

WELCOMING THE NEW YEAR



WITH RENEWED ENERGY AND CONFIDENCE





1ST QUARTER
JAN - MAR 2025

A Publication of
The Teckwah Group
Printed by Teckwah
Value Chain Pte Ltd

ADVISOR

Tan Peck Hoon

CHIEF EDITOR

Chua Xing Ling

SECRETARY

Betty Wong

CREATIVE

Trixie Ong

MEMBERS

Catherine Cheng

Koo Yuh Fang

Li Jing Yu

Moon Teoh

Rachel Cheo

Sabrina Soh

CONTRIBUTORS

Amy Nie (China)

Jenny He (China)

Evayarna (Indonesia)

Thong Siew Chou

(Malaysia)

Billie Yap (Malaysia)

Sharon Lim (Malaysia)

Fairus Kamaruddin

(Malaysia)

Loke Hui Ting

(Singapore)



CaiXun is also
available on
www.teckwah.com.sg

Feedback:
info@teckwah.com.sg

EDITORIAL MESSAGE

Teckwahers ushered in the Year of the Snake with enthusiasm at the company's annual Kaigong celebrations. Everyone was in high spirits as they listened to Managing Director, Ms Chua Ai Ling, deliver her inaugural Kaigong Message on the morning of 3 February. Ms Chua expressed confidence the company would achieve continued growth and success, by leveraging on the strengths of all Teckwahers. Ensuing segments of the celebration included the captivating dragon and lion dance performances and lucky draw, filling the Teckwah Pavilion with auspicious cheer and excitement. See the happy faces of Teckwahers at the event in our Feature segment on page 14.

Supporting local communities continues to be one of the Group's focus areas beyond our business. This was demonstrated by the various community initiatives that employees across Singapore, Malaysia and Indonesia participated in late last year and earlier this year. From walking miles to painting walls and kind donations, these meaningful acts of service, albeit small, have created positive impact to the hearts of both Teckwahers and the beneficiaries.

Teckwah's Mass Communication sessions made its comeback after a brief hiatus. Over 5 sessions, Managing Director, Ms Chua Ai Ling, shared the outcome of the 2024 Organisational Climate Survey and addressed key concerns that employees had expressed through the survey. One area addressed was ensuring continued organisational support during the company's Digital Transformation journey. Ms Chua assured Teckwahers that everyone will receive the needed training to align their skills with Phase 2 of our Digital Transformation Journey, as exemplified by the IT Literacy Chapters. Learn about how the company is elevating employees' digital skills in this issue's Training & Development segment.

CONTENTS

03 BUSINESS UPDATES

MD's Kaigong Address

Teckwah Mass Communication 2025

Shanghai Jointac Recognised for
Quality and Innovation

06 STAFF ACTIVITIES

Regional Subsidiaries' Anniversary Celebrations

Honouring Achievements, Embracing the Future

Bringing Festive Cheer and Creative Flair
to the Workplace

13 TECKWAH CHATROOM

05 CORPORATE SOCIAL RESPONSIBILITY

Profotorians Walk for Rice

Spreading Kindness to Local Communities

09 TRAINING & DEVELOPMENT

Fire Drill Exercise 2024

Teckwah & I

Cultivating a Digitally-Savvy Workforce

Unlocking Potential with NLP Training

Retrospect 2024: A Festive and Fun-filled

Teambuilding Event

14 FEATURE

Ushering in the Snake Year as One Teckwah!

MD'S KAIGONG ADDRESS



Good morning Teckwahers, and a very Happy Lunar New Year to everyone!

This year marks my first Kaigong Address, I feel most honoured and delighted. I would like to take this opportunity to extend my warmest wishes for a prosperous and joyful new year.

Entering the Year of the Green Wood Snake in 2025, we are reminded of the key qualities of the Snake zodiac, which are wisdom, adaptability and resilience. These qualities are very much embedded in the culture of Teckwah. As Teckwahers, we are agile, adaptive and always striving to innovate and improve. These positive traits will enable us to continue to grow and excel in the year ahead.

Reflecting on 2024, our business segments performed well, with outstanding results from the Packaging Printing segment.

Effective operational planning and cost management strategies have enabled our Packaging Printing segment to end the year strong. For Logistics, we remain steadfast in defending our regional market share in a highly competitive environment. Amid uneven growth in the retail landscape, our Lifestyle segment continued to perform well, thanks to efforts in securing the right projects with favourable margins.

These achievements are a direct result of everyone's commitment and hard work. The solid foundation that we have laid together continues to chart our path to success.

Looking ahead, we remain committed towards people development and engagement.

Last October, we conducted the Organisational Climate Survey for Teckwah Singapore. I am pleased to share that we had an impressive 98% participation rate! This outcome is testament to everyone's dedication to improving our company practices and workplace environment. Key highlights from the survey

include a 74% favourable sentiment toward staff's experience in Teckwah, and 75% positive feedback on our digital transformation efforts.

While we are moving in the right direction, there is always room for improvement, and we truly value all the feedback received. We will be sharing more details of the survey outcome during our Mass Communication sessions in February. Focus group discussions and executing of action plans will soon follow to ensure that we address the areas that matter most.

Continuing our focus on innovation and continuous improvement, I want to recognise the exceptional efforts of our TPPI team, who successfully implemented their 2023 I&I project. In recognition of their achievements, we are proud to present a special incentive to the team at this morning's celebrations. Congratulations to the TPPI team!

In the coming year, Teckwahers can look forward to the many training and development related initiatives planned. From progressing on our DTJ2 journey to the 8th instalment of I&I, we are equipping all staff with the tools, knowledge and skillsets necessary to excel in your respective roles. As we gear up for these exciting initiatives, let us embrace this year with optimism and enthusiasm.

Together, we will make 2025 another year of growth and achievement.

May the new year bring us all good health, happiness and prosperity.

Thank you!

