

## **President's Message for Programme Booklet**

Tonight marks the 10<sup>th</sup> year since the birth of Spirit of Enterprise (SOE)- a non-government (NGO) and non-profit (NPO) charity organisation. SOE has remained steadfast in its mission to honour home-grown entrepreneurs and to inspire budding entrepreneurs among students and youths.

Here at SOE, we see the value of dreams and aspirations. We believe that our youths should have the freedom to dream, the courage to create and eventually the potential to inspire. As such, year after year, SOE engages in community give back programmes like the Student Entrepreneurship Programme (SEP), the ACE Mentorship programme and the National Library Board (NLB) talks - targeting youths and paying close attention to the youths at risk.

Besides having these mentoring and sharing sessions, SOE's very own Student Interviewer Programme also allows tertiary students to conduct a one-to-one interview session with successful entrepreneurs. In these sessions, students probe into the start up journey, the challenges and setbacks faced by the entrepreneurs, as well as the motivation they possess which allows them to breakthrough and succeed today. It is our hope and belief that through such intimate sharing, our student interviewers will eventually be inspired to select this similar yet excitingly different course of work upon graduation.

SOE sees the value in planting the seeds of thought and nurturing them in our children so that they do not disappoint when it is their turn at the reigns of this country. We want our children to carry in them a hope and a belief that they can choose to be different and yet will still be supported. This is why, together with our partners, SOE carries out mentorship programmes and entrepreneurship talks to reach out to youths who have a dream to chase. We want our children to be these outstanding people, but we first need to guide them to be one.

To our 30 honourees, I congratulate and salute you in making this choice to set foot on your journey as an entrepreneur. You are the reason our economy remains resilient despite the impending economic problems we face abroad and you are the reason we are here to celebrate. Thank you for sharing your success stories with our student interviewers. We believe that your journey as an entrepreneur has indeed inspired them.

I also wish to take this opportunity to congratulate the winner of our Annual SOE Entrepreneurship Award, Mr. Charles Wong, CEO of Charles & Keith (Singapore) Pte Ltd. One of the unmistakable fashionable footwear and accessories brand in the global retail scene, Charles & Keith has grown from its humble beginnings to the widely acclaimed fashion icon it is today. The SOE Entrepreneurship Award is the embodiment of the Spirit of Enterprise and lifelong learning. This Award seeks to recognise the recipient's entrepreneurial and learning journey and to uphold them as an inspiration for others to follow.

Last, it gives me great pleasure knowing that our cause resonates among many like-minded people who are willing to dedicate time, effort and support so as to allow our youths to pursue their goals

and dreams and hopefully setting up their own venture. Thank you to all sponsors, donors, partners and volunteers who have been part of SOE's journey thus far. Your contribution to our cause will go a long way in helping us to continue to honour and inspire.

Lee Soo Chye  
President  
Spirit of Enterprise