

**PROGRAMME BOOKLET MESSAGE**  
**MR. THOMAS FERNANDEZ, PRESIDENT OF SOE**  
**THE SPIRIT OF ENTERPRISE AWARDS 2013**  
**1 NOVEMBER 2013**  
**MANDARIN ORCHARD HOTEL, MANDARIN BALLROOM**

Through the decade that Spirit of Enterprise has been around, we have always reached for greater heights and bigger possibilities, focusing on getting our message to more people.

In every company, there is a story to be told.

Every company exists because of a dream, and entrepreneurs are the dreamweavers who orchestrate these dreams. In every company, people with many different talents come together to perform their parts.

Those who work for entrepreneurs look to you as their conductor. As an entrepreneur, you can be someone people look up to. That is what it truly means to be a part of SOE.

But what is Spirit of Enterprise? It is about entrepreneurs both past and future, it is a symphony written both by them and for them. We are all volunteers here. We do this because entrepreneurship is both our passion and our task.

I was a very shy person. When I won my own SOE award, it inspired not only me, but all my staff. It inspired me to continue on my own journey, to realise that it didn't end there. SOE gave my company and I a platform.

How do we do more for our honourees? We offer them more networking opportunities, more contact with others, and bring a community element to what is often misconstrued as an adversarial relationship with other companies. We want to build a network of familiar faces at events and change peoples' assumptions about entrepreneurship. We want you to see us as family.

And we are not alone in this journey, thanks to our Friends of SOE, companies like Nexia TS and Charles & Keith, whose faith and generous sponsorship have allowed us all to continue to believe in the SOE Award. We also thank our past honourees and board members for their support and belief in furthering this tradition.

We started somewhere and are getting somewhere. Through the decade that Spirit of Enterprise has been around, we have always reached for greater heights and bigger possibilities, focusing on getting our message to more people. Likewise, we encourage you all to leave a legacy behind.

This is your time, these are your achievements. This is the story of SOE.