



## MEDIA RELEASE

### **SPIRIT OF ENTERPRISE CELEBRATES 10<sup>TH</sup> ANNIVERSARY WITH ENHANCED CRITERIA IN SELECTION OF THIS YEAR'S 33 AWARD HONOUREES** 398 Honourees, Many with Distinguished Success, Recognised in Past 10 Years

**Singapore, 21 November 2012** – The Spirit of Enterprise (SOE) celebrates its 10<sup>th</sup> Anniversary with the introduction of new selection criteria in choosing this year's 33 honourees from 30 companies for its annual SOE Awards.

Into its tenth year of presentation, the standards of the SOE Awards have been raised this year through introduction of new and enhanced criteria. In selecting the entrepreneurs to be honoured for the awards, SOE adopted the following new selection criteria:

1. ***Entrepreneurial Spirit and Leadership*** – Entrepreneur has demonstrated capabilities to turn vision into business realities and sustain the business as well as possessed perseverance to overcome adversity or challenges.
2. ***Personal Integrity and Ethics*** – Entrepreneur exhibited ethical business conduct and has put in place a fair business practice system within the Company.
3. ***Financial Performance of Company*** – Entrepreneur's company has shown good track record of business growth and long term sustainability.
4. ***Business Impact*** – Entrepreneur has pioneered new technology or business approach and/or has implemented innovation solutions within company to improve productivity, deliver service excellence, expanding market share, etc.
5. ***Community Impact*** – Entrepreneur's company has made positive impact on job creation and helped improve the economic situation of the community they serve.

"In tandem with the evolving changes in our business community landscape, the SOE Board of Governors feels that it is timely that we review our awards criteria and to raise the bar of SOE Award. This is done to ensure that SOE honours entrepreneurs who demonstrate capabilities of building sustainable businesses; possess the ability to overcome business challenges and adversity; as well as exhibit commitment to contribute to the economic and social development of our business community. These attributes, which are foundations for successful entrepreneurship, are what we want our young Singaporeans and budding entrepreneurs to learn and cultivate." commented Mr. Lee Soo Chye, President of SOE.

This year, the 33 honourees will be receiving their SOE Awards from Mr. Michael Palmer, Speaker of Parliament at the SOE Awards Dinner 2012 held today at Mandarin Orchard Singapore. These honourees are selected from a pool of 60 nominee companies received by SOE.

Since the inception of the SOE Awards, SOE has recognized a total of 398 honourees. Some of our notable past honourees include entrepreneurs from Achieve Group, Aibi, Bioskin, Charles & Keith, Cordlife, HungryGoWhere.com, Passion Hair Salon, Pest Busters, Propnex, Scanteak, Thai Express and Ya Kun. Many of these honourees have achieved distinguished success and grown their businesses to become reputable brand names in their industries.

In addition to honouring 33 entrepreneurs, SOE is presenting its SOE Entrepreneurship Award to Mr. Charles Wong, CEO of Charles & Keith (Singapore) Pte Ltd. As the highest accolade of SOE award, the SOE Entrepreneurship Award seeks to recognize the recipient's entrepreneurial and learning journey and to uphold him/ her as an inspiration for others to follow. This Award is presented to a past SOE honouree whose business has shown significant progress throughout the period since last conferred the award.

A recipient of SOE Award 2003, Mr. Charles Wong has successfully built its business, Charles & Keith, to become undoubtedly one of the eponymous fashionable footwear and accessories brand in the global retail scene and a widely-acclaimed fashion icon in the retail industry today. Charles & Keith is a true embodiment of sheer determination, infinite passion and a steadfast focus on what customers want. Therefore, SOE is proud to present the SOE Entrepreneurship Award 2012 to Mr. Charles Wong in recognition of his entrepreneurial leadership, commitment to innovation as well as economic and social contribution.

