



## FROST & SULLIVAN ASEAN 4 LOGISTICS AWARDS **'Voice of the Customer'**

**Best Domestic Logistics Service Provider - Singapore  
Best IT/Electronics Logistics Service Provider - Singapore**



Mr Allen Fukada (VP, Sales & Marketing) receiving the Best IT/Electronics LSP award on behalf of YCH



Dr Lye Wei Moon (VP, Operations & Customer Experience) receiving the Best Domestic LSP award on behalf of YCH



YCH Management Team thanks all valued customers for their vote of encouragement!

YCH is honored to win two prestigious awards at the 2nd Annual Frost & Sullivan ASEAN 4 Logistics "Voice of the Customer" Awards held at the Pan Pacific Hotel, Singapore on 20 July 2007. These awards hold special significance to YCH because winners were selected based on customers' satisfaction ratings in a rigorous judging process, reflecting the direct confirmation of the value YCH delivers to its clients.

The Frost & Sullivan analyst team first shortlisted leading Logistics Service Providers (LSPs) and their major customers, before conducting detailed research interviews with 270 identified end users to analyze their satisfaction levels on 20 evaluation parameters in five main areas, comprising service, price, network and infrastructure, handling of problems/complaints and information management. In greater detail, this translates to parameters such as the LSP's commitment to customers' needs, domestic and international network reach, warehouse facilities, industry expertise, payment flexibility, customized service, among several others.

**YCH** where supplychain connects™

YCH is honoured to be awarded the following  
**Frost & Sullivan 2007 awards**  
**'Voice of the Customer'**

**BEST Domestic Logistics Service Provider – Singapore**  
**BEST IT/Electronics Logistics Service Provider – Singapore**

*We thank you, our valued customers for choosing YCH as your preferred Logistics Service Provider. Your votes reflect our commitment to connect ideas, businesses and markets across the region, and your endorsements will spur us to continue striving to emerge as the leading integrated end-to-end supply chain management solutions provider in Asia Pacific.*

Congratulations from:

Canon DyStar Ciba FUJITSU DELL  
LANXESS HONGKONG FINANCE KEBEC Bangkok Bank KEN AMRO  
YOKKOL JAWAWIRAWAN  
AAE-AMSTERDAM SERVICES PAC

"We thank our longtime customers for giving us the thumbs-up over our peers. The awards are strong recognition of YCH's suite of innovative end-to-end supply chain management solutions and the powerful competitive advantages they deliver for our customers. YCH is committed to connect ideas, businesses and markets across the region, and these endorsements will spur us to continue striving to become the leading integrated end-to-end supply chain management solutions provider in Asia Pacific," said Dr. Robert Yap, Chairman and CEO, YCH Group.

As a homegrown SCM player with strong roots in Singapore and industry leading presence throughout Asia Pacific, these accolades provide all of us at YCH with much encouragement to rise to greater heights in the field of supply chain management. Once again we thank all friends of YCH for your great feedback and support. Your precious encouragement will encourage us to strive harder to deliver industry leading solutions and to connect your supplychain!

# YCH APPOINTED TO CUSTOMS ADVISORY COMMITTEE

YCH Chairman & CEO Dr Robert Yap has been invited by the Ministry of Finance to sit on the Customs Advisory Committee (CAC) comprising individuals from both the public and the private sectors in July 2007.

The CAC was set up in March 2000 to tap on the advice and insight of stakeholders to help Singapore Customs become a world-class organization in terms of its capabilities and operations. The committee advises on trends and policies that impact upon Singapore Customs' operations and opportunities and how the department can contribute to Singapore's competitiveness in the global economy.

Dr Yap's participation on the CAC was consequential with YCH's successful implementation of the Singapore Custom's Secure Trade Partnership Programme which demonstrated YCH's clear strength and extensive use of technologies in integrated logistics services. "I look forward to contributing to the discussions and strategies of the CAC and Singapore Customs, especially in the realm of integrated logistics and supply chain management," said Dr Yap.

## YCH KEY MANAGEMENT SHARE INDUSTRY EXPERTISE TO DEVELOP THE *SUPPLY CHAIN ASIA* COMMUNITY

### Site Visit



Delegates from the annual Supply Chain Asia Forum learning about best-in-class supply chain practices in YCH

17 July - As a prelude to the annual Supply Chain Asia Forum 2007 held in Singapore from 18 to 20 July 2007, YCH Group was pleased to host over 50 selected delegates from Asia Pacific at our Corporate Headquarters, r i s e @ych.

