

OFC

Ornamental Fish Cluster Newsletter

Splash!



Hi friends,

25 May 2006 marked a significant milestone for Singapore's ornamental industry. For the first time in the history of this industry, a structured training course was successfully completed by AVA, equipping industry professionals with knowledge and skills to elevate the ornamental fish business through the process of continual training. This is a

critical step in our relentless pursuit of excellence and productivity in the business that we are so passionate about.

After all, we have played a part in establishing Singapore as the ornamental fish capital of the world! To maintain our pole position, we have to continually differentiating ourselves from other countries by providing excellent services, producing superb quality products, and most important of all, improving productivity. Whilst having a quality service culture is entirely up to the individual company, producing quality products and achieving productivity can only be achieved by having motivated workers who are skillful, knowledgeable, adaptable and be able to multi-task. This is precisely why training is so important for our industry's continued success.

Our committee will continue to push for more training courses in the near future. We are planning to organise a half-day conference in November under the EDB's Global Entrepolis @ Singapore event to increase the awareness of our industry to an international audience. For this, we need all of your support to make it a success.

I have a dream team in the OFC. And I hope all the visions and dreams about our ornamental fish industry can be achieved during our term in this committee. To all of my team members – thank you! Words are unable to express my gratitude for your support and for all of your hard work.

All the best to all of you in 2006!

Kenny The Fish

朋友们，

2006年5月25日标志着新加坡观赏鱼行业的另一个里程碑。那就是，AVA完成了一个系统化的观赏鱼培训课程，用能够提升观赏鱼业务的知识和技能，通过持续的培训来武装观赏鱼业者。这是我们对于完美和对于我们这样投入的本产业的生产率的不懈追求的关键性的一步。

毕竟，我们在把新加坡建设成为世界观赏鱼之都的事业中发挥了我们的作用。为了保持我们的领先地位，我们需要继续通过提供完美的服务，培植高质量产品，和尤其重要的提高生产率来确保我们比其他国家更优越。虽然拥有一种高质量服务的文化已经完全被各机构所接受，但是要培养出有高质量的产品和提高生产率却必须依靠一批具有熟练的技术、丰富的知识、高可塑性和能够适应多工作的有干劲的业者来实现。这就是为什么培训对于我们产业的持续成功是这么的重要。

我们的委员会会在不久的将来会继续推进更多的培训课程。我们计划在11月在新加坡的经济发展局（EDB）的环球大会（Global Entrepolis）上组织一个半天的会议以提升我们在观赏鱼行业上的知名度。为此，我们需要你们的全力帮助来使它成功。

我在观赏鱼商贸促进组里有一支梦幻般的团队。我们希望关于我们观赏鱼产业所有的展望和梦想都能在这个委员会的任期内得以实现。向我们团队的所有成员说——谢谢你们！语言已经无法表达我对你们的支持和你们辛勤工作的感谢。

给予你们在2006年最真诚的祝福！

Committee

Chairman
Dr Kenny Yap Kim Lee

Vice Chairman
Dr Ling Kai Huat

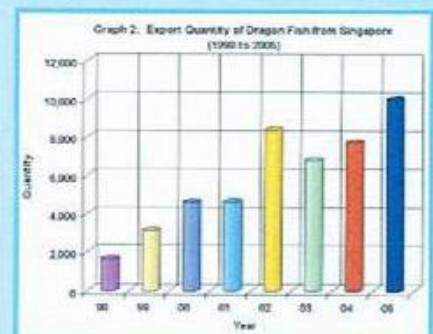
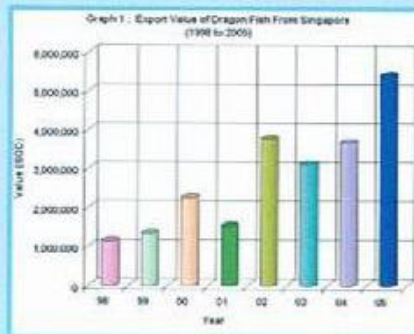
Secretariat
Ms Lim Liyun, Deirdre

Members	
Mr Hanif Loo Jang Jing	(AVA)
Ms Stephanie Chew	(AVA)
Mr Poh Yew Kwang	(AVA)
Mr Foo Siang Ming	(AVA)
Mr Ong Meng Hin	(AVA)
Mr Fong Ching Loon	(SAFEA)
Mr Toh Kay Seng	(SAFEA)
Mr Eu It Hai	(SAFEA)
Mr Ricky Lim	(SAFEA)
Mr Ong Wee Koon	(STAFBA)
Mr Ew Eng Ji	(STAFBA)
Ms Pamela Lee	(MTI)
Ms Jill Wong	(MTI)
Ms Low Yen Ling	(EDB)
Mr Ye Gang	(EDB)
Ms Nicola Mok	(EDB)
Mr Chan Kah Guan	(EDB)
Mr Chong Wei Khee	(In-One Technology PL)
Mr Alex Chang	(TLL)
Ms Vanessa Lim	(IE Singapore)
Mr Alvin Koh Chun Ming	(Sigma2K Technology PL)
Mr Gilbert Loo	(SPRING)

Export of Asian Arowana (Dragon fish), *Scleropages formosus* from Singapore increased 6.2 fold over the pass 8 years