In conjunction with the SOE Award Dinner 2012 and its 10<sup>th</sup> Anniversary celebration, SOE is launching its new logo identity. "Entrepreneurship is a celebration of triumph over adversities; a celebration of human spirit of perseverance and resilience; and a celebration of generosity in willingness to share time and resources. With this in mind, SOE will like to celebrate our ten years of journey in honouring and inspiring entrepreneurship. Therefore, the rebranding of SOE, in itself, marks a new milestone for us and it also signifies our continual endeavour to live up to our motto "To honour and Inspire. I am sure SOE will have more good years of celebration of entrepreneurship." remarked Mr. Lee Soo Chye, President of SOE.

**-The End-**

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### **About the SOE Award**

The Spirit of Enterprise (SOE) Award is an annual award conferred to deserving business entrepreneurs to honour their outstanding achievements. It aims to recognize our local entrepreneurs' courage, perseverance and innovation in their journey of entrepreneurship. These local entrepreneurs serve to become role models for our young Singaporeans to emulate and to inspire the youths to take the bold step in becoming enterprising entrepreneurs.

The SOE Award is open for nomination by our SOE Board of Governors and appointed Student Interviewers. All nominees will be interviewed by SOE's appointed Student Interviewers who will prepare interview transcripts, together with supporting documents, for submission to SOE Judging Panel, comprising the SOE Board of Governors. The Judging Panel will review the submissions and select the honourees based on the selection criteria established.

### **About Spirit of Enterprise (SOE)**

The Spirit of Enterprise (SOE) is established in Year 2003 with the twin mission to:

- (i) Promote and advance entrepreneurial spirit in Singapore by honouring local self-reliant entrepreneurs operating small and medium-sized businesses; and
- (ii) Inspire Singaporeans, especially the young, to become entrepreneurs by facilitating interaction, communication and knowledge dissemination and interaction between students and the entrepreneurs.

As a non-profit organization and approved as an Institution of Public Character, SOE is served by a group of volunteer Board Members who help drive and organise a series of programmes to promote entrepreneurship. In line with its mission, SOE organises various initiatives and programmes including Spirit of Enterprise Award, Student Entrepreneur Programme, Mentorship Programme and entrepreneurial talks at institutions. For more information, please refer to [www.soe.org.sg](http://www.soe.org.sg)

## LIST OF SOE AWARD 2012 HONOUREES

S/N.	Company	Honouree	Designation	Brief Profile of Company
1	2359 Media Pte. Ltd.	Wong Hong Ting	Co-Founder	2359 Media is Asia's leading mobile consultancy based in Singapore with the government, major publishers and multinational companies as their portfolio clients. They engage in product consultation for clients looking to marry IT solutions with their businesses.
2	A-changin Private Limited	Josephine Ng	Director	A-changin operates Alteration Initiative at Chevron House and Haute Alteration at Mandarin Gallery providing high quality garment alteration and make-to-measure services. As a social enterprise, A-changin's mission is to provide training and employment opportunities for women in need through teaching them garment alterations and sewing skills.
3	Achievia Education Hub LLP	Derrick Koh	Founder	Achievia Education Hub aims to be the leading education hub for developing the achieving spirit out of every student. It focuses on coaching children to challenge themselves to improve academically. Achievia's chain of centres provides tutorial and before-and-after school coaching services to children from primary 1 to 6.
4	AG Delta Pte. Ltd.	Andrew Au	Chief Executive Officer	AGDelta is a software company, building solutions for the financial services and wealth management industry. Their flagship solution, AGCapital, is designed to revolutionize the way Investment Products are marketed, distributed and traded across multiple channels, regulatory domains and client segments by Theyalth Managers and Online banking customers.
5	Alpha-Health (Asia) Pte. Ltd.	Tan Kok Hiang Henry	Managing Director	Established since 2000, Alpha-Health (Asia) Pte Ltd has provided quality healthcare products in Singapore as well as in the region. It has main business units in: Plastic surgery, Obstetrics & Gynaecology, and Post-surgical care. Alpha-Health has several regional offices located in Malaysia, Thailand, Indonesia, Hong Kong, Philippines, and Vietnam.