YCH was one of the three chosen destinations, apart from Port of Singapore Authority (PSA) and CWT Ltd to give the delegates an informal insight to the Republic's best-in-class supply chain practices.

YCH Group's involvement in the Supply Chain Asia Community is in line with our corporate social responsibility aims of developing talents and enhancing industry growth in supply chain management. Upcoming plans include YCH's contribution to offer its facilities as a hands-on learning platform for the Supply Chain Asia Academy, which aims to provide a "practitioner-based" training that comes with certification to enrich the community with both theoretical and practical skills and knowledge. YCH is happy to be identified as Asia's nerve centre of supply chain excellence and training facility of choice.

### Forum



Council members and organisers at the 3-day Supply Chain Asia Forum at Pan Pacific Hotel, Singapore

18 to 20 July - Our senior representatives, Dr Robert Yap and Mr Allen Fukada presented at the 3-day forum held at the Grand Copthorne Waterfront Hotel. The experienced individuals shared their extensive knowledge on a series of Asia-focused supply chain issues including the challenges and opportunities related to the development and retention of our limited human resource, globalisation of supply chain and other topics of interest in Supply Chain Management.

The turnout was a success with over 300 professionals from various segments of the Supply Chain industry, who gathered together to discuss and deliberate on issues and challenges affecting their developments in Asia today. The delegation included participants from over 26 countries, including India, Indonesia and Taiwan.



Council members of the Supply Chain Asia Founding Committee, VP, Sales & Marketing (EBU) Mr Allen Fukada and CEO Dr Robert Yap of YCH Group

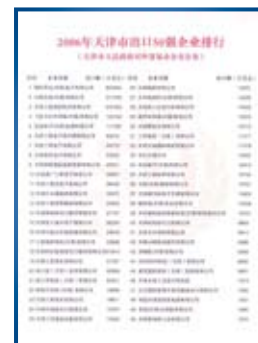
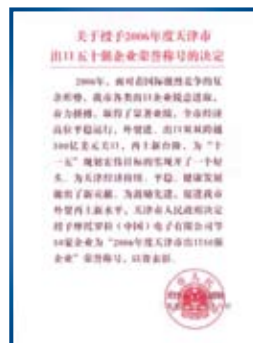


## REGIONAL DEVELOPMENTS

# TIANJIN IMPORTER/EXPORTER RANKINGS

Good news! YCH has risen up the ranks to emerge as the 7th largest importer in China as well as the top importer in Tianjin, having handled over USD 6.5 billion of imports in 2006. We are also the only foreign logistics and supply chain management company on the 'Tianjin Top 50 Exporter 2005' list, with an export volume of USD 358 million.

YCH is honored to receive these prestigious awards that give due recognition to leading enterprises with significant contributions to trade activities in the region.



## ★ IN THE MEDIA

YCH launched its SGD 25 million Tianjin Airport Logistics Park on 28 June. This 5.2 hectare facility is YCH's second facility in the municipality since 2005. The expansion was in line with the growing requirements of our world-class customers as they scale and expand their manufacturing capabilities in China and the North Asia.

Minister Mah Bow Tan and Minister of State Ms Grace Fu from Ministry of National Development as well as Mr He Ronglin, Secretary-General of the Tianjin Municipal Government were the distinguished Guests-of-Honour at the official opening and celebration.



## THE EDGE INTERVIEW WITH LUN KAI SHEN, VP, NORTH ASIA



### Summarised excerpts as follow:

- ➡ YCH's 15th anniversary of YCH Group's foray into China with a presence in 9 key cities stretching across the coastal regions.
- ➡ YCH identifies core competencies of technology, innovation and people development as drivers of growing with China, the "manufacturing factory of the world".
- ➡ The changing landscape of the Chinese business environment, in particular the recent pro-business government initiatives.

Source: The Edge Singapore, Aug 6, 2007

## WE ARE TAPA CERTIFIED!



A Technology Asset Protection Association (TAPA) team was on site for the certification audit of our DistriPark at Tianjin Port Free Trade Zone from 27 to 29 August. The audit team reviewed areas such as perimeter security, access control (office area), facilities dock/warehouse, security system, security procedure, standard security requirements, pre-alerts and enhanced security requirements. We are pleased to announce that our facility has met the fundamental requirements of TAPA and aced the 3-day audit.

