



YASC CELEBRATES HISTORIC 25TH ANNIVERSARY IN SENSATIONAL STYLE

From the humble beginnings of a company, fervent in spirit with an ambitious appetite to excel, YASC finally celebrates 25 years of hard work in a style that befits an organization at its finest. The commemoration in its entirety was held on July 25, 2014, with employees and guests celebrating from dawn until late hours of the night.



YASC employees & guests watching the opening ceremony

The celebrations kick-started in the morning with a rowdy, traditional lion dance ceremony. Employees and guests were ushered by the lion dance crew to the warehouse where Yanmar's President Yamaoka and YASC's Managing Director Umegaki gave their respective speeches.



President Yamaoka addressing the audience



Managing Director Umegaki giving his welcome speech



The event saw more than 56 distinguished guests in attendance, majority of them at the helm of companies dominating the major leagues in their respective fields. Following the welcome speeches, guests and employees participated in a gigantic puzzle game; the impeccable effort delivered in the face of such a challenge reflected the unshakable bond between guests and hosts built and amplified over 25 years of partnership and beyond.



Employees & guests participating in the jigsaw puzzle competition

YASC further revisits a significant moment back in its founding days when President Yamaoka's predecessor, the late President Yamaoka and his wife, presided over a symbolic tree planting ceremony. The ceremony itself was done in hopes of growth and prosperity for the company. That same hope was ignited anew with this new tree.



President Yamaoka & Managing Director Umegaki taking turns with guests and employees to plant the new tree



The new tree stands, deeply rooted into the ground where YASC will continue to flourish



YASC employees & guests coming together as one united family to pose for a group photo



Everyone gathers to bond over lunch

At the end of all the morning activities, a group photo is taken against the backdrop showcasing one of Yanmar's latest iconic engines, the 12AY. The day event concludes with a buffet lunch.



YASC's Chairman, Saw Boo Guan making his grand appearance

The celebrations continued shortly after with the night event, which took place at the peak of Mount Faber. YASC's Chairman, Saw Boo Guan, started off the event by participating in a magic show and making his grand appearance through a magic box.

“Yanmar’s purpose has not changed 25 years later but (has) evolved (to build) a much closer relationship with our customers and partners.” He said. “We need to work as a team and be successful as a team.”



H.Y. Lau, the Managing Director of CLLS, YASC’s local distributor, also stepped forward to deliver his speech. “For a company to reach its 25th anniversary is no simple feat. During the last two and a half decades, it would have had its fair share of economic and drastic global upheavals. The ability to come up fairly unscathed is a true testament to the strength and diversity of a company, not merely reflected by its turnover and profitability.” He commended YASC.



H.Y. Lau, Managing Director of CLLS, giving his speech

Lau also thanked the staff and management of YASC for all the commitment and support they had given to the distributors over the many years of working together. He ended his speech by stating that he “look(s) forward to the next 25 years and beyond of close cooperation for mutual success.”



YASC's General Manager, Jackson Tan dancing to the late Michael Jackson's Billie Jean



The actors for the skit taking their bows on stage

The first performance of the night opened with four employees from YASC boldly taking to the stage to entertain the audience with a local production of their own making: a comical skit depicting YASC’s past, present, and future.



Many were left in awe and were quick to fish out their phones and cameras when YASC's own General Manager, Jackson Tan, performed the difficult opening sequence to the late Michael Jackson's famous Billie Jean. The skit concluded with the actors declaring they are looking forward to one day celebrate YASC's grand 100th anniversary, just like Yanmar Japan.



P.T. Pioneer's President, Richard Nyotokusumo calling for a toast



Everyone sharing a Singapore style toast together

P.T. Pioneer's President, Richard Nyotokusumo then called for a toast that roused the audience, most standing up to clink their glasses together to savour and celebrate the glorious moment. A stupendous 9-course Chinese cuisine dinner was then served.

Subsequently, there was a plug giveaway session to all the distributors present by Managing Director Umegaki, who in turn received his own special token of appreciation plug from President Yamaoka. This was followed by the long service award presentation by General Manager Jackson Tan, who gave tokens of appreciation to YASC employees who have worked for a certain number of years. He also presented a cheque of S\$20, 000 to the representatives of the Free Public Clinic, as part of YASC's Corporate Social Responsibility program.



A unique and thrilling performance by Guppy



YASC employees asked to dance with the Guppy group

The party continued with the second stunning performance of the night: the Guppy show. It was a rather unique performance by a group of people who might be referred to colloquially as “lady boys.” The performance was highly entertaining, especially with two YASC employees at the managerial level actively participating in the performance as well.



Emcee Justin Misson with the final victor of the game, Stephanie Chua

Apart from a brief Asian fusion magic show by Yong Tian, amusing table games were also conducted by the witty and eloquent emcee, Justin Misson. One of the main games required every table to participate by guessing the country of origin for the songs played during the game. Representatives for each table were sent to the stage to compete and Stephanie Chua from YASC emerged the final victor.



YASC's Fujita Takanori stripping to show tattooed back



The audience was highly captivated by the beauty pageant

The final performance of the night was a beauty pageant where three men and women were called to the stage to perform a seductive dance or catwalk for the audience to vote for their favorite male and female performer. YASC's Fujita Takanori took the chance to strip for the audience, playfully showing off his back with the words "YASC 25" tattooed.



Umegaki with winners Mr. & Mrs. Foster from the distributors' lucky draw



Jackson Tan with the first prize winner, Chua Chong Hwee from the staff's lucky draw



A lucky draw was also conducted for distributors and YASC employees respectively, with prizes consisting of high-end gadgets such as the iPad Air and a Samsung 40” full HD Smart LED TV.



Pansar's Managing Director, Jason Tai delivering his closing speech



YASC employees thanking the guests and sending them off

As the celebrations draw to a close, Pansar's Managing Director, Jason Tai, stepped up to the stage to present the final speech of the day. “What a fun night this is. Time flies and time brings about change. Among the positive changes the past 20 years have witnessed is in the relationship between YASC and all of us.” He said. “Today, we are more than principal and distributors. We are family.”

2014 marks a historic year for YASC. A day of celebration may not be enough to honor 25 years worth of achievement and phenomenal success, but everyone present for the commemoration would surely remember the day when YASC immortalized their astounding 25th anniversary.