



ECONOMIC VALUE ADDED WORKSHOP





STRATEGIC INNOVATION CONSULTING PTE LTD
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To:

From: C.W. Watson

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Pages: 5

SPECIMEN

Re: ECONOMIC VALUE ADDED WORKSHOP

Economic Value Added (EVA)/Net Economic Value (NEV) Framework

The NEV framework has its roots in the EVA Framework. EVA is the financial performance measure that captures the economic profit of an enterprise. EVA is a performance measure which focus on value creation and maximisation of shareholders wealth. Similarly, NEV is a financial performance measure that captures how cost effective public agencies use public funds and resources in delivering products and services to the public. It is also a performance measure, which focuses on public value creation to maximise public value from the capital and resources consumed by the public service agencies.

The EVA framework adopted by the private sector is equivalent to the NEV framework for the public sector. However, these terms are not totally applicable in the context of public agencies, particularly the non-revenue generating ones. In the EVA concept, the word "Added" implies that the normal state of financial performance should be positive, whereas in the public sector, there are many activities where the EVA figures will perpetually be negative, because the activities serve a wider social, security or economic purpose.

The NEV application of the mathematical term and the methodology is essentially the same with the EVA concept. In other words, the computation of NEV figures, namely, computation of Net Operating Profit After Tax, cost of capital, cost of debt and cost of equity are derived from the roots of the EVA concept. Furthermore, the objectives of EVA and NEV are similar, namely, they promote operating efficiencies, improve cost awareness leading to improved resource allocation, provide clear and accountable links between strategic thinking, capital investment, daily operating decisions and re-engineering opportunities. An important tool used for this linkage is the EVA-drivers' or NEV-drivers framework that determines whether the organisation is creating or destroying value.

The programme has been specially designed to enlighten the concepts and measurements of EVA/NEV. Various aspects of EVA/NEV are discussed – what it is, why is it important and how organisations can improve on their EVA/NEV.

We have successfully conducted Workshops on EVA with overwhelming attendance from members of the public sector and private multinationals.

In view of the good response in the past, we shall be conducting an EVA/NEV Workshop for Top Executives, Senior Management and Department Heads on **February to April 2002** at Novotel Apollo Singapore. The details and registration form of our next programme are attached.

As we are now in the process of confirming the participants' registration, you **must** fax to us your registration form to secure a seat for the workshop via our fax no. 8429840 as soon as possible or call me at 8429895 should you need further assistance.

We look forward to welcoming you to attend the next enriching session to learn and understand how EVA/NEV is measured and implemented.

Thank you and best regards

Yours faithfully,

A handwritten signature in black ink, appearing to read "W. Chong".

Watson Chong
President and Chief Executive Officer
Strategic Innovation Consulting Pte Ltd



Economic Value Added

(A value tool focused on maximising shareholders wealth and creating value in companies)



Conducted By: Mr C.W. Watson, President & CEO

Strategic Innovation Consulting Pte Ltd

(A Committed Partner Whom You Can Trust)

ORGANISED BY : STRATEGIC EVENT MANAGEMENT SERVICES

Participants will be guided through a structured methodology used by many corporations to implement EVA™. Participants will also learn how to build EVA™ drivers' framework and to use these models for managing resources, costs, process, profitability and performance. In order to stimulate a more enjoyable and better learning environment, participants will also enjoy hands-on work.

Workshop Objectives

- The objectives of the workshop are to:
- Explain the concept of EVA™ and show how it is measured.
- How to make adjustments to the traditional accounting measures of capital employed.
- Show how companies can use EVA™ to promote the creation of shareholders' value.
- Demonstrate how EVA™ can be used for managerial appraisal and incentive compensation scheme.
- Develop and plan Business Restructuring Programme to increase EVA™
- Understand the significance of Capital Restructuring towards optimisation of value creation.
- Provide executives with the skills and knowledge necessary to implement EVA in their organisations.

PROGRAMME A EVA™ SEMINAR (1 day)	PROGRAMME B EVA™ WORKSHOP (2 days)	Who should attend
04 March 2002	20 February – 21 February 2002 14 March – 15 March 2002 18 April - 19 April 2002	Senior Management, Department Heads and Managers who want to know "what is EVA™" and how it could be used to improve operational efficiency and create value in its company/units.
Time : 9.00am to 6.00pm Venue : Novotel Apollo Singapore Fees : S\$1200.00 S\$1080.00 for companies sending 3 and more participants	Time : 9.00am to 6.00pm Venue : Novotel Apollo Singapore Fees : S\$1900.00 S\$1710.00 for companies sending 3 and more participants	

Workshop Leader

- Bachelor degree with honours in Economics and Management Studies from University of London (United Kingdom).
- Master degree in General & Strategic Management & Consultancy from Maastricht School of Management (Netherlands).
- Post graduate Diploma in Financial Management and Higher Diploma in Hotel Management.
- Conducted company wide training & consultancy on Economic Value Added (EVA™) in companies like DBS Land, Raffles International, Raffles City Convention Centre, Raffles Hotel and Merchant Court Hotel.