Chua Ai Ling
Managing Director

TECKWAH MASS COMMUNICATION 2025



Mass Communication (“Mass Comm”) at Teckwah serves as a forum for the company to share important updates and future plans, while creating dialogue and receiving feedback. This year’s Mass Comm was delivered by Managing Director, Ms Chua Ai Ling. Marking a new chapter in the Group’s leadership, Ms Chua led 5 separate Mass Comm sessions held at Pixel Red and Teckwah Logistics Centre in Gul in February and March. Employees were first taken through Teckwah’s journey from 2019, when the last Mass Comm was held. Since then, the company overcame challenges and achieved significant milestones. Ms Chua went on to share key findings from the 2024 Organisational Capability Survey, which boasted an impressive 98% participation rate.

The results shed light on the company’s strengths and improvement opportunities for strengthening workplace environment and culture. To promptly address concerns and act on feedback, focus group discussions will be facilitated between March and April, enabling open sharing between Management and employees. Ms Chua strongly encouraged invited Teckwahers to actively participate and even volunteer, for those who want to be a part of the discussions. Lastly, she concluded the sessions by reaffirming the company’s commitment to support and enable all Teckwahers in skills development, future-proofing the workforce in the digital age.

SHANGHAI JOINTAC RECOGNISED FOR QUALITY AND INNOVATION

On 25 February, Shanghai Jointac International Logistics Co. Ltd (“Jointac”) was conferred the “Chuansha New Town High-Quality Development Innovation Award” for its exceptional contributions to technological innovation, industrial upgrading, and social impact. The accolade aims to honour enterprises within the Chuansha New Town region that demonstrate exemplary efforts in driving economic transformation and advancing high quality development. Presenting the plaque to Jointac at the award ceremony, leaders from Chuansha New Town praised the company for its innovative practices and commitment to progress.

This recognition highlighted Jointac’s achievements and the collective efforts of its employees. As an enterprise that aims to play an even greater role in supporting the growth of the regional economy, this achievement has become a catalyst for the team to further deepen their technological innovation and industrial collaboration plans. Congratulations, Jointac!



Finance Manager, Grace Wang (third from the right), collected the award on behalf of Jointac.

PROFOTORIANS WALK FOR RICE



“Knowing that each step helped someone in need made the event even more meaningful.”

JANNA GATBONTON
CREATIVE DESIGNER

HUE VIE GIE
HR & ADMIN EXECUTIVE

On 30 November, the Profoto Digital Services Pte Ltd (“Profoto Singapore”) team came together at the Bedok Stadium with a shared mission to support the Fengshan Walk for Rice+ 2024. This heartwarming initiative was designed to provide essential food aid to vulnerable residents in the Southeast District. For every 300 meters walked, the FairPrice Foundation donates white rice, brown rice, and oatmeal to those in need, turning each step into a meaningful contribution.

With teamwork and dedication, the team proudly completed 600 rounds, tripling their 2023 record! Thanks to everyone’s efforts, 2,000 bowls of rice and oatmeal were donated, providing essential support to individuals and families facing food insecurity. The event was a reminder of how small actions, when accumulated, can make a significant difference in the lives of others. It further strengthened Profoto Singapore’s dedication to making a positive and lasting impact to the community.

“This walking charity event was a happy and enjoyable experience! Not only were we able to help those in need, but it also encourages bonding among colleagues.”

SPREADING KINDNESS TO LOCAL COMMUNITIES

SUPPORTING LOCAL COMMUNITIES HAS BEEN THE CORNERSTONE OF TECKWAH’S CSR INITIATIVES. THIS COMMITMENT WAS EXEMPLIFIED BY OUR REGIONAL SUBSIDIARIES, MALAYSIA AND INDONESIA, THROUGH THEIR YEAR-END DONATIONS IN 2024.



TECKWAH PHARMAPACK
SOLUTIONS SDN BHD (“TPSSB”)

On 19 December, colleagues from TPSSB extended their support to the elderly community through acts of service and kind donations. They visited an old folk’s home in Skudai, home to 20 elderly residents, and dedicated their time to refresh the facility. Working together, they assisted with basic housekeeping tasks and added a fresh coat of paint to the building’s façade. The team also donated groceries and contributed RM1,500 in cash, providing some relief in support of the residents.



PT TECKWAH PAPER PRODUCTS
INDONESIA (“TPPI”)

On 24 December, colleagues from TPPI distributed essential food supplies to their local community. A total of 168 food packages, each containing necessities like rice, cooking oil and granulated sugar, were distributed to residents in need. Valued at 250,000Rp per package, the initiative was made possible through kind contributions from both the company and its employees. The recipient community expressed their heartfelt gratitude for the assistance and hoped for the continuation of such meaningful initiatives.

REGIONAL SUBSIDIARIES' ANNIVERSARY CELEBRATIONS

CONGRATULATIONS TO THE FOLLOWING SUBSIDIARIES WHICH CELEBRATED THEIR ANNIVERSARIES IN THE FIRST QUARTER!



TECKWAH LOGISTICS KOREA CO. LTD

"Thank you for your kind words of appreciation, it's been an honour to contribute to the success of the Group. I believe this achievement is a result of the dedication and collaboration of the entire team. I look forward to continuing our journey of growth and excellence together!"

YEO SANG HAN
BUSINESS OPERATIONS MANAGER



TOMPAC INDUSTRIAL SDN BHD

"We are incredibly proud to reach this milestone, and we couldn't have done it without the commitment and support of the entire team. We are excited and look forward for what the future holds, and your encouragement means a lot as we continue to grow and evolve. Looking forward to many more successful chapters together!"

FRANCIS CHONG
GENERAL MANAGER

TECKWAH VALUE CHAIN SDN BHD



PT TECKWAH TRADING INDONESIA

"Many thank you for your kind wishes and constant support. We hope to achieve further glories and prosperity in the future!"

HAYADIN
OPERATIONS MANAGER



TECKWAH LOGISTICS (INDIA) PRIVATE LIMITED

"We extend our deepest gratitude to Management and every member of the Teckwah family. We are privileged to be part of this incredible journey, and we wish for continued growth and success in the years ahead!"