The TAPA is an association of security professionals organized for the purpose of addressing a variety of security threats common to the technology industry by leveraging on best practices and common experiences of its membership. By coming together and sharing experiences and best practices, members can prevent similar criminal occurrences from happening to their shipments and at their sites.

Apart from the TAPA certification, YCH will constantly be on the lookout to improve our levels of security and asset protection, as well as attain other best-in-class industry standards to bring value to our customers.



# YCH GOLF CLASSIC 2007



naturally the star that afternoon and golfers had not just one, but two chances to drive away with it.

Afterwards, everyone kicked off their golfing shoes and got ready to party the night away with an evening of non-stop entertainment. Aside from the sumptuous dinner, a live band staged a fantastic performance and filled the night with upbeat numbers. However the most exciting highlight of the evening was the prize presentation with fantastic prizes to be won from three segments: golfing championship awards, novelty events and lucky draw.

It was indeed a jubilant occasion where fellow friends and associates of YCH took time off their busy schedules and gathered together in the name of friendship and sportsmanship. Once again, we would also like to extend our heartfelt thanks to our very kind sponsors Jardine Cycle & Carriage, Dell Asia Pacific, Fujitsu Asia, Canon Singapore, Estee Lauder Cosmetics, Sanmina SCI, ECS Holdings, Moet Hennessy Asia Pacific, A&T Freight Management and Ram Pacific P/L for contributing to the success of our 10th annual YCH Golf Classic.

**8 Aug 2007 was no ordinary Wednesday morning for YCH as we saw over a hundred friends and associates stream into one of Singapore's most prestigious golf club – Sentosa Golf Club – to pit their skills and enjoy a day of golfing fun at the annual YCH Golf Classic.**

Friendly YCHees were present at the club to welcome our friends with attractive goodie bags and to assist with the registration.

Blessed with fine weather, participants teed off at the spectacular Tanjong course with great enthusiasm. The gleaming Hole-In-One prize, a Mercedes Benz E200 New Generation was





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*"It was a great event, many thanks once again."*

— Mr Peter Zinser, Dystar

*"Absolutely Fantastic! Every detail was covered and each guest was made to feel very special. A truly great day!"*

— Mr Bob Johnson, Dell



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1. Overall Champion, Mr Paul Lim from Supply Chain Asia
2. Ladies Campion, Ms Patricia Tan from Future Talent Asia
3. Men's Division 'B' Champion, Mr Travis Wong from Microsoft
4. Men's Division 'A' Champion, Mr Satoshi Fujioka from Sony
5. Mr Mak Low Onn from Ciba (centre), winner of the Grand Lucky Draw prize, a Dell Inspiron notebook, sponsored by Mr Steve Felice, President of Dell APJ (left)
6. Mr Ang Tin Leong from Microsoft, winner of 'Nearest to Pin' novelty event prize
7. Dr Robert Yap and Dato Yong of Royal Selangor Pewter leading the 'Yam Seng!...' to friendship, partnership and good health
- 8-10. Our sincere appreciation to all friends of YCH who joined us at the YCH Golf Classic 2007
11. A toast to our friends of YCH and more good times ahead!



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## VISIT BY OFFICIALS FROM THE BUSAN-JINHAЕ FREE ECONOMIC ZONE



South Korean officials led by Commissioner Kim Moon-Hee

17 July – YCH hosted a group of South Korean officials led by Commissioner Kim Moon-Hee from the Busan-Jinhae Free Economic Zone (BJFEZ) Authority. The group shared their organizational visions and highlighted their major projects, such as the Busan New Port, “the heart” of the BJFEZ that will serve a vital role in the Northeast Asia region.



A friendly exchange

Spearheaded by the Korean Ministry of Finance and Economy, the BJFEZ was established in 2003 to be a modern, international business area catering to both business and living needs. YCH is honored to be identified by BJFEZ as one of the potential business partners to partake in the growth and development of the zone.

