passion* initiative is most timely. The Association of Small & Medium Enterprises is very pleased to support this initiative as we recognise that it takes great passion and commitment to build, nurture and grow a brand. The launch of *Made With Passion* also reflects a maturing of our market in appreciating homegrown brands. We can be proud of local brands and help them flourish.

For the last 18 years, ASME has been recognising our homegrown brands, according them the honour and the visibility they deserve, through the Singapore Prestige Brand Awards which is co-organised with Lianhe Zaobao and supported by Enterprise Singapore and the Intellectual Property Office of Singapore. It is therefore heartening that with the launch of the *Made With Passion* initiative, more is being done to amplify the achievements of brands that carry the Singapore name”.

- Chew Lee Ching, Vice-President, Awards and Special Projects, Association of Small and Medium Enterprise

“This concerted effort by the government to showcase homegrown brands is a fantastic way to encourage Singaporeans to support local, and a first step to inspiring more brands to be created out of Singapore. As a brand owner, creating a product or service comes from the founder’s heart and truest passion. The brand becomes an extension of the founder’s values and beliefs, and this is truly worth celebrating.

I am very inspired by many of the brands that are currently launching with *Made With Passion* – and believe we are only seeing the tip of the iceberg as there are so many amazing homegrown brands we can be proud of.”

- Pauline Ng, Council Member, Singapore Retailers Association

“The *Made With Passion* project is certainly a timely, if not overdue, one. There are so many exemplary local brands that are well-storied and that we are proud to own ourselves, or share with friends overseas. I also hope this initiative will encourage more companies and brands to create products that everyone would covet.”

- Mark Yong, President, Singapore Furnitures Industry Council

“The Restaurant Association of Singapore welcomes the effort by SGBO to develop this collective brand *Made With Passion* to help identify and support our Singapore Brands. We see good potential and hope that when this new brand mark is rolled out, it can even be extended to more areas such as restaurants as well.”

- Bonnie Wong, Deputy Treasurer, Restaurant Association of Singapore
