

## SSMC highlights its Water Efficient Journey at SIWW 2014

### Industrial Forum for Water for Electronic Sector

Singapore International Water Week 2014 took place on 1 to 5 Jun, **Mr. Jagadish, CEO of SSMC**, was one of the invited speakers at the industrial water solution forum, held on 4 Jun. The forum focused on Water Interdependencies and Opportunities for Industrial Sectors. Companies from Chemicals & Refining, Pharmaceutical, Electronics and Mining participated; over ~200 global water leaders and practitioners from both public and private sectors were gathered.



Mr. Goh Chee Kiong, Executive Director of Singapore Economic Development Board, has named SSMC as a national Case study of Water Efficiency in Electronics Sector. Mr. Jagadish gave his keynote presentation “SSMC Journey towards Water efficiency”; he highlighted the approach of innovative water conservation projects, corporate social responsibility initiatives; which help to rally the company and community towards the water cause.



“We are committed to continue efforts for increasing our recycling rate from currently 68% to match or beat world best-in-class standard within the next few years. By developing breakthrough technology applications, and benchmarking to the best of the best in the world.

Also, we aim to work together with our partners to raise value for our customers, our community; and support more sustainable CSR activities.”, Mr. Jagadish commented.

The forum facilitator, Mr. Patrick Couzinet, Executive Vice President of Business Development of Veolia, applauded SSMC’s effort towards Sustainability and community involvement. He quoted Mr. Jagadish’s pragmatic measures of green projects; using a target ROI criteria of IRR 13.5% and payback period of 18 months, as guides to uphold the stakeholders’ interest.

“We should have more companies like SSMC worldwide in demonstrating the commitment towards sustainability; finding innovative and sustainable technological solutions to address the world’s most pressing water issues.” said Mr. Patrick Couzinet. “There are still a lot more we can do as solution providers, researchers and companies in the electronic industry...” In the Q&A session, lots of issues were discussed, including water security, technology, solutions of water quality conservation and preservation.

Singapore EDB challenges the industries to adopt best in class practices; push the boundary for innovation and excellence, to further achieve reduction of water footprints. So that, in next SIWW in 2016, more companies will be showcased both locally and internationally.