MISHRA DEBABRATA
GENERAL MANAGER



TECKWAH PAPER PRODUCTS SDN BHD

"Thank you for your blessing and congratulations. We are indeed proud to celebrate this significant milestone of TPPSB, and we appreciate Management's support throughout the years. Here's to many more years of growth and success together. HAPPY 35TH BIRTHDAY TECKWAH MALAYSIA!"

FRANCIS CHONG
GENERAL MANAGER

HONOURING ACHIEVEMENTS, EMBRACING THE FUTURE

THE ANNUAL DINNERS OF TECKWAH TRADING SHANGHAI CO. LTD ("TWTSH") AND SHANGHAI JOINTAC INTERNATIONAL LOGISTICS CO. LTD ("JOINTAC") WERE VIBRANT CELEBRATIONS OF TEAMWORK, DEDICATION AND SHARED SUCCESS. ATTENDED BY EXECUTIVE CHAIRMAN, MR THOMAS CHUA, AND EXECUTIVE DIRECTOR, MS MAI, BOTH EVENTS HONOURED THE COMPANIES' ACHIEVEMENTS OVER THE PAST YEAR WHILE SETTING THE TONE FOR FUTURE GROWTH.

TECKWAH TRADING SHANGHAI CO. LTD

TWTSH's annual dinner on 9 January commenced with an opening speech by Mr Chua, who expressed gratitude for the employees' hard work and outlined the company's future direction. The evening's events featured an exciting lineup, including a song rendition by none other than our Executive Chairman! Employees marking 20 years with the company were also acknowledged for their dedication and loyalty. The event celebrated the collective efforts of the team and their commitment to achieving a better performance in 2025.



SHANGHAI JOINTAC INTERNATIONAL LOGISTICS CO. LTD

Jointac hosted their annual dinner on 10 January, themed "Honouring the Beginning, Unveiling a New Chapter". The evening featured outstanding performances, including traditional cultural dances that showcased the team's multifaceted talents. Mr Chua added to the excitement with a medley of songs, while interactive games and a grand lucky draw made the event fun and engaging. In their closing speeches, Mr Chua and General Manager, Kevin Feng, reflected on the company's achievements and stressed on the importance of innovation, keeping an open mindset, and continued passion in overcoming challenges. In 2025, Jointac remains committed to delivering quality service and building a brighter future with its network of partners!



BRINGING FESTIVE CHEER AND CREATIVE FLAIR TO THE WORKPLACE



Teckwah continued its cherished tradition of the annual Lunar New Year Department Decoration Competition. Participating departments meticulously displayed their creativity and teamwork, transforming workspaces in Pixel Red, Gul and Toh Guan, into vibrant, festive displays to usher in the Lunar New Year. This year's competition required participating departments to create a short video with digital elements, in addition to physical decorations. Teams brought an explosion of colour, physical and digital artistry, and festive spirit, with their zodiac-themed decorations capturing the essence of the Year of the Snake. The dedication and efforts were evident in every detail, impressing both colleagues and judges alike. Congratulations to all the teams for their incredible creativity!



For more pictures, scan here!



FIRE DRILL EXERCISE 2024



On 18 December, Teckwah Singapore conducted a fire drill exercise to prioritise the emergency preparedness and response at Pixel Red. The exercise was carried out with the active participation of all stakeholders, including employees and tenants, and aimed to evaluate the effectiveness of the company's fire evacuation plan. During the drill, participants adhered to designated evacuation routes and gathered at the assembly points in a swift and orderly manner. The Emergency Preparedness Team observed the procedure, noting areas for improvement such as the enhancement of signage clarity and faster movement at specific exits. This exercise fostered a culture of proactive safety awareness by solidifying proficiency in critical fire safety protocols.

TECKWAH & I



Designed to help employees better assimilate into Teckwah's culture and workplace, "Teckwah and I" provides an opportunity for new hires to learn about the company's history, values, management practices, and business philosophy. The recent session held on 7 January warmly welcomed new hires of Teckwah

Singapore. After enjoying morning refreshments, Senior Regional Business Operations Director, James Chua, commenced the sharing with Teckwah's milestones, painting a vivid picture of the company's journey through its 55-year history.

Deputy Corporate Planning & ERM Director, Chua Xing Ling, then offered insights into Governance, Quality Systems Management and Business Continuity. The half-day event concluded with a tour of Teckwah's galleries, starting at Level 5, where a vibrant mural of imagery showcased its rich culture. Attendees then proceeded to the History Wall at Lobby A, where they explored old printing machines and other archives, gaining a deeper appreciation of our heritage.



"Teckwah and I" is a distinctive initiative where the company shares its history with new hires through colleagues who have witnessed its growth at various stages. This approach makes the sharing more meaningful and heartfelt. Additionally, it provides new hires from different offices a chance to connect and get acquainted."

CHERYL KOK

REGIONAL HUMAN RESOURCE MANAGER

"More than just an orientation, the 'Teckwah and I' session was a journey through the heart of Teckwah's rich history and values. Hearing from leaders who have been part of this family for decades helped me appreciate the deep-rooted culture and commitment that drive the company forward. Truly inspiring!"

IVAN TAN

ANALYST PROGRAMME

CULTIVATING A DIGITALLY-SAVVY WORKFORCE



LAST NOVEMBER, TECKWAH EMBARKED ON PHASE 2 OF ITS DIGITAL TRANSFORMATION JOURNEY (OR “DTJ2”) WITH THE LAUNCH OF IT LITERACY AWARENESS FESTIVAL. THE FESTIVAL IS A 3-PART SERIES DESIGNED TO EMPOWER EMPLOYEES WITH THE TOOLS AND SKILLS NEEDED TO THRIVE IN A DIGITALLY DRIVEN WORKPLACE. CHAPTERS 2 AND 3 OF THE SERIES WERE HELD IN JANUARY AND FOCUSED ON GENAI AND PROCESS AND DATA OPTIMISATION TOPICS.