Participants include

Min of Law HQ, Land Office, Singapore Land Registry, Legal Aid Bureau, Computer Information Systems Dept, HQ RSN, Civil Service College, Amco Fibre Packaging (Johor Bahru), Shangri-La Hotel, Building & Construction Authority (BCA), Singapore Immigration & Registration, Hitachi Chemical Asia Pacific Pte Ltd, ST Assembly Services Ltd, Min of Trade & Industry, GATX Terminals (Jurong) Pte Ltd, DBS Bank, Yusen Air & Sea Service (Singapore) Pte Ltd, Tee Yih Jia Food MFG Pte Ltd, S'pore Health Services Pte Ltd, The Ascott Ltd, Housing & Development Board, Utopia-Aire Pte Ltd, ARC Corporate Services Pte Ltd. Min of National Development, SAFTI MI HQ, Comfort Transportation Pte Ltd, Agri-food Veterinary Authority of Singapore, CET Technologies Pte Ltd, Network for Electronic Transfer (S) Pte Ltd, Simmons, Min of Health, Kemin Industries (Asia) Pte Ltd, National Library Board, JTC Consultants (S'pore) Pte Ltd, Yayasan Mendaki, Informatics Holdings Ltd, K.K Women's & Children's Hospital, School of Visual Arts (NAFA), Raffles Hotel, TK Corporate Agency, Nanyang Business School

Enquiries: For any enquires please call Mr. C.W. Watson at 8429895 or fax to us at 8429840

REGISTRATION FORM

Reserve via Fax: 8429840

Programme A _____ Programme B (specify date) _____

NOTE: This programme is subject to changes under unforeseen circumstances by the organiser without prior notice.

Name (Dr/Mr/Mrs/Ms): _____ Designation _____

Company: _____ Nature of Business _____

Address: _____

Contact Person (If different from above) _____ Tel No. _____ Fax No. _____

You may register via fax but registration is only confirmed upon receipt of payment. Mail your crossed cheque made payable to "Strategic Innovation Consulting Pte Ltd" and send cheque with registration form to

Strategic Innovation Consulting Pte Ltd
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PARTICIPANT PROFILE

This programme is specially designed for executives concerned with maximising shareholder value within their organisations as well as for Government Ministries, statutory Boards and Government Agencies and Departments which focuses on public value creation to maximise public value from the capital and resources consumed by them.

The participants are Directors & Deputy Directors of Government Agencies & Statutory Boards, Senior Vice Presidents & Presidents of Banks, Senior Executives & Executive of Health Services, Managing Directors & General Managers of Private Companies, Finance Directors & Financial Controllers who wish to implement Economic Value Added (EVA™) within their organisations.

PARTICIPANTS INCLUDE

Managing Director SIMMONS (SE ASIA) PTE LTD SINGAPORE	Senior Vice President GATX TERMINALS (JURONG) PTE LTD SINGAPORE	Executive Director UTOPIA-AIRE PTE LTD SINGAPORE
Deputy Commissioner of Lands LAND OFFICE MINISTRY OF LAW SINGAPORE	Commandant SAFTI MILITARY INSTITUTE SINGAPORE ARMED FORCES SINGAPORE	Principal Civil Engineer Civil Engineering Department HOUSING & DEVELOPMENT BOARD SINGAPORE
Vice President Finance/ Enterprise Banking THE DEVELOPMENT BANK OF SINGAPORE LTD SINGAPORE	Director COMPUTER INFORMATION SYSTEMS DEPARTMENT MINISTRY OF LAW SINGAPORE	Director Manpower & Corporate Services Division NATIONAL LIBRARY BOARD SINGAPORE
Director Planning & Special Projects Division LAND OFFICE MINISTRY OF LAW SINGAPORE	Deputy Director Planning & Special Projects Division LAND OFFICE MINISTRY OF LAW SINGAPORE	Deputy Director Corporate Services SINGAPORE IMMIGRATION & REGISTRATION SINGAPORE
Director Corporate Services Division MINISTRY OF LAW SINGAPORE	General Manager Corporate Planning & Marketing YUSEN AIR & SEA SERVICE (S) PTE LTD SINGAPORE	Deputy Director Economics Division MINISTRY OF TRADE & INDUSTRY SINGAPORE
Assistant Director Economics Division MINISTRY OF TRADE & INDUSTRY SINGAPORE	Vice President Human Resource ST ASSEMBLY TEST SERVICES LTD SINGAPORE	Assistant Director Research & Planning Division MINISTRY OF TRADE & INDUSTRY SINGAPORE
Head (Finance) Corporate Development Division LAND OFFICE MINISTRY OF LAW SINGAPORE	Deputy Director Finance Policy Branch Planning & Development Division MINISTRY OF HEALTH SINGAPORE	Head Resale Conveyancing Unit Conveyancing Section Legal Department HOUSING & DEVELOPMENT BOARD SINGAPORE

