

THE YEAR IN REVIEW 2021 NAVIGATING IN A BRAVE NEW WORLD



2021 turned out to be another challenging year for many, in a continuing pandemic situation. Despite the possible mitigation measures and precautions taken globally, we experienced another COVID-19 surge due to the Omicron variant.

To say that 2021 has been a year of **HOPE** is definitely not an understatement. We **hoped** to see the end of COVID-19. We **hoped** the Heightened Alert and

Stabilisation phases will cease - and we can get back to our social lives. We **hoped** to be able to travel abroad when our authorities announced travel bubble plans but each time the bubble would burst before anyone could take off. We missed our colleagues who had been working from home for almost 2 years and **hoped** to see them back in office. When 2021 came to an end, the end of COVID-19 was still not in sight. Our social interaction is still limited and there are still concerns for the unvaccinated.

Our Printing Industry continued to weather the economic uncertainties and encountered the impact of the COVID-19 pandemic. Print orders were significantly reduced as most customers were similarly affected. Faced with lower revenue, our fellow printers continue to soldier on. Although some would need to manage costs, it is heartening to see that many of them retained their employees knowing that they are a crucial part of their company.

While face-to-face meetings, conferences and exhibitions were scarce in 2020/2021, the availability of virtual platforms and live streaming events enabled many of our industry partners like HP, Heidelberg, Canon, KBA, Komori and DRUPA to launch online events to continue engaging with their business prospects. Hopefully, 2022 will see the start of some good things to come. The Singapore Association of Convention & Exhibition Organizers & Suppliers is confident that 2022 would be a year of stabilisation for the business events sector here. This year we await with renewed confidence that the PrintPack + Sign event will see a resurgence at Marina Bay Sands in July 2022 after a 2-year hiatus and PackPrint International will be back with a physical appearance in BITEC Bangkok.

Amidst the negativity, PMAS congratulates our Members, NPE Communications and Neolt Asia (Gold winners) and Fuisland Offset Printing (Silver winner) for making our printing industry proud at the Asian Print Awards 2021. We hope the recognition given will inspire them and our fellow Printers to greater achievements in 2022 and beyond.

The past 2 years have been like a long-drawn winter for PMAS. With physical meetings and events being curtailed, we are unable to organise any face-to-face activities and

could only rely on online platforms to organise courses and webinars to engage our members.

PMAS had always relied on the income from providing the venue and organising events and training sessions for our members. Without these events happening for the past two years, the revenue had been severely affected and we had to prudently manage our expenses and reserves. The Management Committee had discussed and considered that the rental at Print Media Hub was the single largest monthly expense. An EOGM was convened on 23 August 2021, to seek and obtain the Members' approval for PMAS to purchase a freehold property to reduce ongoing operating expenses and safeguard our reserves.

PMAS Trustees also approved the use of our restricted reserves to purchase the new premise. On Dec 22nd 2021, PMAS ceased our lease at Print Media Hub and moved into our own premise at 627A Aljunied Road Biztech Centre #04-07. Members and Partners are welcome to visit us at Biztech.

Being aware of PMAS's relocation, some members came forward and contributed towards this cause. Our sincere and deep appreciation to Mr. Aaron Lim of Refine Printing, Mr. Eric Lee of RHS Asia, Mr. Henry Leong of Rapid Press and Mr. Sunny Yong of Sunway Paper, for taking the initiative and together, they have each contributed \$5,000 to the PMAS fund. KPP Packaging also joined in contributing \$10,000.00 to it.

Thank you, Mr. Aaron Lim, Mr. Eric Lee, Mr. Henry Leong and Mr. Sunny Yong for your kind generosity and great support to PMAS. Members who wish to contribute to the fund can contact the Secretariat.

We shall all look ahead for a better 2022 and embrace ourselves with the transition to a "living with Covid-19" New World. PMAS will be looking forward to organising and informing all members of activities which can contribute to our industry.

Members and our print community must continue to stay strong and resilient. The fear has always been of the unknown, the uncertainty, we must continue to press ahead and not give up. As the recovery will not happen overnight, we must learn to do more with less and adapt our business to meet changing needs.

I sincerely wish our Members, Print Community, Friends, Partners, and your families
A PROSPEROUS 2022.

Take care, Stay safe and Healthy!

祝贺全体新年快乐！万事如意！大吉大利！身体健康！

Josephine Low
President
Print and Media Association, Singapore