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6	Amici Restaurant Pte. Ltd.	Willie Tan Keng Li	CEO	Amici Group of Restaurants was established in 2001, and has since grown from strength to strength. Despite their initial business as stemmed from Amici Authentic Italian Restaurant - a multi-awards winning semi-fine dining outlet of growing repute, Amici has diligently crafted an emerging expertise in the various international cuisines.
7	Carpe Diem Holdings Pte. Ltd.	Ng Kok Liang Francis	Founder Director	Carpe Diem is a childcare centre which takes pride in providing the best possible start for their children. The child's progressive development is their pride and utmost concern. They believe childcare business is a very personal one, it is a partnership between parents and the centres, not just a business transaction.
8	Cubix International Pte. Ltd.	Benjamin Toh Wee Ping	Chairman	Mr Benjamin Toh is the chairman of Cubix International Private Limited. The company was established in Singapore in 1995 and carries out professional media and consulting services that offers a unique blend of strategic brand consulting, media producing, marketing communications and management solutions.
9	Eastland Dental Supplies Pte. Ltd.	Richard Lim Mook Seng	Director	Eastland Dental Supplies' vision is to provide the best equipment and materials at the most affordable prices. They provide equipment like a painless injection system, a special saddle-stool to prevent and even relief chronic back-ache, unique dental art collections and the widest range in the market of top quality hand instruments.
10	Econ Healthcare Pte. Ltd.	Ong Chu Poh	Founder	As the leading integrated healthcare and eldercare services provider in Singapore, EHG provides a comprehensive range of professional services including operating a chain of medicare centres, nursing homes, a private hospital, a chain of senior service centres, a training institute plus supporting auxiliary services.
11	EDN Learning Discoveries Pte. Ltd.	Izzat B Mohamed Ismail	Founder	EDN has been in the business of producing interactive multimedia CD-ROMs for learning Bahasa Melayu (Malay language) based on the Singapore primary and secondary school syllabus since 1998. In year 2000, it started to transform the CD-ROM contents to E-learning and became well received by the schools in Singapore.

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12	Fashion DNA Pte. Ltd (Renee L Collections)	Renee Leung	Owner	One of Singapore's leading wedding boutiques, Renee L Collections has a reputation of pleasing clients with their friendliness, professionalism and creativity. Her creations have been worn by prominent trendsetters of Singapore at prestigious society gatherings & balls and featured countless times in several society magazines and women magazines over the years.
13	HT Universal Pte Ltd	Gn Chiang Yam	Founder	Established in 1971, Hart Group has expanded to supply, manufacture and contract products in the field of fire protection system, access flooring system, industrial safety products, air-conditioning accessory etc. It services and provides the supply and installation of fire prevention systems and maintenance as well as fire protection products.
14	Impact Lifestyle Inc. Pte Ltd	Tan Choon Ming Joseph  Pan Yin Ching Rennie	Marketing Director	Impact lifestyle company is a business that manufactures, distributes and exports a wide range of reputable ergonomics products, chairs or backpacks that improve the posture of the people using it. The company also own premium retail brand ERGOWORKS, a leading ergonomic concept chain stores in Singapore.
15	Kwong Seng International Pte. Ltd.	Lawrence Sew	Founder	Kwong Seng Pte Ltd is a company that translates unique ideas in a form of noodles making. The superior quality of the noodles is what that sets it apart from other noodle manufacturers. This family business has been in the industry for almost 50 years.
16	Lifeline Corporation Private Limited	Michael Pang Khee Chim  Koh Chiew Huat Gilbert	Director	Lifeline supplies innovative, high quality healthcare products at affordable prices. It is mainly focused in the area of caring for the elderly and for the disabled. It has a presence in Singapore and Malaysia's Healthcare industry.
17	Merx Construction Management (MCM) Pte Ltd	William Forwood	Managing Director	Founded in 2001, Merx is a consultant in the construction industry for projects in different sectors such as corporate interiors, retail, industrial projects, hospitality, etc. MCM undertakes project management and cost management for clients. Merx has undertaken various corporate and industrial projects with like Bloomberg, Credit Suisse, Lenevo and Glencore

