

# NTUC FairPrice Fares Well For Greater Good



By  
**Marcus Lin**

Compared to last year, things look better for this year but challenging times still lie ahead. Nevertheless, Chairman of NTUC Fairprice Co-operative Limited Ng Ser Miang is confident that the Labour Movement Social Enterprise will deliver the goods and fulfill its social mission as it has always done in the past.

Thanking a gathering of familiar faces from the print and broadcast media during an appreciation lunch on 25 January 2010, Mr Ng said that NTUC FairPrice will continue looking into possibilities of expanding with new stores in various formats with a number of changes to take place.

"In keeping with Senior Minister Goh Chok Tong's call recently when he opened our FairPrice Finest outlet in Marine Parade Central, we will continue to look into ways to build up our 'Service DNA'. NTUC FairPrice has launched an internal service campaign to cultivate such a service mindset. Last year alone, we have opened 10 new supermarkets and hypermarkets throughout Singapore. We will continue to increase our accessibility this year. We have different possibilities in mind and this year we will be just as aggressive in looking for new sites and opportunities."

However, Mr Ng assured that business expansion will not compromise NTUC FairPrice's social mission: "Last year was a difficult year for Singapore and Singaporeans and we have done our part in supporting the less privileged as well as the Labour Movement. We will continue to ensure that essential items are affordable



Veteran Mediacorp broadcast journalist S. Ramesh (left) chats with FairPrice Chairman Ng Ser Miang (centre) and FairPrice Managing Director (Group Business) Seah Kian Peng.

through our basket of Everyday Low Priced Items, Fairprice House Brands, yellow dot items as well as attractive rebates and discounts.

"Last year, we said that we will, through NTUC FairPrice Foundation, donate 20 per cent more to help the community during the downturn. I am happy to say that we have actually donated 30 per cent more than the previous year and contributed \$9 million last year to help the poor and needy. This contribution also includes a donation of \$5.25 million of funding to the Labour Movement U Care Fund to help low-wage workers, including those who were retrenched, to cope with the downturn.

"We believe the economy will be better this year but we will continue to give support where it is necessary. This month we gave a donation of \$500,000 to Ren Ci Hospital knowing that it is facing challenging times and that helped to start its fundraising."

Mr Ng added that NTUC FairPrice will keep pace with the changing needs, aspirations and lifestyles of the population so as to remain relevant to Singapore.

"We will also continue to be mindful that to fulfill our social mission as a social enterprise we have to be commercially successful. We have to Do Well to Do Good."

## Running For A Greener Tomorrow



By  
**Vanessa Teo**

First it was Saving Gaia, then it was COP15 Copenhagen. Now Young NTUC too has its very own Run 350, happening on 20 March 2010, to do its part for the environment. Through its pilot project, Young NTUC aims to reach out to green activists who have a passion for the environment, and also allow participants to enjoy nature's beauty when running on Pulau Ubin. What's more, all proceeds from Run 350 will go to Young NTUC's Garden City "Plant A Tree" programme to further create awareness on the importance of keeping the environment green.

In its efforts to go green, Young NTUC will also be opting for a paper-free registration process, and participants can go to [www.yntuc.sg/run350](http://www.yntuc.sg/run350) to sign up either for the 5km or 10km run. NTUC members need only pay \$20, while non-members can also take part in this meaningful event for \$30. For unions that want to run for a cause together, Young NTUC will also be offering a special price of \$15 per person with bookings for 20 persons and more. Log on to [www.run350.com](http://www.run350.com) to download the registration form and e-mail it back to [info@tdc.sg](mailto:info@tdc.sg). Registration closes on 28 February 2010.

### Why 350?

The upper safety limit for carbon dioxide to be in the environment should stay at 350 parts per million (ppm), but since 1988, the carbon dioxide level has gone higher than that. Currently, it stands at 387.5ppm. By naming the pilot project Run 350, Young NTUC seeks to remind participants to act now to stop the effects of climate change.