CHAPTER 2: PROCESS AUTOMATION TOOLS AND GENERATIVE AI

Held on 9 January at Pixel Red and 10 January at Teckwah Logistics Centre in Gul, the second chapter explored the transformative power of automation and artificial intelligence. ICT Director, Ng Chee Mun, introduced tools like Power Automate and Google Workflow, demonstrating how repetitive tasks could be automated to streamline processes. The session also delved into the world of generative AI (“GenAI”), showcasing how platforms like ChatGPT and Copilot can enhance creativity, problem-solving, and decision-making.



CHAPTER 3: DATA ANALYTICS, REPORTING AND VISUALISATION, AND PROCESS MINING

The final chapter of DTJ2’s IT Literacy Awareness Festival, held on 16 January at Pixel Red and 17 January at Teckwah Logistics Centre in Gul, emphasised data-driven decision making. Business Systems Manager, Declan Tan, introduced Power BI for data analysis, reporting and visualisation, and shared use-cases and applications of the tool. ICT Director, Ng Chee Mun, then guided Teckwahers through Process Mining, highlighting how insights from real-time data can optimise processes and drive operational efficiency.



UNLOCKING POTENTIAL WITH NLP TRAINING



Organisations today must proactively identify and address challenges to ensure long-term growth and success. Recognising this, Teckwah Malacca held a Neuro-Linguistics Programming (“NLP”) training on 12 December, which provided attendees with tools to reframe their mindset and improve problem-solving. NLP focuses on improving thought patterns and communication to tackle obstacles positively. The session taught practical skills like goal setting and exploring new ways for collaboration. Attendees learnt to turn limiting beliefs into achievable goals, with a guided framework to improve on how they think, communicate, and grow.

“I am sincerely grateful for the opportunity to attend the NLP training. I firmly believe that we can achieve success by shifting our mindset from ‘IMPOSSIBLE’ to ‘I’M POSSIBLE’.”

SHARON LIM
SENIOR PROGRAM ADMINISTRATOR

RETROSPECT 2024: A FESTIVE AND FUN-FILLED TEAMBUILDING EVENT



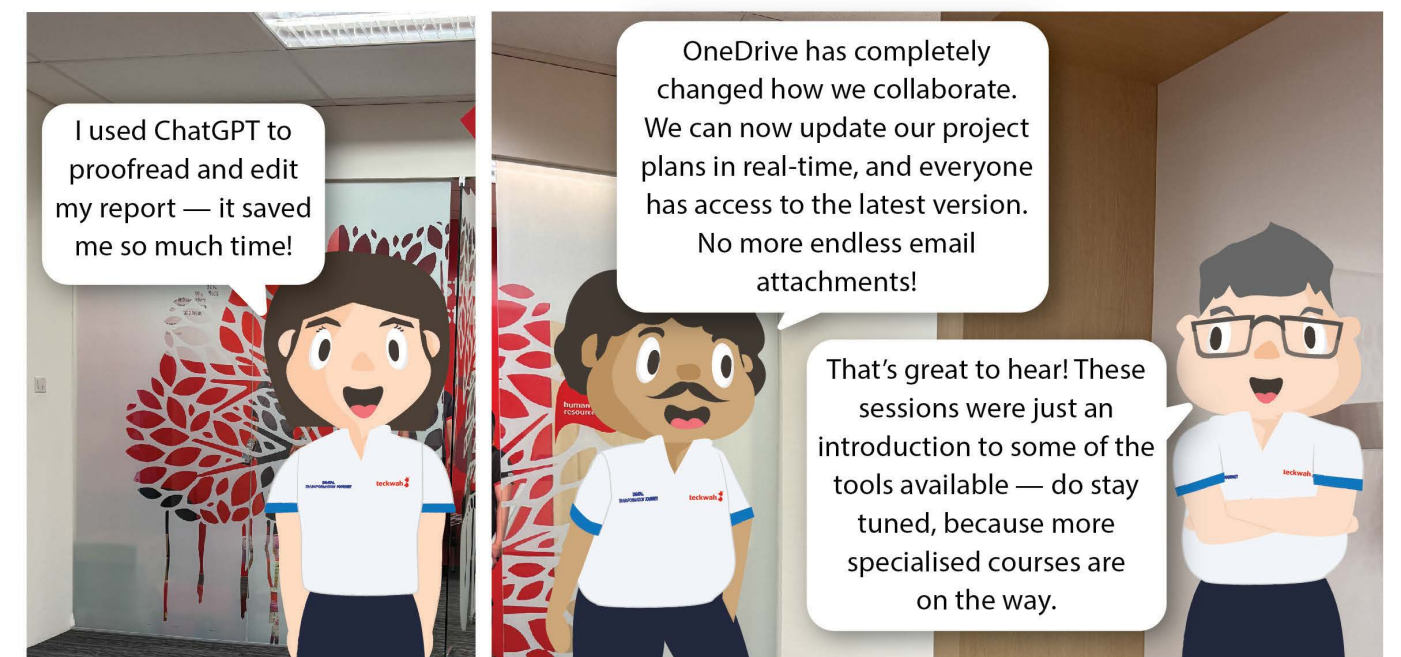
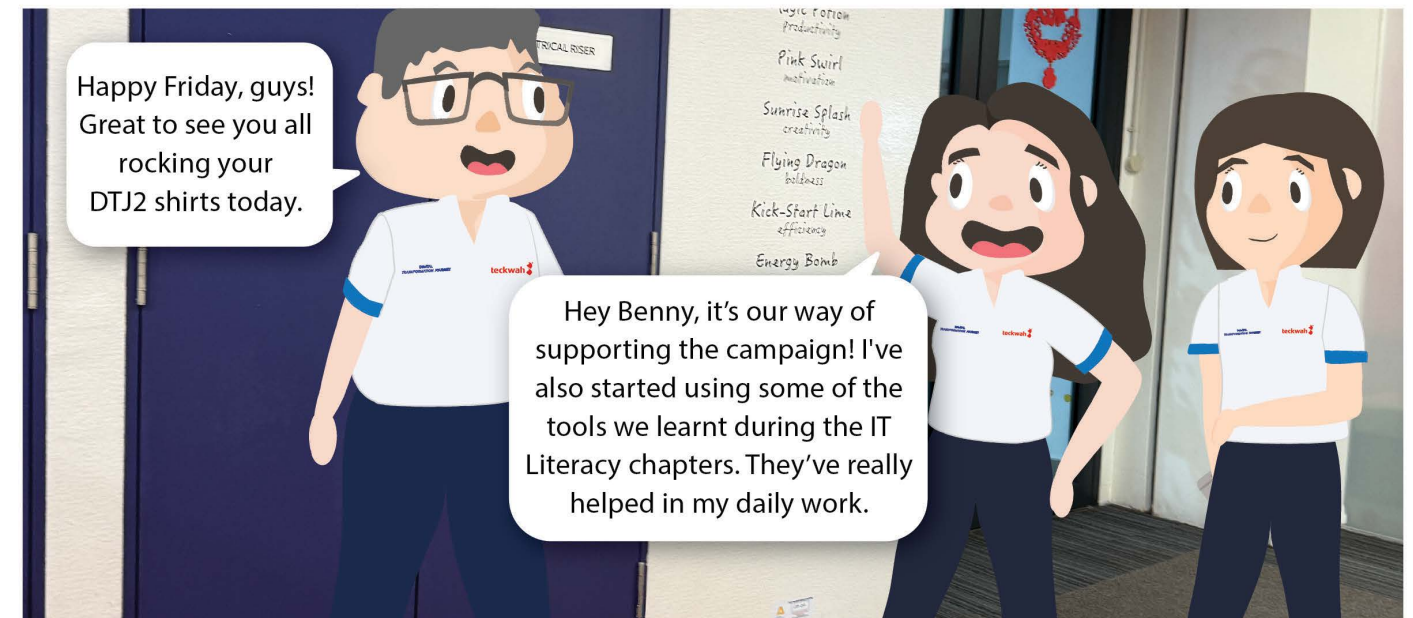
On 17 December, Teckwah Malacca gathered for the final instalment of their quarterly in-house teambuilding event. Themed “Retrospect 2024”, the event brought teams together, celebrated achievements, and reflected on the past year, closing the year on a positive note. Participants donned Christmas-themed outfits and kicked off the event with refreshed team slogans, showcasing both unity and their unique identity. Teams engaged in festive-inspired activities that not only added holiday cheer but also promoted key values like communication and collaboration. The event’s highlight was the presentation of the Superstar Award, which recognised the employee’s outstanding contributions in 2024 and Grand Champion Team. Retrospect 2024 was a celebration of teamwork, and a reminder that together, any challenge can be overcome.

