

New ad guidelines time-consuming for some

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advertisements since July last year after taking the mandatory CEA test. He said: "They told us about some of the guidelines, and the fines we may face if we did not follow them."

As of Jan 1 this year, estate agents need to register with CEA

and pass a mandatory examination before they can do estate-agency work and transact properties.

Some agents *my paper* spoke to have mixed feelings about the guidelines.

While they would make the industry more professional, Mr Adrian Tan, 26, felt that they would

make advertising time-consuming.

He said: "Things will be more difficult, as we would have to seek approval from authorised bodies before advertising."

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◆ For more information on CEA guidelines, go to www.cea.gov.sg

A diversified economy vital amid turmoil, says Hng Kiang

MBY LOW MINMIN

A BALANCED and well-diversified economy that relies on both services and manufacturing is essential for robust growth and jobs in these uncertain times, Trade and Industry Minister Lim Hng Kiang said at a conference yesterday.

Individual sectors can also work together to **reinforce** one another's growth over the long term, he said.

"It is therefore crucial for economies to continue growing key economic sectors, such as the manufacturing sector, even as they ride on **burgeoning** growth in the services sector," the minister said in a keynote address at the Singapore National Committee for Pacific Economic Cooperation Conference at Orchard Hotel.

Mr Lim said the spillover effects from manufacturing activities would help to generate business, value-add and jobs for the services sector.

HELPDESK 我的字典

Reinforce: 加强 jiā qiáng

Burgeoning: 迅速发展的 xùn sù fā zhǎn de

Headquarters: 总部 zǒng bù

Ideal mix: 理想的组合 lǐ xiǎng de zǔ hé

Citing Singapore as an example, he said: "Our efforts to grow our manufacturing sector have had the added benefit of making the Republic a more attractive location for companies to locate their corporate **headquarters**, and to conduct design

and research and development functions here.

"This, in turn, is supporting the growth of a range of services, including financial, legal and other professional services."

The services sector has been a vital source of growth, especially in the Asia-Pacific, Mr Lim noted.

It accounted for 68 per cent of the region's gross domestic product in 2007, up from 65 per cent in 1995. Services also accounted for 61 per cent of total employment in Asia-Pacific Economic Cooperation economies in 2007, according to the latest available figures.

However, services alone will not drive economic growth and development, Mr Lim said.

"The key is to identify the **ideal mix** of economic activities that would generate the most amount of growth in any particular economy," he said.

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