

# EARLY TO RISE

**T**here's a lot of truth in old, home-spun sayings. Like "early to bed, early to rise makes a man healthy, wealthy **reliability** and wise." We believe in the truth of time-tested practices and traditional virtues.

Virtues such as Reliability, Integrity, **integrity** Sincerity and Enterprise. Put them together and they spell, RISE, or as they say in

Chinese '升', which aptly captures our **sincerity** corporate philosophy as well as the sunrise industry we are in. These virtues have

guided us through forty years of growth **enterprise** and we think they will continue to stand us in good stead in the years to come.



# YCH

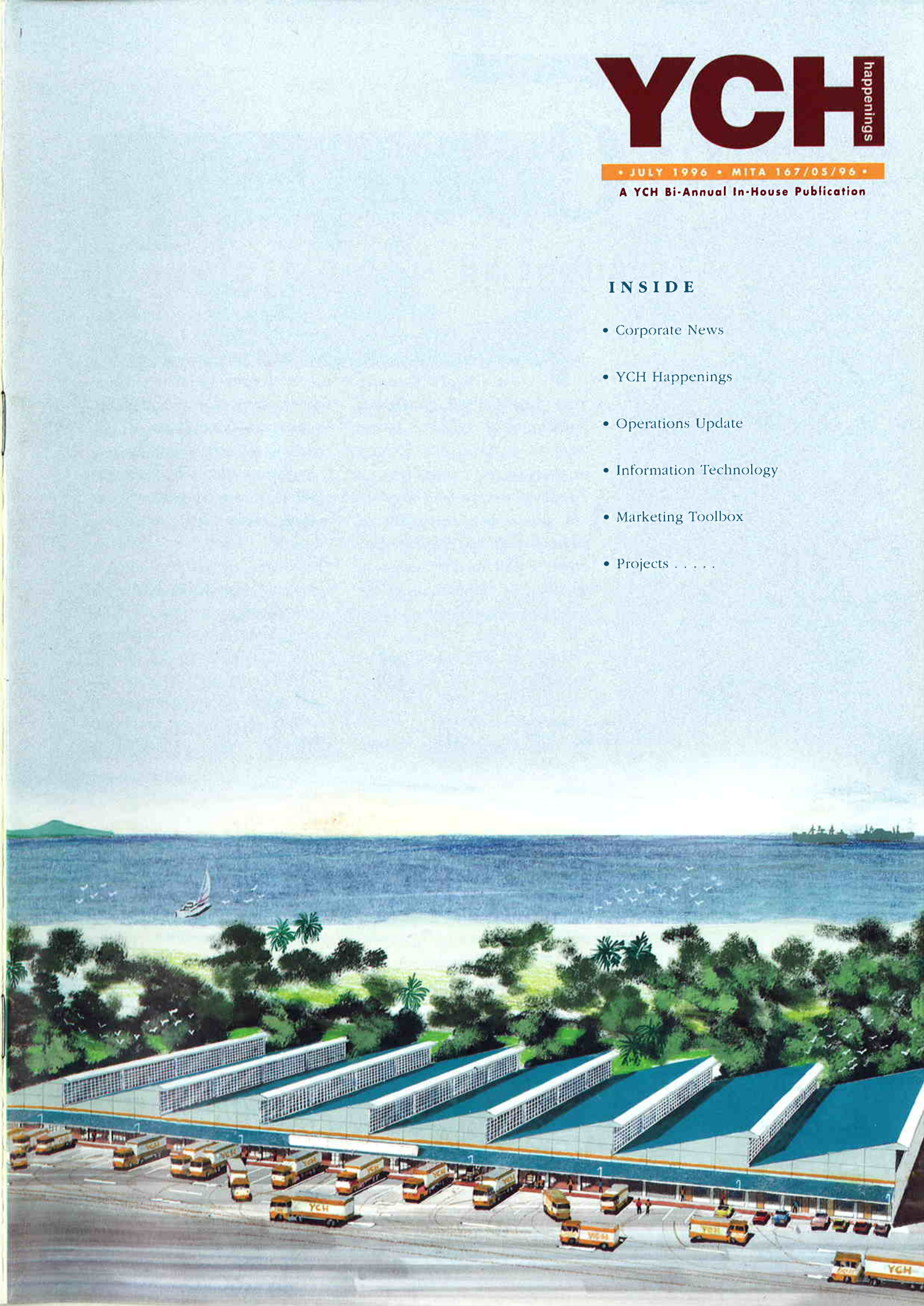
happenings

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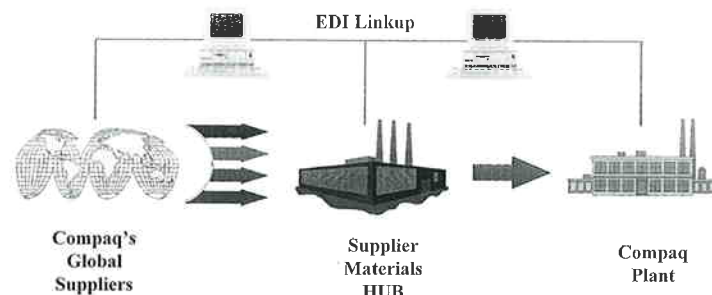
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JULY 1996

# YCH Compaq SUPPLIER MATERIALS HUB

The establishment of the Compaq Supplier Materials HUB marks YCH's first step in implementing our Intribution concept. It will be the first "Intribution Centre" in Singapore, signifying a new milestone in the logistics industry. It all began in Oct 95 when Robert Yap, our managing director delivered a paper on the topic of "Intribution" at the Logistics Conference 1995.