Finance Director KEMIN INDUSTRIES (ASIA) PTE LTD SINGAPORE	Senior Finance Manager MINISTRY OF TRADE & INDUSTRY SINGAPORE	Assistant Director MINISTRY OF TRADE & INDUSTRY SINGAPORE
Head Administration SINGAPORE LAND REGISTRY MINISTRY OF LAW SINGAPORE	Senior Manager Finance & MIS Admin Department HITACHI CHEMICAL ASIA-PACIFIC PTE LTD SINGAPORE	Assistant Director (Finance) MINISTRY OF NATIONAL DEVELOPMENT SINGAPORE
Head Administration COMPUTER INFORMATION SYSTEMS DEPARTMENT MINISTRY OF LAW SINGAPORE	Senior Manager Finance Department Corporate Services Division BUILDING & CONSTRUCTION AUTHORITY SINGAPORE	Deputy Director Finance Manpower & Corporate Services Division NATIONAL LIBRARY BOARD SINGAPORE
Head Finance & Admin Branch Naval Logistic Department HQ RSN - MINDEF SINGAPORE	Deputy Head Finance Management SINGAPORE LAND REGISTRY MINISTRY OF LAW SINGAPORE	Financial Controller Corporate Services Division AGRI-FOOD & VETERINARY AUTHORITY SINGAPORE
Finance Manager COMFORT TRANSPORTATION PTE LTD SINGAPORE	Finance Manager NETWORK FOR ELECTRONIC TRANSFER (S) PTE LTD SINGAPORE	Deputy Director Economics Division MINISTRY OF TRADE & INDUSTRY SINGAPORE
Financial Controller AMCOR FIBRE PACKAGING (MALAYSIA) SDN BHD - JOHOR MALAYSIA	Corporate Planning Manager NETWORK FOR ELECTRONIC TRANSFER (S) PTE LTD SINGAPORE	Manager Finance & Administration Department CET TECHNOLOGIES PTE LTD SINGAPORE
Market Development Manager TEE YIH JIA FOOD MFG PTE LTD SINGAPORE	Group Financial Controller ARC CORPORATE SERVICES PTE LTD SINGAPORE	Finance Manager SHANGRI-LA HOTEL SINGAPORE
Finance Analyst GATX TERMINALS (JURONG) PTE LTD SINGAPORE	Group Internal Auditor SINGAPORE HEALTH SERVICES PTE LTD SINGAPORE	Finance Officer MINISTRY OF LAW SINGAPORE
Executive Electrical Engineer Electrical & Mechanical Engineering Department HOUSING & DEVELOPMENT BOARD SINGAPORE	Financial Controller of Land Office Corporate Development Division LAND OFFICE MINISTRY OF LAW SINGAPORE	Senior Lecturer Department of Mathematics Faculty of Science NUS SINGAPORE
Finance Executive SINGAPORE IMMIGRATION & REGISTRATION SINGAPORE	Manager Admin & Corporate Secretariat JTC CONSULTANTS (SINGAPORE) PTE LTD SINGAPORE	Manager Administration & Finance LEGAL AID BUREAU MINISTRY OF LAW SINGAPORE
Assistant Director (Subvention) MINISTRY OF HEALTH SINGAPORE	Assistant Director (Budget) MINISTRY OF HEALTH SINGAPORE	Senior Officer MINISTRY OF HEALTH SINGAPORE

Executive Strategic Planning & Asset Management THE ASCOTT LTD SINGAPORE	Associate THE DEVELOPMENT BANK OF SINGAPORE LTD SINGAPORE	Finance Officer Naval Logistic Department HQ RSN – MINDEF SINGAPORE
Senior Officer CIVIL SERVICE COLLEGE, IPAM SINGAPORE	Finance Officer BUILDING & CONSTRUCTION AUTHORITY SINGAPORE	Senior Officer (Planning) MINISTRY OF LAW SINGAPORE
Financial Controller INFORMATICS HOLDINGS LTD SINGAPORE	Senior Manager INFORMATICS HOLDINGS LTD SINGAPORE	Head (Finance) SINGAPORE IMMIGRATION & REGISTRATION SINGAPORE
Chief Executive Officer YAYASAN MENDAKI SINGAPORE	Senior Manager (MIS) YAYASAN MENDAKI SINGAPORE	Director (Finance) YAYASAN MENDAKI SINGAPORE
Director (Education) YAYASAN MENDAKI SINGAPORE	Manager (Research & Development) YAYASAN MENDAKI SINGAPORE	Associate Professor NANYANG BUSINESS SCHOOL SINGAPORE
Chief Financial Officer KK WOMEN'S & CHILDREN'S HOSPITAL SINGAPORE	Finance Officer BUILDING & CONSTRUCTION AUTHORITY SINGAPORE	Head Higher Education SCHOOL OF VISUAL ARTS (NAFA) SINGAPORE
General Manager RAFFLES HOTEL SINGAPORE	Financial Controller RAFFLES HOTEL SINGAPORE	Assistant Finance Manager MINISTRY OF TRADE & INDUSTRY SINGAPORE
Senior Finance Officer BUILDING & CONSTRUCTION AUTHORITY SINGAPORE	Accountant BUILDING & CONSTRUCTION AUTHORITY SINGAPORE	Director TK CORPORATE AGENCY SINGAPORE