

the meaning

What does Christmas mean to you? Is it presents - shopping for it, giving them to friends and loved ones and receiving them. Is it parties - wine and dine the night away. Is it snow, Santa Claus, reindeers?

My dear friends, this is not what Christmas is all about. Some 2000 years ago in a town called Bethlehem a man named Joseph and his wife Mary were trying to find a room to spend thier night. Joseph and Mary had come to Bethlehem from their home in Nazareth to register themselves , as a census was being conducted at that time by the then Roman Emperor Augustus.

Mary was pregnant and she was due very soon. The Child Mary was carrying is a very special Child. As there was no room available, a kind inn-keeper took pity on the couple and gave them a place for the night in his barn. That very night Mary gave birth to a beautiful boy and named Jesus Christ.

Christmas is celebrated all over the world to commemorate the birth of Jesus Christ some 2000 years ago. What is so special about the birth of Jesus Christ that it is celebrated till today? He is God's gift to mankind for salvation - - a symbol of God's redeeming love.

This - dear friends is Christmas. It is not about presents, shopping, parties, Santa Claus, snow. It is all about LOVE.

Life with its experiences is our chance of learning love. The lesson is set for us by the Master. Are we in this world to get rich, to gain power, to become learned in the arts and sciences, to build up a great business? Are we here to comfort sorrow, to visit the sick, and perform deeds of charity?

If in the midst of all our duties, cares, trials, joys, sorrows, we are not day by day growing in sweetness, in gentleness, in unselfishness, in thoughtfulness, and in all the qualities of love, we are not learning the great lesson set for us by our Master in this school of life.

My dear friends, it is said love begins at home. When we consider the amount of time we spend at work, it is not wrong to say that our workplace is like second home. Stop and look around you. Take a look at your colleagues next to you, in your department, within the office and ask yourself, "have you learn to love that person?" You don't have to profess your love for your actions will speak louder than words.

I sincerely hope you will be able to experience the true meaning of Christmas. Have a Great 1996 Ahead!

of Christmas

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YCH celebrates 40th anniversary

18 October 1995 Shangri-la Hotel

A momentous cocktail nite for a notable celebration as YCH commemorates our 40 years of establishment. It was an occasion for us to relish the growth and making of YCH. An event for us all, including customers, partners, suppliers and business associates; both local and overseas, to share this important milestone.

The occasion was also an opportune one. A new corporate identity for the Group was unveiled as we set forth into the next lap; our \$50 million investment in a fully automated facility to meet the increasing complex logistics needs of our customers was announced and we established a \$200,000 Yap Chwee Hock Logistics Fund for the National University of Singapore (NUS).

Mr Goh Chee Wee, Minister of State for Trade & Industry and Communications was guest-of-honour for the evening. He congratulated YCH on our excellent performance over the past 40

years and for our contribution to the logistics industry in Singapore. He also pointed out that he is confident that our local logistics service providers have built a solid foundation and can develop world-class capabilities to meet future challenges. As Mr Robert Yap, our Managing Director took centre stage to deliver his speech, we can feel the sense of pride and jubilation as he recounted the success story of YCH. He tells of how we set our minds to embrace technology, invest in state-of-the-art

equipment, devise unique systems and methodologies and train people in the field of logistics to build up the business. Mr Robert Yap paid tribute to Mr Yap Chwee Hock, our Chairman and Founder for his single minded devotion to provide a simple passenger transportation service with highest possible standards. He also acknowledged the immense contributions and team spirit demonstrated by the people of YCH. "We thank each and every



one of you for your confidence and trust in choosing to do business with us. We think the best way we can demonstrate our appreciation of that trust is to remain true to our corporate values of reliability, integrity, sincerity and enterprise --- '升', in short," he ended.

The \$200,000 Yap Chwee Hock Logistics Fund cheque was presented to Professor Wee Chow Hou, Dean for the Faculty of Business Administration, NUS by none other than Mr



Yap Chwee Hock himself. Mr Goh Chee Wee, Mr Robert Yap and Mr Yap Chwee Hock then unveiled the new YCH logo; launched to electrifying laser, sound effects and impressive pyrotechnics display. Guests were treated to a multimedia presentation of the Group before the start of cocktails.



\$200,000 YAP CHWEE HOCK LOGISTICS FUND

The Yap Chwee Hock Logistics Fund is an endowment established for the National University of Singapore to provide prime study awards for outstanding students concentrating in Logistics Management at the Faculty of Business Administration, National University of Singapore.



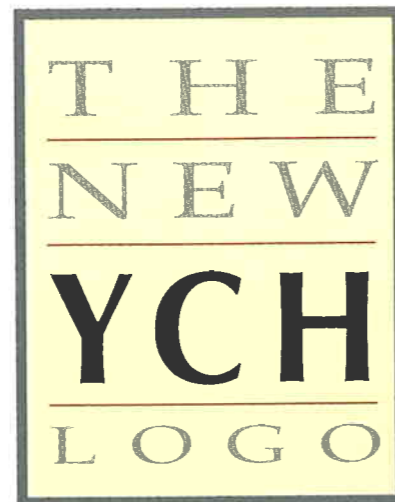
The proceeds may also be used to fund students on exchange programmes, related to Logistics Management and research on Logistics. The fund will be administered by the University in perpetuity.

Donation of the Fund reflects YCH's commitment towards developing technical competence and professionalism in the logistics industry. It also expresses our active support for Singapore which thrives significantly on logistics related-business.

Our old logo has served us well and good for the past 40 years. It tells us how far we've come from a humble transportation company to a multi-million, total logistics operator today.

As YCH ventures into our next lap, it is a perfect time now for us to usher in a new corporate identity for the Group. An identity that will bring us across the vast ocean of the Asia Pacific region.....

