



Konica Minolta Signs Sponsorship Agreement with Print & Media Association, Singapore

Friday, September 9, 2016 – Konica Minolta Business Solutions Asia (BSA), a leader in print and enterprise content management, recently signed a \$50,000 sponsorship agreement with Print & Media Association, Singapore (PMAS) - the republic's national representative body for the printing industry.

The agreement covers a sponsorship of \$50,000 by Konica Minolta BSA for two years to PMAS. Konica Minolta BSA will collaborate with PMAS and run technical, soft skills and ideation workshops for print providers through the PMAS Training Academy. Additionally, PMAS's equipment room will showcase the Konica Minolta C70hc Digital Printing Press and print samples. The equipment room provides induction training for new staff to facilitate transition from other sectors and schools to the print media industry.



Mr. Lim Geok Khoon, President of PMAS with Mr. Nick Low, Head, Production & Industrial Printing of Konica Minolta Business Solutions Asia after the signing.

Technical, Soft Skills and Ideation Workshops

Provided by the PMAS Training Academy, the workshops will cover technical, soft skills and ideation disciplines. NITEC-level courses that are targeted at fresh school-leavers and mid-career workers who are



interested in pursuing a career in the print industry will commence in 2017. It also serves to help existing print industry workers improve productivity, and equip retrenched staff with new skillsets. Upon completion, trainees will be awarded the NITEC certificate. Courses include Computerised Pre-press, Offset Printing and Mechanised Book-Binding.

Other Agreements

The PMAS premises will also host display areas for Konica Minolta Production Printers, a large feature wall which details the brief history of Konica Minolta in Singapore, sample displays of the print capabilities of its production printers such as C71hc print on textured paper and MGI iFoil print samples, web to print software, and several of the company's latest certifications.

Mr. Jonathan Yeo, General Manager for Konica Minolta BSA, said: "At Konica Minolta, we are always looking for meaningful ways to collaborate to improve the quality and competitive edge of the industry."

Mr Lim Geok Khoon, President of PMAS said "The sponsorship agreement with Konica Minolta BSA enables the body to raise the competitiveness of the industry, by tapping on the Konica Minolta's innovate digital print systems and solutions. Through our planned workshops and seminars, we are able to equip printers with the necessary skills to enhance their productivity and capabilities through skills upgrading and resource-sharing."

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About Konica Minolta Business Solutions Asia

Konica Minolta Business Solutions Asia is a leader in print and enterprise content management focusing on optimisation, productivity and information sharing via its broad range of office and production printing solutions and services. Backed by strong service standards and proficient support staff, Konica Minolta has won numerous awards and recognition, including placement in the Leaders Quadrant on the Gartner 2014 Magic Quadrant for Managed Print Services (MPS) and Managed Content Services (MCS). Konica Minolta, Inc. has also been named to the Dow Jones Sustainability World Index for four years in a row. For more information, please visit: <http://www.konicaminolta.sg/business/>.



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About Print & Media Association, Singapore

The Print and Media Association, Singapore (PMAS) was founded by a group of 32 visionary businessmen in the printing industry in 1937. The purpose was to provide co-operation and leadership to the industry. Today, the PMAS is the national representative body for the printing and allied trades in Singapore. PMAS's vision is to continuously strive to provide better business opportunities for its members. Its mission is to be the dynamic voice of the printing industry through active representation of their interest at the national and international arena. Through this LEAD, PMAS endeavours to transform Singapore's Print Industry to be relevant in today's new media world. PMAS currently represents about 15% of the print industry and over 80% of the print industry output.