“It was a pleasure to participate in the event, which exemplified our organisation’s dedication to continuous improvement and excellence. Let’s carry forward the themes of focus, drive and impeccable execution in all our future endeavours!”

ADELYN LAI
ASSISTANT PROGRAM ADMINISTRATOR MANAGER



THE GROUP DISCUSSES HOW DIGITAL TOOLS HAVE ENHANCED THEIR WORK AFTER ATTENDING THE IT LITERACY CHAPTERS.





USHERING IN THE SNAKE YEAR AS ONE TECKWAH!

喜迎蛇年：共谱辉煌新篇章！

Teckwahers gathered in high spirits for the annual Kaigong celebration on 3 February. The cheery atmosphere at Teckwah Pavilion was further enlivened by the energetic and colourful dragon and lion dance performances. Managing Director, Ms Chua Ai Ling, delivered her first Kaigong address, reflecting on 2024's achievements and outlining exciting prospects for 2025. Ms Chua remained on stage to present a special incentive to the TPPI team in recognition of the successful year-long implementation of their 2023 I&I project.

The event ensued with the prize presentation for the department decoration competition, followed by lively cheers, singing of the company song and a lucky draw segment. The morning's events concluded with the distribution of red packets and mandarin oranges to employees along with a group photo session. The celebrations continued in the afternoon at the Teckwah Logistics Centre in Gul. After Ms Chua's opening speech and the lion dance performance, the space was filled with celebratory cheer by Teckwahers! A group photo, alongside the distribution of red packets and mandarin oranges brought the day's joyous celebrations to a close.

Separately on 5 February, Profotarians in Singapore celebrated the Lunar New Year, joined by Executive Chairman, Mr Thomas Chua, and some members from the Teckwah Management team. The festivities began with the traditional 'Bai Nian,' where Mr Chua gave an opening speech and exchanged wishes for an abundant and fulfilling year ahead. Red packets were distributed to all employees and the festive occasion was commemorated with a group photo.



2月3日，德华员工欢聚一堂，满怀喜悦共同庆祝一年一度的开工仪式。伴随着铿锵有力的锣鼓声，舞龙舞狮表演以绚丽的色彩和灵动的姿态点燃了全场，为庆典增添了浓厚的节日氛围。集团董事经理蔡艾玲女士发表了开工致辞，回顾了公司上一年取得的丰硕成果，以及展望新的一年，激励全体员工再创佳绩。蔡女士随后为TPPI团队颁发了特别奖励，以表彰他们在2023年I&I项目的成功实施，充分肯定团队一年来的创新成果。

庆典活动高潮迭起，蔡女士宣布了新春装饰比赛的优胜团队，紧接着各业务单位激情洋溢地喊出团队口号，唱响德华厂歌。幸运抽奖环节更是将全场气氛推向顶点，欢声笑语此起彼伏。上午的活动在全体员工合影留念及派发象征吉祥如意的红包和柑橘中圆满落幕。下午，庆祝活动移师至位于卡尔的德华物流中心继续举行。蔡女士的开场致辞和精彩的舞狮表演再次点燃了现场的喜庆气氛，全体大合照及派发红包和柑橘为这一天的庆祝活动画上了完美句号。