- By Mr Nah Hwee Seng

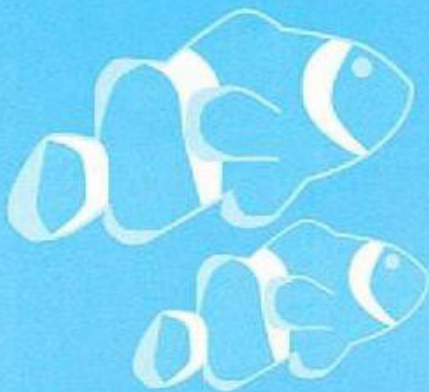
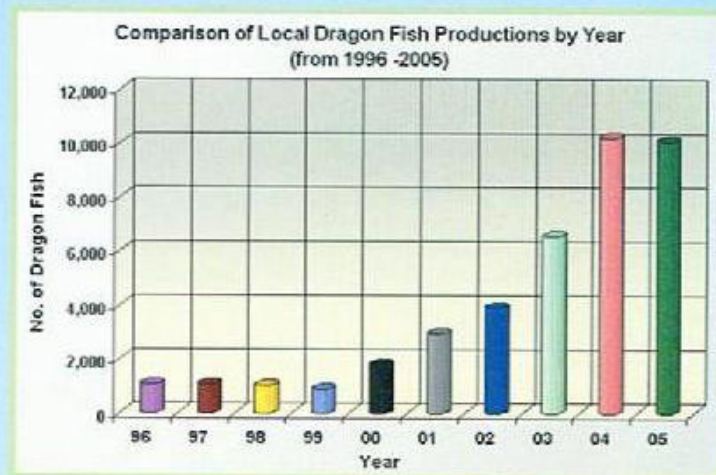
The export of Asian Arowana (Dragon Fish), *Scleropages formosus* is a multimillion dollars industry in Singapore. It has become the top 10 most popular ornamental fish exported from Singapore. The export value reached its optimal peak in 2005 with a high value of S\$5.4 million (an increase of 4.7 times compared to 1998 value of S\$1.1 million) as shown in Graph 1. From Graph 2, an upsurge trend of an increased in the export of Asian Arowana (Dragon Fish) by the Singapore Exporters can be observed. The quantities reached its optimal peak in 2005 with a high quantity of 10,015 pieces (an increase of 6.2 fold compared to 1998 quantity of 1,614 pieces) of Dragon Fish exported. This type of encouraging trends probably indicated that the Singapore exporters had grown much more mature in the tactics and methodologies that they employed when promoting their Dragon Fish in the Ornamental Fish Industry.



Dragon Fish Production in Singapore shown 10-fold increase over the pass 10 years

- By Mr Teo Siang Hong

Local productions of Dragon fish in Singapore have been increasing since 1996. With only 3 CITES-registered Dragon fish farms in 1996, the farms increased to 5 and even 6 in Year 2001 and 2002. With a mere total production of 1060 offsprings in 96, productions soared to 2958 pcs, 3932 pcs and 6556 pcs from 2001 to 2003 respectively. The production of offspring reached its optimal peak for the past decade in 2004 with a whopping figure of 10,213 pcs. In 2005, the production was slightly down with 10,072 pcs. However, this figure is still almost a 10 times fold in comparison to the production figure in 1996 (1060 pcs). Till date, there are 9 CITES-registered Dragon fish farms, with certified productions of F2 generation and beyond Dragon fish offsprings. These farms were approved by CITES international for the import/export and trading of Dragon fish. Another 4 farms have closed the breeding cycle in captivity and are pending for CITES approval. Another 18 farms are registered with Aquaculture Services Centre (ASC) of AVA as Dragon fish breeding farms. These add up to a total of 31 Dragon fish-breeding farms in Singapore in 2005.



Quality Water Treatment through DPA System



SIF Technologies Pte Ltd (SIF) is a quality water treatment company in Singapore that specializes in the Aquaculture industry. To date, many major ornamental fish breeders and exporters in Asia, especially Singapore, are using their chemical-free technology to treat their water.

SIF contributes to a wide variety of Aquaculture schemes; from treatment of packing water for major exporters, water resource development for spawning ponds, quarantine resource development for infected fishes, recycling of pond water to vaccine reduction programme.

Our patented technology, DPA System is capable of the following:

- Controlling and inhibiting the growth of anaerobic bacteria : We have successfully reduced the anaerobic bacteria count in some farms from 3 million to 1000 cfu/100ml without the use of any chemicals
- Cut down on overall usage of aquatic vaccine and antibiotic : Have achieved 50% reduction in aquatic vaccine and antibiotic usage in some farms.
- Cut down on your overall usage of water : We have helped farms reduced their monthly PUB water bills from about \$8000 to \$1000 consistently after the installation of our DPA system.
- Increase in Total Dissolved Oxygen : The system has a proven track record in consistently increasing the critical level of Total Dissolved Oxygen level; albeit from 4.5ppm to 7.4ppm in some farms
- Increased in fingerling growth rate : See attached photos
- Increased in the stocking and packing density of fish
- Stabilization of fluctuating pH in certain farms : Range of 6.8 - 7.2

For more information on the product, please feel free to contact us at 62923148 or alternatively you can e-mail us at info@dpassys.com