YCH's Intribution concept offers a match to Compaq's requirement in their current re-engineering efforts. This led to a series of discussions between the two companies. YCH was selected as the exclusive Compaq Materials HUB Operator in April 1996.

The HUB commences operation on 1 July 1996. It resides within the Sembawang Free Trade Zone (FTZ), occupying a total area of 100,000 sq.ft. The HUB will store all materials and components for Compaq, which will subsequently

be fed into their plant for production. The materials HUB will operate 7 days, 24 hours a day to support production requirements. As the HUB is strategically located within 15 minutes' proximity from Compaq plant, operational efficiency is ensured under this Just-In-Time environment.

The materials HUB functions as the intribution point for materials and components that will be trucked in locally, or shipped in from abroad by Compaq's global suppliers. The concept is illustrated in diagram as shown.

Instead of shipping the materials direct to the plant, the suppliers will divert the materials to the HUB. This effectively eliminates the need for Compaq to manage all incoming materials from their numerous suppliers. The arrangement will free up space that can be better utilised for manufacturing.

YCH will assume the responsibility to manage Compaq's inventory. Electronic Data Interchange (EDI) is established between YCH and Compaq, as well as between YCH and the suppliers. Through the EDI



link-up, we are able to provide a system platform where Compaq will have access to information on their inventory within the HUB. This will aid Compaq in scheduling their production planning base on the actual materials available. At the same time, the suppliers will have the information access to the exact materials that have been 'drawn' by Compaq. YCH will monitor the stock level, inform the suppliers to replenish the materials accordingly when stocks are running low.

The project also strikes a First special tie-up with the Customs office of Singapore. As the HUB is within the FTZ, it is important to manage the control of materials and components moving in and out of the port. We are proposing to



## Compaq - YCH

### Supplier Materials HUB Conference

23 & 24 April 1996, Raffles Marina

- More than 200 attendees comprising both Compaq's local and overseas suppliers and their own representatives.

- Objectives of conference:
  - Announce the implementation of the Materials HUB
  - Explain the HUB processes and how the HUB will integrate with Compaq plant

- Presentation made up of 3 segments:

1. Introduction on YCH
2. YCH DistriPark Tour
3. Elaboration of the HUB processes, as well as "Live" dial-in demonstration of YCH's Logistics Management System

- The conference was an overall success. Compaq suppliers went back with a good understanding of the HUB operation, as well as a good understanding of YCH capabilities in supporting their logistics requirements.



# ASRS

## PROGRESS UPDATE

Construction of our new automated warehouse started in March 1996. You would have noticed some changes within the DistriPark and have experienced minor "shakeouts" while on your job especially near the CMS area. How's the project coming along you might ask. YCHappenings checked out the construction progress and here's an update.



• **To make way for the construction, the following were uprooted/relocated**

- Re-construction of Dupont's Loading Bay, an increase in space by 80 sqm. (See article on operations update)
- Shell Diesel Station Relocated temporarily to the common carpark near fencing
- Traffic and Maintenance Office A "container" temporary functions as the traffic office. See article on "Container" Traffic Office. Our maintenance operation team currently operates in the small office beside the prayer room.

d) Demolition of warehouse D3A

- **Traffic flow redirected....**  
With 15-truck movements per hour, traffic has to be redirected to facilitate construction and avoid congestion.
- **Electrical & Sprinkler System Diverted.**  
Rewiring of electrical and relocation of sprinkler system to support Aiwa operations.
- **Completion of piling and floor slab works**

**In Progress . . . . .**

With the basic construction foundation laid, we are ready to launch into the building proper - the structure, roof, walls, rackings, office, value adding floor, conveyor systems, special washpit for containers and an array of 16 loading bays! We expect the 1st phase of the new automated warehouse to be ready by the end of 1996.