此外，执行主席蔡其生先生与德华管理层部分成员也参加了Profoto新加坡在2月5日举行的农历新年庆祝活动。庆祝活动以传统的“拜年”仪式拉开帷幕，蔡主席发表了致辞，与大家互致新春祝福，期许新的一年丰收圆满。现场还为每位员工派发了红包，全体合影记录下了这一欢乐时刻。

For more pictures,
scan here!
扫描以查看更多图片



彩訊

2025年第1期

活力充沛



信心满满地迎接新年





2025年第1期
1月 - 3月

德华集团内部刊物
印刷－德华价值链
私人有限公司

顾问
陈碧芬

主编
蔡幸玲

秘书
黄彩云

创意编辑
王詩淑

会员
钟诗玲
邱钰芳
李靖宇
张梦欣
曹嘉欣
孫静佳

投稿者
聂雯雯 (中国)
何萍 (中国)
Evayarna (印尼)
童秀珠 (马来西亚)
叶懿芬 (马来西亚)
林晓蜜 (马来西亚)
Fairus Kamaruddin
(马来西亚)
骆慧亭 (新加坡)



《彩讯》也刊登在
德华集团网站
www.teckwah.com.sg

请电邮您的反馈到
info@teckwah.com.sg

编委的话

2月3日上午，新加坡德华员工聚集在德华广场，举行开工庆典。董事经理蔡艾玲女士发表了热情洋溢的开工致辞。蔡女士说，在未来的一年，德华将充分发挥全体员工的优势，继续稳步增长，再创辉煌业绩。接下来舞狮团登场，金龙飞舞，彩狮献瑞，将现场气氛达到高潮。请参阅本期第14页的专题报道，看看员工们兴高采烈的笑脸。

集团一直把支持当地社区当做自己业务之外的重点领域之一。从去年底到今年初，来自新加坡、马来西亚和印尼的德华员工参与了当地各种社区活动，充分证明了这一点。从步行数英里到粉刷墙壁和慈善捐赠，尽管这些服务规模并不大，却非常有意义，对德华人和受益者都产生了积极影响。

德华员工交流会在短暂中断后再次回归。董事经理蔡艾玲女士主持了5场交流会，和全体员工分享了2024年企业氛围调查的结果，并解答了员工的主要担忧。蔡女士强调，公司在数码转型之旅中将确保每位员工获得公司的支持，包括接受必要的培训，以取得符合数码转型旅程2.0所需的必要技能，IT素养培训章节就是最好的例子。请参阅本期培训与发展专题，了解公司如何提升员工数码技能。

内容

03 最新业务报告

董事经理2025年开工致辞

2025年德华员工交流会

上海展通荣获“川沙新镇高质量发展创新奖”

06 员工活动

区域子公司的周年庆典

表彰成就，拥抱未来

为工作场所带来节日气氛和创意灵感

13 德华聊天室

05 企业社会责任

Profoto员工“为米步行”

向当地社群传递爱心

09 培训与发展

2024消防演习

德华与我

培养数码化熟练的员工队伍

神经语言编程培训释放员工潜力

回首2024年：一次充满节日气氛和欢声笑语的
团队建设活动

14 特写

喜迎蛇年：共谱辉煌新篇章！

董事经理 2025年 开工致辞



各位德华同仁，早安！大家新年好！

今年是我首次发表开工致辞，为此，我深感荣幸和喜悦。我谨借此机会，向大家致以最诚挚的新年祝福，祝愿新的一年平安喜乐，万事如意。

2025年是蛇年，既是木蛇之年，也是青蛇之年。作为12生肖之一，蛇代表了智慧、灵活和坚韧等美德。这些品质都深植于德华的文化之中。作为德华员工，我们能够灵活地适应环境，勇于创新，精益求精。在未来的一年，通过发挥这些优势，我们将继续稳步增长，再创辉煌业绩。

回顾2024年，各个业务部门取得不错的成绩，尤其是包装印刷部。

包装印刷部通过有效实施运营规划和成本管理策略，交出了亮丽的年度业绩。物流部在竞争激烈的环境下，依然稳健地捍卫了区域市场份额。此外，面对零售行业增长不均的形势，生活与时尚部表现出色，这得益于我们成功争取到利润率较高的项目。

这些成就离不开所有人的鼎力付出和卓越努力。我们共同打下的坚实基础，将持续引领我们迈向成功的道路。

展望未来，我们将继续致力于人才培养和员工参与。

去年10月，我们在德华新加坡开展了一次企业氛围调查。我很高兴在开工的吉日与大家分享，本次调查的参与率高达98%！这个

结果充分说明，每个人都在踊跃地帮助公司改善经营实践和工作环境。此次调查的主要亮点包括，74%的德华员工对工作感到满意，75%的员工对数码化转型给予积极认可。

虽然我们前行的方向是正确的，但凡事都有改进的空间。我们非常重视所收到的反馈意见。因此在2月份我将在与员工的沟通会上详细说明此次调查的结果。接下来我们也将开展焦点小组讨论，并执行相关行动计划，以确保最重要的问题能得到及时解决。

在勇于创新和精益求精方面，我要赞扬德华纸制品（印尼）团队，他们通过不懈的努力，成功落实了2023年的创意与构思日活动。为表彰他们取得的成就，我们在今天上午的庆祝活动中，向整个团队颁发了特别奖励。祝贺德华纸制品（印尼）团队！

在未来一年，德华的各位同仁将有机会参加一系列培训和发展项目。从推进数码化转型旅程2.0，到第八届创意与构思日活动，我们将协助全体员工掌握必要的知识和技能，以确保所有人在各自的岗位上取得卓越表现。让我们以满怀信心和热情，共同期待这些激动人心的活动，愉快地迎接新的一年。

