



Name: _____

Class: _____ Date: _____

Hey! Singaporeans Can Do It Too!

An extension of "Made in Singapore"

"Made in Singapore" (page 20, *What's Up* April 2019) tells of a local company that produces shirts with a uniquely Singaporean theme. It may surprise you to know that our little nation has produced many entrepreneurs. They have developed great products and brands. Some have gained recognition beyond our shores. Let's see how many you recognise.

1. In the table below are brief descriptions of some homegrown brands that have become famous global names. Next to each description, their jumbled-up brand names are given. The first letter of each word is in bold.
2. Work in small groups to identify and unscramble the brand names. Write the correct names in the given blanks. You may ask adults for guidance, if you need.

Description	Brand
In 1980, Ronald Sim started an electrical and household appliance company in Singapore. It now manufactures and markets its high quality, high-end massage chairs and healthcare products globally.	MOIS ANSWER: _____
In 2005, Singaporean Min-Liang Tan together with Robert Krakoff started a gaming hardware manufacturing company. Today, it makes award-winning professional gaming equipment. Their bright green triple-headed snake logo is recognised globally.	ZARRE: ANSWER: _____
In 1996, Singaporean brothers Charles Wong and Keith Wong started a fast-fashion footwear company at the Amara Shopping Centre. This 100% homegrown company has over 600 stores worldwide — in Africa, Latin America, Asia, Middle East, and Europe.	SCERHAL & THIKE ANSWER: _____ & _____
This provider of infant care, bilingual kindergarten, and preschool education for children aged 2 months to 6 years started out in Singapore. It is now considered a leading provider of early childhood development and has 60 centres in seven countries.	ADNEILKNDR ANSWER: _____
Singaporean husband and wife duo, George Quek and Katherine Lee, opened a "bread boutique" at Parco Bugis Junction in 2000. It sold buns with fancy fillings and intriguing names like Crouching Tiger Hidden Bacon. Today, they have about 1,000 stores in 17 countries.	KALTEABRD ANSWER: _____

3. What do you think are four qualities one would need to create a successful global brand?

ANSWER: Four qualities are _____, _____, _____, and _____.

TO THINK ABOUT: Do homegrown Singapore brands make you proud and inspire you? Elaborate overleaf.