## YCH ON JTC, PSB, CIT BOARD

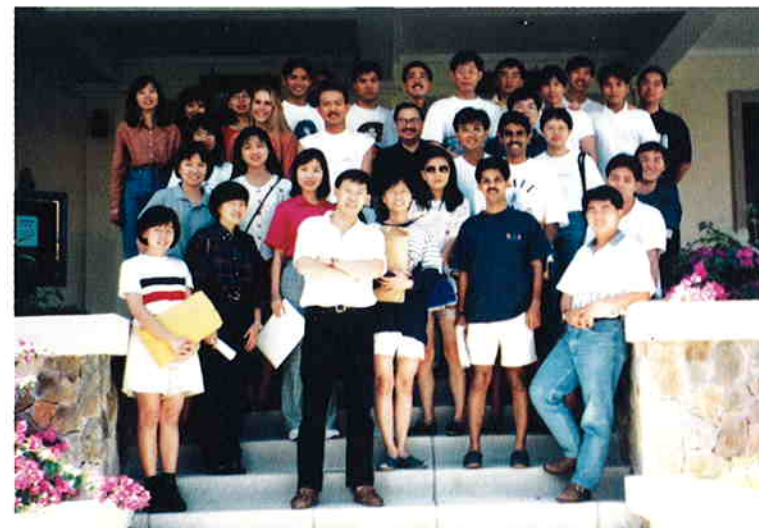
With the logistics industry becoming a key strategic area towards the growth of the Singapore economy, YCH is doing our part to contribute to the industry. Our managing director, Robert Yap has been named to the Board of Jurong Town Corporation (JTC), Singapore's leading developer and manager of industrial facilities and related infrastructure. The JTC board, chaired by Mr Wong Hung Khim, is established as a statutory board to support Singapore's

industrialisation programme. Robert Yap has also been named to the board of directors of the Singapore Productivity and Standards Board, a merger between the National Productivity Board and Singapore Institute of Standards and Industrial Research. The board, chaired by Mr Lim Boon Heng, will define policies and strategies for continuous upgrading of industries, and design resource improvement programmes

for technology application, manpower development and infrastructure building.

Robert Yap has also accepted the invitation as advisor to the Chartered Institute of Transport (CIT). As a leading home-grown total logistics operator, Robert will provide counsel and strategic direction to the CIT board and help to assess the professional development and educational needs of the logistics industry.

# TASK FORCE RETREAT



## Task Force Retreat

TOWARDS  
**\$300 MILLION**  
BY YEAR **2000**

*23 & 24 March,*

*Sebana Golf and Marina Resort,*

*Johore Bahru*

Singapore has a logistics plan 2000. YCH has one too. We call it YCH Strategic 2000. Our aim is to become a \$300 million company by the year 2000. As a follow-up to the management's strategic retreat in 1995, over 30 key executives gathered offsite to participate in setting the overall strategic direction of the company.

# VIP Visit

We welcomed the following VIP customers and business partner to YCH DistriPark for the month of January and April 1996:

**Dr Susumu Yoshida**  
*Senior Advisor,  
Aiwa Co., Ltd*

**Mr Hajime Unoki**  
*President,  
Aiwa Co., Ltd*

**Dr Andres F Leuenberger**  
*Vice-Chairman of the Board  
Deputy Chairman of the  
Executive Committee  
Roche Holding Ltd*

**Mr Zhi Shu Liang**  
*General Manager,  
China Ocean Shipping  
Agency Shanghai  
(one of YCH joint venture  
partner of Shanghai YCH  
DistriPark Ltd*





The objectives are to provide an opportunity for the second liners to be involved in the strategic role and to enhance team spirit amongst the various departments. It was an intense two-day affair where we tabled

YCH's growth plans, general corporate strategic directions and overview of the logistics industry. Task force members evaluate their department's strengths and weaknesses to determine how they can each contribute to the growth. Members worked till wee hours of the morning as they put on their thinking hats and prepare for their presentations.

The session was indeed fruitful as it provided an avenue for all of us to understand the goals, action plans and roles of the various departments; how each fit into the overall corporate strategy.

With the action plans on their plate, management met up a month later to collate all findings.



Corporate Development team . . .



Marketing team . . .



Finance team . . .



Information Technology.



Operations team.

Moët-Hennessy, Rohm & Haas, Flexsys - New customers join the ranks of world-class MNC portfolio that YCH handles. An account of the type of services we provide for them are listed below.

# NEW Customers

## YCH LICENSED WAREHOUSE FOR MOËT-HENNESSY

For the first time in YCH, we are running a licensed warehouse to store dutiable cargoes. Familiar liquor labels such as Johnny Walker, Hennessy and Hine from France and United Kingdom are now stored at our licensed warehouse. At any one time, we house more than \$60 million worth of products, close to 2000 pallets. We provide trucking, warehousing and stamping individual bottles (a requirement by Singapore Customs). YCH is responsible for shipping these liquors to Hennessy Asia Pacific markets.

## ROHM AND HAAS



Visit by Mr Bruce T Gilbert, R & H's Director of Material Management for Pacific region.

Rohm and Haas is one of the world's leading supplier of specialty chemicals. Products manufactured in New Zealand, United States, Australia, Europe are shipped to Singapore for the Asia Pacific markets. We provide total logistics services including delivery, full documentation, warehousing and direct invoicing to Rohm and Haas' customers.

Extreme caution must be exercised when handling R&H's products. Staff are trained in product knowledge and handling, safety procedures on Emergency Response for Spillage (theory and practical). An emergency response station has been set up to cater to emergency needs.

## FLEXSYS

Flexsys is a global joint venture company between Monsanto Company of the USA and Akzo Nobel of the Netherlands. It is a leading supplier of chemicals and instruments for worldwide rubber industry.

YCH supports Flexsys' total logistics requirements for their start-up operations in Singapore. We provide a total service package from warehousing, documentation and act as a clearing agent/major exporter for Flexsys.