我们将携手同行，在2025年再接再厉，再创佳绩。

谢谢！

蔡艾玲
董事经理

2025年德华员工交流会



德华员工交流会是公司分享最新动态和未来计划的平台，同时有助于促进对话以及获取反馈意见。今年的员工交流会由董事经理蔡艾玲女士主持。2月至3月，在集团领导层开启新篇章之际，蔡女士在Pixel Red和卡尔的德华物流中心举行了5场员工交流会。在会上，员工们首先共同回顾了自上一次举行员工交流会，即2019年以来德华的发展历程。此后，公司成功克服了无数挑战，取得了重大成就。蔡女士接着分享了2024年企业氛围调查的主要结果，此次调查的参与率高达98%。

调查结果有助于了解公司在工作环境及文化方面的优势和有待改进的领域。为尽快解决员工关心的问题，并针对反馈意见采取行动，德华将在3月和4月举行焦点小组讨论会，让管理层和员工能够坦诚交换意见。蔡女士热情邀请希望参加讨论会的德华员工积极参与，甚至担任志愿者。最后，她重申公司致力于支持和帮助全体德华员工提升工作技能，为将来的数码时代做好充分的准备。

上海展通荣获“川沙新镇高质量发展创新奖”

2月25日，上海展通凭借在科技创新、产业升级及社会贡献等方面的卓越贡献，荣获“川沙新镇高质量发展创新奖”。该奖项旨在表彰川沙新镇区域内推动经济转型和促进高质量发展理念的优秀企业。在颁奖仪式上，川沙新镇领导向展通颁发了奖牌，并高度赞扬了公司在创新实践和追求进步方面的努力。

这一荣誉不仅彰显了展通的成就，也体现了全体员工的共同努力。作为一家致力于在区域经济发展中发挥更大作用的企业，这一成就进一步激励团队深化技术创新和产业合作计划。祝贺展通！



财务经理，王婷（右三），代表展通领奖。

PROFOTO员工“为米步行”



“知道每一步都能帮助到有需要的人，让这次活动变得更有意义了。”

JANNA GATBONTON
创意设计师

“这次活动既有意义又充满乐趣！这不仅是一场帮助有需要人士的慈善步行活动，同时也增进了同事之间的互动。”

邱蔚淇
人力资源与行政执行员

向当地社群传递爱心

支持当地社群一直是德华企业社会责任活动的重要支柱。为此，2024年底，我们在马来西亚和印度尼西亚的子公司举行了一系列捐赠活动。



德华医药物品包装（马）

12月19日，德华医药物品包装（马）的同事通过志愿服务和爱心捐赠，为乐龄群体提供了支持。他们探访了一家位于士姑来、有20名住户的养老院，打扫和翻新了设施。他们齐心协力，共同完成了一些基本家务，并给建筑的外墙刷了一层新漆。团队还捐赠了日常用品和1,500令吉的现金，用于帮助养老院的住户。



德华纸制品（印尼）

12月24日，德华纸制品（印尼）的同事向当地社群发放了基本食品。在此次活动中，共计向有需要的居民发放了168袋食品，每袋有价值25万印尼盾的大米、食用油和白糖等必需品。这些食品来自公司和员工的爱心捐赠。接受资助的社群表达了衷心的感谢，并希望这些有意义的活动能够延续下去。

区域子公司的周年庆典

祝贺以下子公司在2025年第一季度举办周年庆典！



德华后勤服务（韩国）

“感谢大家的认可，很荣幸能够为集团的成功贡献一份力。我相信这项成就是整个团队共同努力和同心协作的结果。我期待继续携手勇攀高峰，再创佳绩！”

YE0 SANG HAN
业务运营经理

德华价值链（马）



德华后勤服务（印度）

“非常感谢管理层以及德华的每一位成员。我们很荣幸能够成为这段非凡旅程的一部分，并祝愿公司在未来岁月里持续成长，再创辉煌！”

MISHRA DEBABRATA
总经理



德明纸制品厂（马）

“我们非常自豪能够达到这个里程碑，这离不开整个团队的付出和支持。我们对未来充满兴奋和期待，您的鼓励对我们未来的成长之路意义重大。期待今后共同创造更多的成就！”

张国威
总经理

德华商贸（印尼）

“非常感谢您的祝贺和持续的支持。我们期望在未来取得更多辉煌和成功！”

HAYADIN
运营经理



德华纸制品厂（马）

“感谢您的祝福和祝贺。我们由衷地对德华纸制品厂（马）能庆祝这个重大的里程碑深感自豪，感谢管理层多年来的鼎力支持。期待未来共同实现更多成长和成功。德华马来西亚35岁生日快乐！”

张国威
总经理

表彰成就，拥抱未来

德华商贸（上海）和上海展通的年会是一场汇集了团体精神、奉献和庆祝努力成果的宴会。集团执行主席蔡其生先生和执行董事麦亚娥女士，出席了两场为表彰公司过去一年成就与未来增长规划的盛宴。

德华商贸（上海）

德华商贸（上海）1月9日的年度晚会在蔡主席热情洋溢的致辞中拉开序幕。蔡主席对全体员工的辛勤付出表达了诚挚感谢，同时也为公司的发展指明方向。各部门员工精心准备的节目精彩纷呈，形式多样。蔡主席也为晚会献唱组曲。20周年功勋奖的员工作为颁奖嘉宾和丰厚奖品，感谢他们为公司发展所做的奉献。晚宴不仅庆祝全体员工所付出的努力，也使大家坚信在全体员工的共同努力下，公司必将在2025年里取得更加辉煌的成就。



上海展通

1月10日，展通在上海浦东举行了一场主题为“敬初心 展新篇”的迎晚会。同事们精心准备了精彩纷呈的文艺表演，展现了展通人的多才多艺和活力。蔡主席也为晚会献唱组曲。一系列的有趣的游戏拉近了同事之间的距离。大抽奖更是将晚会推到高潮！蔡主席和冯总的致辞中，提到了公司的非凡成就，也强调创新的思维的重要性、继续保持开放的心态、热情和决心以迎接挑战。2025年，展通将秉持初心继续为客户提供更优质的服务，与所有合作伙伴携手并进、共同成长！



