

Singapore Prestige Brand Award 2008  
Award Presentation Ceremony  
03 December 2008  
Shangri-la Hotel



TAKA Jewellery has again bagged another award in our short 7 years stint.

Jointly organized by the Association of Small and Medium Enterprises and Lianhe Zaobao, the Singapore Prestige Brand Award (SPBA) recognizes and honours Singapore brands that have developed and managed their brands effectively through various brand-related initiatives.



**TAKA Jewellery is proud to be a winner of the SPBA – Promising Brands** (brands that are three to eight years old).

TAKA Jewellery has successfully outlined clearly our brand concepts, brand development and management to meet the stringent requirements by a panel of branding consultants.

**'We believe TAKA Jewellery has succeeded as a brand because we are very clear in our positioning – that is, we aim to share the joy of fine jewellery with as many women as possible by pricing our pieces as low as possible. We**

**have never wavered from that mission and we never will. In the respect, consistency is key to our success' – Mr Michael Teo, Managing Director.**



*Michael Teo, Managing Director*

The award presentation ceremony held at Shangri-la Hotel, Island ballroom seen over 800 guests consisting of SPBA 2008 award recipients, their families and employees, SME owners, ambassadors, representatives from statutory boards, MNCs, award's sponsors, ASME members and Lianhe Zaobao representatives. The key message of the night was reiterating that a strong brand is invaluable, especially in trying times. The Guest-of-Honour, Mr Lee Yi Shyan, Minister of State for trade and Industry added "You cannot build a brand over-night just before you need it".



*Julia Tan receiving the trophy from Minister Lee Yi Shyan*

To all our customers, business partners, suppliers and staff, thank you for helping us build TAKA Jewellery into a respected Singapore brand in just seven short years. With your valued support, we have become synonymous with truly affordable fine jewellery. Together, we look forward to attaining even greater success.

TAKA Jewellery was represented by Ms Julia Tan, General Manager – Marketing and Administration who received the trophy from the hands of Mr Lee Yi Shyan.



*Staff of TAKA Jewellery, from left Seah TT, Lionel Wong, Frankie Pang, Madeline Tay, Julia Tan, Ang Kah Leong, Erika Ng, Steven Lee, Daniel Lim, Loh Jia Xian*