The logo reflects where the company has come from and where it is going. The contemporary graphic quality



The new YCH logo embodies a new dynamism. A dynamism that has grown naturally out of a corporate philosophy of rising to the challenge of customer expectations in a changing, more demanding world.

In a borderless world where every road leads to new discoveries, the new YCH logo captures the essence of a company travelling towards new horizons, Going Where You Want To Be™.

of the logo is in tune with the company's conviction that high-tech systems run by highly-trained people are crucial to sustained high performance.

The symmetry of each letter rendered in twin lines headed in the same direction suggest a commitment to building strong partnerships. A determination to be the best, to offer complete professionalism, to grow and keep growing so that it can truly be Your Partner in Total Logistics™.

YCH ASRS



YCH DISTRIPARK

YCH recently announced plans to build a \$50 million fully automated facility at our distripark in Tuas. This investment will help meet the growing needs of our clients, as well as manage the rising land and labour costs experienced by many businesses in Singapore. The facility will be equipped with the most advanced **automated storage retrieval systems (ASRS)**, conveyors and automated guided vehicles (AGV). The best part about ASRS is the creation of flexibility through our proprietary Logistics Management System. The ASRS operation will be driven by in-house developed software, enabling customisation of operations to meet clients' logistics needs.

The ASRS warehouse is made up of two twin towers with holding capacity of 26,000 pallets per tower, doubling our current capacity. The first phase of the project will see 26,000 pallets completed by end 1996. The 2nd phase will be completed by end 1997. The ASRS warehouse is a 4th generation German warehouse system. It is a rack-supported structure standing at a height of 33 metres, equipped with 27 docklevellers. The system is capable of a turnaround of 400 pallets per hour. With this speed, we can increase the overall productivity for our partners.

The twin towers are connected by what we call the "Value-Adding Floor" (VAF). Essentially it is an auxiliary building to facilitate value-adding activities like localisation, countrification, reconfiguration etc. Cargoes are transferred via conveyor belts & AGVs to the mezzanine floor for value adding and subsequently transferred to the staging area for loading. This integration reduces the travelling time from a Black Box (Storage Area) to the value adding floor, enabling us to meet customers' high volume.

YCH & BOUSTEAD

- joint venture in Kuala Lumpur



YCH have entered into a joint venture called Intrabution Malaysia Sdn Bhd with Boustead Holdings Sdn Bhd to set up a Central Intrabution Centre in Malaysia. Intrabution is a term coined by Mr Robert Yap, our Managing Director to describe the domestic distribution of products imported or manufactured in the country.

Explaining YCH's role, Mr Robert Yap said "On an operational level, we will ensure high state-of-the-art warehousing, transportation and freight forwarding services. But our involvement goes beyond this to a sharing of our technology. Our joint venture with Boustead represents our first technology licensing arrangement. We look forward to entering into more such arrangements as YCH builds on its network in the Asia Pacific. We believe this kind of technology and level of support is expected by MNCs operating here as well as local companies who wanted to expand regionally."

Under the terms of the Technology Licensing Agreement, Intrabution Malaysia will receive an integrated IT system that will enable the company to perform complex tasks relating to warehouse management, inventory management, traffic management and freight forwarding. The system will also allow the company to have real-time communications with other functions of the business. The importance of this system lies in its ability to ensure delivery of a consistently high standard of service and attainment of world-class standards.

Over the next five years investments by the joint venture will reach \$29 million. The principal facility will be located in Klang Valley and is expected to be operational by 1997.

*Under our
first technology
licensing
arrangement*

Roche Visit



22 November 1995: YCH received two visitors from F. Hoffmann-La Roche Ltd. They are Dr Joachim Pheiffer, Head of Business Unit Enzymes and Mr Roland Schlagenhauf, Area Manager for Asia Pacific.

Both visitors are from the Vitamins and Fine Chemicals Division of Roche. Purpose of the visit is to introduce Mr Schlagenhauf who will be assuming his responsibilities at Roche Singapore, as Dr Pheiffer will be posted to Roche in Basel, Switzerland.

We would like to extend a warm welcome to Mr Schlagenhauf on his new appointment and we also wish Dr. Pheiffer all the best in his future endeavours.

Quality Focus

All our hard work has finally paid off - we are ISO 9002 certified!

Since April, all of us at YCH have witnessed the power of working as a team: One focus, one mind set, total commitment and continuous improvements.

Our Drive towards Zero Service Failure

The drive towards zero service failure is no mean feat. But it is not impossible! Control measures have been devised to focus on specific problem areas.

To-date, we have achieved zero service failure in certain areas in shipping and document accuracy, SGS presentation, submission of Bill of Lading, export and import response time. With dedication, commitment and working hand

in hand with the customer, we can achieve zero service failure.

Wheels for Improvement - Target Setting

In April, the Quality Assurance team initiated a program to identify targets that are in line with YCH's pursuit to be the quality leader in total logistics. Some of the operational targets are set after considering requirements by our customer and our own requirements.

At present, most of the targets are for main activities that bring higher yield to our customers and YCH. Some of the targets set are to decrease the time taken to transfer goods from container to rack, reduce number of damages, cut down time taken to arrange vessels for delivery to our customers, increase inventory accuracy

and sending out error-free documents to customer.

We are committed to improve our performance with each passing year so that we will

- exceed the expectation of existing customers
- improve bottom line
- stay ahead of competition
- gain new customers

We Are Off To A Running Start.....

A project team comprising DuPont and YCH staff is formed to improve the total logistics service chain. This "Distribution Team Charter" will meet bi-monthly with the objective to reduce cycle time. By reducing cycle time, the product will move even faster to its customers hence reducing working capital (cost incurred by stock).