## NUS BUSINESS SCHOOL DUAL MASTERS (LOGISTICS) STUDENTS' SITE VISIT PRACTICUM

*“Give a man a fish; you have fed him for today. Teach a man to fish; and you have fed him for a lifetime...”*



Students from the NUS Business school Dual Masters (Logistics) Programme

At YCH, our philosophy for corporate social responsibility is to nurture young talents in the industry, by educating and motivating the youths to fuel their interest and talents in supply chain management. Apart from a range of scholarship and endowment programmes, YCH also hosts regular visits for the higher institutions of learning as there is no better way to teach than to provide students with a first-hand experience of our business.

On 5 Sep 2007, we received an enthusiastic group of 14 post-graduate students from the NUS Business school. The tour kicked off with a brief history of YCH’s distinct heritage and

corporate profile before the group hopped on the bus for a tour of the premises.

The students were impressed by the extent of YCH DistriPark’s operations, including the first ASRS (Automated Storage & Retrieval System) built in Singapore as well as the state-of-the-art operations which effectively linked YCH to its partners’ systems. The students simply watched in awe as they saw their textbook come alive!



Head, Corp Comms, Tien Yushan briefing the students on YCH’s key thrusts and company values

Apart from theories, they also learnt the importance of the 7PL™ concept exclusively trademarked by YCH, and how YCH taps on technology to provide value-added services to our customers. At the end of the session, the students were also given a short briefing on potential developments and career paths awaiting them in the exciting supply chain industry.

Indeed it was one of the most exciting three hours for both the students and representatives from YCH as valuable ideas were exchanged during the sharing session. We are glad to be chosen as a Logistics case study in the NUS Dual Masters Logistics course curriculum and look forward to receiving the students again in their future visits.



## YCH WELCOMES 2 DYNAMIC INDIVIDUALS, ALLEN FUKADA, VP, SALES & MARKETING (EBU) AND PRESTON CHOW, VP, FREIGHT MANAGEMENT THIS QUARTER



Allen Fukada joined YCH Group in July, assuming responsibilities as Vice President, Electronics Business Unit (EBU). Allen came to YCH following nearly two decades with ModusLink Inc. (formerly known as Modus Media International), a U.S. headquartered provider of integrated supply chain services to the hi-tech, consumer electronics and telecommunications industries. In his capacity as V.P. of Sales & Marketing for the APAC region, Allen was responsible for the development and execution development strategies for both existing and new accounts. As a key member of the regional executive team, Allen contributed significantly to ModusLink growing its business by more than four-fold in an eight year period.

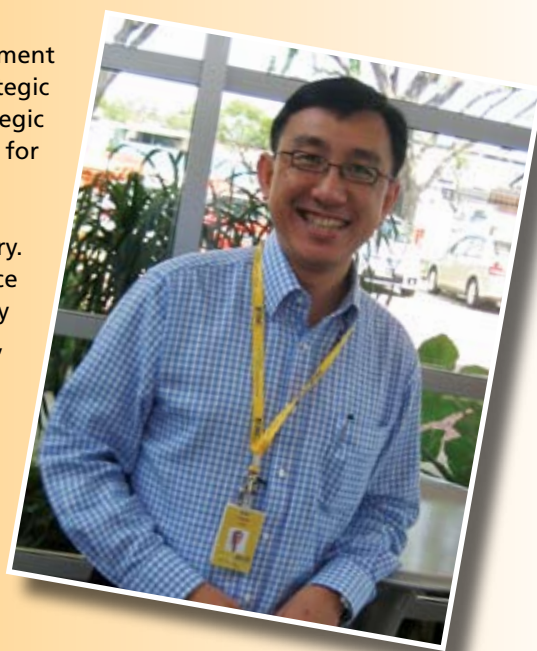
Allen has traveled extensively throughout Asia and the world, and enjoys building and growing multinational and multi-cultural teams. He believes strongly in the power of the team as well as the value of individual contribution. At YCH, he hopes to expand and enhance the scope of the EBU, further diversifying its customer base and contributing rapid growth of the Group.

Allen and his family moved to Singapore from Tokyo nearly 10 years ago, and enjoys calling Singapore "home".

Preston Chow joined YCH Group as Vice President, Freight Management in June. He will oversee the company's freight activities from the strategic planning of freight operations to the effective implementation of strategic business plans for YCH's freight business unit. Preston is also responsible for developing key alliances with airlines and network partners.