为工作场所带来节日气氛和创意灵感



德华延续了宝贵的传统，再次举办一年一度的新春装饰比赛。参赛部门精心展示了自己的创意和团队协作成果，将Pixel Red、卡尔和卓源路的工作场所变成了充满活力和节日气氛的地方，以迎接农历新年。今年的比赛要求参赛部门除了装饰工作场所，还需制作一个带有数码元素的短视频。参赛团队创作了缤纷多彩的实体和数码艺术品，营造了欢乐的节日氛围，并用生肖主题的装饰展现了蛇年的寓意，每个细节都体现了团队的付出和努力，让同事和评委们印象深刻。祝贺所有团队的非凡创意！

第一名：德华后勤服务 — MELS



第二名：财务部和企划与企业风险管理部（综合）



入围者：人事部；资讯通讯科技部



按需印刷部门



卡尔



仓储部



印前部门



封装部门



生产线部门



TVC项目部门



TERADYNE, HPEFS, PPP AND PSC



印刷后工序部门



扫描以查看
更多图片



2024消防演习



德华新加坡于12月18日在Pixel Red进行了一次消防演习，旨在优先考虑紧急情况下的应急准备。此次演习得到了所有利益相关方的积极参与，包括德华员工和大厦租户，目的是评估公司火灾疏散计划的有效性。在演习过程中，参与者按照指定的疏散路线迅速有序地聚集到集合点。紧急应变团队观察了整个过程中，指出了一些改进之处，如增强标识清晰度和加快特定出口的疏散速度。此次演习通过巩固关键消防安全规程的熟练程度，促进了积极的安全意识文化。

德华与我



为了帮助员工更好的融入德华的文化和工作氛围，公司特别推出了“德华与我”活动，让新员工有机会学习公司的历史、价值观、管理标准和经营理念。最近一次活动于1月7日举行，德华新加坡的新员工积极参与其中。活动地点是Pixel Red培训中心，在享用茶点之后，区域营运高级总监蔡其兴开始分享德华的里程碑，生动地介绍了公司55年的发展历程。



“‘德华与我’是一项非常特别的活动，由亲历过公司各阶段发展的同事与新员工分享公司的发展历程，这种方式让分享过程更真诚、更有意义。此外，来自不同办公室的新员工也可借此机会相互认识，建立情谊。”

郭雯钰
区域人力资本经理

“‘德华与我’并不只是新员工培训，而是全面了解德华历史和价值的过程。聆听加入德华大家庭已有数十年的领导与我们分享历史，让我更加了解公司的深层文化和发展方向，从中受益良多！”

陈豪杰
程序分析员

随后，企业规划与企业风险管理副总监蔡幸玲介绍了公司的治理架构，质量管理体系和业务延续性。为期半天的活动结束之际，带领新员工们从5楼开始穿行历史画廊，参观了展示德华企业文化的图像墙，随后到1楼A大厅参观从前的老式印刷机和公司历史文档。

培养数码化熟练的员工队伍



去年11月，德华启动了第2阶段的数码化转型之旅（简称“DTJ2”），并推出了资讯科技意识普及节日。该活动是一个3部分系列，旨在赋能员工掌握在数码化驱动的工作环境中蓬勃发展的工具和技能。该系列的第2和第3章分别于1月举行，重点探讨了人工智能和流程及数据优化等主题。



第2章：流程自动化工具与生成式人工智能

第2章分别于1月9日在Pixel Red和1月10日在位于卡尔的德华物流中心举行，探索了自动化和人工智能的变革力量。资讯通讯科技总监伍志民介绍了Power Automate和Google Workflow等工具，演示了如何通过自动化重复性任务来简化工作流程。本章还深入探讨了人工智能（“GenAI”）的世界，展示了像ChatGPT和Copilot等平台如何增强创造力、解决问题和决策能力。



第3章：数据分析、报告与可视化以及流程挖掘

该活动的最后一章分别于1月16日在Pixel Red和1月17日在位于卡尔的德华物流中心举行，重点强调了数据驱动的决策制定。业务资讯系统经理陈亮华介绍了Power BI用于数据分析、报告和可视化，并分享了该工具的使用案例和应用。资讯通讯科技总监伍志民随后也引导德华员工了解流程挖掘，强调了如何通过实时数据的洞察来优化流程并推动运营效率。



神经语言编程培训释放员工潜力



如今，企业必须主动发现挑战并能够应对挑战，才能确保长期的发展与成功。因此，德华马六甲于12月12日举办了神经语言编程（NLP）培训，为受训者提供相关工具，以重塑思维模式，提升问题解决能力。NLP专注于改善思维模式与沟通方式，以积极的态度应对困难。本次课程不仅传授了目标设定、探索新型协作方式等实用技能，还引导学员将限制性思维转化为可实现的目标，提供了一套思维优化、沟通精进与成长加速的系统性指导框架。

“此次NLP培训令我受益良多。我深刻体会到，只要将我们的心态从‘做不到’转变为‘能做到’，就能够实现成功。”

林晓蜜，
高级客户服务管理员

回首2024年：一次充满节日气氛和欢声笑语的团队建设活动



12月17日，德华马六甲齐聚一堂，举办了2024年季度团队建设系列的压轴活动。这场活动以“回首2024”为主题，将各个团队聚在一起，通过成果表彰和年度复盘，为全年画上圆满的句点。活动开幕时，参与活动的员工们身着圣诞主题服饰，高喊团队口号，既彰显了集体凝聚力，又突出了各自的独特风采。参与节日主题活动的团队在营造欢乐气氛的同时，更深化了沟通协作等核心价值观。最后是大家最期待的环节“超级明星奖”（表彰员工在2024年的卓越贡献）和“总冠军团队”揭晓。这场“回首2024”活动不仅是一场关于团队精神的庆典，更展示了只要同心协力，任何挑战皆能迎刃而解。

“能参与这场彰显了精益求精和追求卓越的企业精神的活动，我倍感荣幸。让我们将专注力、进取心与完美执行力融入到未来的征程中！”

赖淑甄
客户服务副经理



在参加信息科技能力培训后，小组讨论了数码工具如何提升工作效率。