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18	Neo Shipping Agencies Pte Ltd	Johnny Tan Choon Seng	Founder	Neo Shipping provides an array of shipping methods from Break Bulk, Cargo or Conventional vessel shipments to Warehousing. The company that specializes mainly in shipping for Break Bulk cargo or Conventional vessel shipments, with added services such as Freight Forwarding, Documentation, Warehousing, Ground support, Transportation and Delivery Logistics.
19	NTC Integration (Pte) Ltd	Wilson Ng Seck Khoon	Founder	NTC's business scope encompasses network infrastructure, enterprise storage, and network maintenance, security solutions, wireless network, cloud services and maintenance contract services. -Information Communication & Technology Industry, in short the ICT Industry.
20	Overseas Supplies Pte Ltd	Roland Heng	Chairman	Overseas Supplies Pte Ltd in a business of printing services, providing and managing many services such as, printing books, brochures, letter head, paper bag and all sorts of printing. The company focuses more on advertising box matches, coaster, offset and digital printing.
21	Paradise Group Holdings Pte. Ltd.	Eldwin Chua	CEO	Paradise Group is one of the fastest growing restaurant locally, with restaurants sprouting all over Singapore and even reaching out to Asia. Apart from restaurants, Paradise Group has also penetrated into the catering business, providing customers a taste of Paradise signature dishes for their private parties and corporate events.
22	Personal E-Motion Private Limited	Stanley Han Xiaoyan	Founder and CEO	Personal E-Motion Private Limited invented KooBits as an interactive and motivational form of learning for children aged 5 to 12 years old. The software goes beyond aiding the children in academic excellence but also uncover their hidden potential. It has over 10,000 paying subscribers and more than 300,000 free users globally.
23	Savant Degrees Pte. Ltd.	Wee Zihuan	Founder	Savant Degrees is a Digital Innovation Studio that helps businesses to stay ahead by designing digital products that are strategically aligned to business goals, user expectations and constraints. They assist clients to stay ahead in IT technology through the Savant Method which consists of Discovery, Strategy, Concept, Build and Evolve.

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24	SC (Sang Choy) International Pte Ltd	Almond Ko	Founder	SC (Sang Choy) International specializes as a One-Stop full facility printing house. Their services range from pre-press to post-press, which include create design, precise colour separation and professional printing.
25	Singapore Spa Institute Pte. Ltd.	Nancy Lim	Managing Director	Established in 1997, Singapore SPA Institute aims to build a uniquely Singapore beauty institute. It is the first Continuing Education Training (CET) Centre appointed by WDA to offer training for the spa sector under the Tourism WSQ. Nancy and her company commit to educating and producing quality, professionally trained spa industry workers.
26	SpeedB Pte. Ltd.	Charles Tng Kian Howe	Founder	SpeedB Pte Ltd has an array of enrichment programs for students to take part in from PET Rocket to M Level Financial Literacy. The PET Rocket Program also does its job in inspiring students and exposing them with an overseas program to interact with students around the world.
27	Sun Japan (Singapore) Systems Pte Ltd	Dr. Ye Ning	Founder	From a small technology-based company providing professional services in automation and IT application areas in the early 1990s, Sun Japan (Singapore) Systems Pte Ltd has evolved and grown to become the market leader in supplying and installing ERP type of car parking systems and other parking related products in Singapore.
28	White Dental Group Pte. Ltd.	Dr Tan Shuh Chern	Director	Founded in 2003, White Dental Group practices the philosophy of providing quality dental care with pride, honesty and integrity. Dr. Tan was awarded the Master of Clinical Dentistry from the University of London in 2003. His special interests are in Cosmetic and Implant Dentistry.
29	Williewong Group Pte. Ltd.	Willie Wong Hua Choon	Chairman	Willie Wong Group Pte Ltd is an investment company founded since 1999 with the aim of helping promising SMEs grow. The group holds a diversified portfolio of companies from various industries such as Infocomm Technology Solutions, Oil & Gas Engineering, Turnkey Manufacturing and Hospitality & Tourism.
30	Y.E.S F & B Group Pte. Ltd. (Dian Xiao Er)	Yik Kuen Koon Samuel	Founder	Dian Xiao Er is a local restaurant group famous for its delicious herbal roast duck that kept attracting loyal customers back again and again. It not only provides to the travelers a place of warmth,

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				satisfaction and happiness as they indulge in the delectable dishes, it is also a place for them to interact and build relationships with one another.