Previously from EGL, Preston is no stranger to the supply chain industry. He brings with him an impressive track record of over a decade's experience in P&L management, senior regional sales management and supply chain solution design experience in the Electronics, Pharmaceutical, Energy, Oil & Gas, Aviation, Heavy & Industrial, and Petrochemical industries. YCH is certainly excited to have this dynamic individual join our existing pool of talents.

Apart from spending his leisure time with his family, Preston, a father of three enjoys out door activities including swimming, a badminton match and an occasional game of golf.



*The appointments of Allen and Preston are consistent with YCH's people strategy for sustainable growth in an increasingly complex and competitive business environment.*



## rise @ ych: IDENTIFIED AS ONE OF SINGAPORE'S UNIQUE BUILDINGS

We were glad to host a group of visitors from the Urban Redevelopment Authority (URA) led by its CEO, Mrs Cheong Koon Hean on a tour of our YCH Corporate Headquarters, rise @ ych. This visit is part of URA's ongoing research efforts to identify potential buildings to be featured in URA exhibitions and galleries, and to showcase distinctive and creative buildings in Singapore with unique backgrounds and stories.



Welcoming CEO, URA Mrs Cheong Koon Hean and team to rise @ ych

building an extreme makeover to portray a more accurate image of YCH's sophistication, dynamism and fluidity of the business which has evolved throughout the years.

Apart of a therapeutic water feature element that compliments the park ambience, the striking YCH corporate yellow was cleverly tucked appropriately under the prominent upward-sloping roof which symbolizes the corporate visions and philosophy – “升”

or “RISE”.

The newly renovated rise @ ych was officially launched on 20th October 2006 by Minister for Education and Second Minister for Finance, Mr. Tharman Shanmugaratnam. Built to foster innovation and knowledge sharing, while at the same time reflecting the rich YCH heritage, our interior designers gave the previously single-storey “box” of a conventional

**rise @ ych has also been nominated for the Singapore President's Design Awards for architectural design 2007.**

## RISE@Work™



YCH Hong Kong Team Leaders having a ball of a time in the RISE@Work™ Workshop



YCH Thailand team getting “hands-on” training in the RISE@Work™ Workshop



A whopping 100+ turned up for our inaugural RISE@Work™ LunchTalk by Marako to learn how to “Knock-OUT our Creativity”!

YCH's Centre for Organisation Development started in June 2007. Its main objective is to develop YCH through organisation and training interventions. One of the main thrusts is the development of the RISE@Work™ Series. Apart from the weekly inspirational messages entering our email inboxes every Monday morning, Dr Marako Marcus, Chief Training Officer shares with us some insights on the RISE@Work(TM) Series:

“Actually, the RISE@Work™ is not just a training program. Seriously, not all issues can be solved by training – however, a well-designed training armed with a good support process can be extremely effective!

In YCH, the challenge is continuing the heritage and culture in tandem with our continued and rapid growth. The solution is a series of interventions which is called the RISE@Work™ series.

The world is changing. Our competitors are changing. In order for us to be in the forefront, we need to change! Yes I know it's clichéd, but let's face it, if change does not begin with us... then we're in for a long wait!”

### New Developments of RISE@Work™:

- **RISE@Work™ Video by CEO:** A video clip of our CEO was recorded to share with all YCHees about the importance of the YCH values in moving us as One Team. The video will be shown in all the RISE@Work™ Workshops.
- **RISE@Work™ Workshop:** These workshops are designed to be run at all our regional offices, YCHees will get the opportunity to learn through experiential activities on the importance of positive change. The key is to develop themselves further in the area of service focus, and not to look an issue as a problem, but as a challenge instead. Get ready to sign up when you receive word of this fun program!
- **RISE@Work™ LunchTalks:** This is a monthly talk held in Haven. It is to promote the concept of learning and sharing. It takes away the stress of our mundane working schedule through a series of fun and interactive sessions, before a sumptuous and well-deserved lunch is served to complement our employee bonding session.
- **RISE@Work™ Inspiration:** This is where a message goes out in two different languages (for the moment it's only two!) to all YCHees globally! It is usually a story or learning article based on our RISE values. It serves as a great form of communication and encouragement. We also welcome anyone's stories. Send them to us... and who knows... it may be published!