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**MEDIA RELEASE<sup>1</sup>**

**SPIRIT OF ENTERPRISE CELEBRATES 11 YEARS OF ENTREPRENEURIAL SUCCESS  
WITH THIS YEAR'S 33 AWARD HONOUREES**

**Singapore, 1 November 2013** – The Spirit of Enterprise (SOE) celebrates 11 years of recognizing and honouring entrepreneurship in Singapore with the selection of this year's 33 honourees from 30 companies for its annual SOE Awards.

*“Our young must look upon the journey as an entrepreneur as a viable career option. Times have changed. Being an entrepreneur is no longer a road less travelled and a challenge that most shy away from. In today's new economic and social landscape, every individual in the organisation must think and work like an entrepreneur. Entrepreneurs are the source of wealth creation and the fountain for creativity and inspiration; they are people who started out yesterday, preserved today and set the scene for tomorrow.”* commented Mr. Thomas Fernandez, President of SOE.

This year, the 33 honourees will be receiving their SOE Awards from Mr. Teo Ser Luck, Minister of State for Trade and Industry at the SOE Awards Dinner 2013 held today at Mandarin Orchard Singapore. These honourees are selected from a pool of 58 nominee companies received by SOE. The list of honourees are listed in ANNEX A attached.

In addition to honouring 33 entrepreneurs, SOE is presenting its SOE—Nexia TS Entrepreneur of the Year Award to Mr. Ong Tze Boon, Group Executive Chairman of ONG&ONG Group. As the highest accolade of SOE award, the SOE—Nexia TS Entrepreneur of the Year Award seeks to recognize the recipient's entrepreneurial and learning journey and to uphold him/ her as an inspiration for others to follow.

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<sup>1</sup> This media release is a revision and updated version of the Media Released dated 1<sup>st</sup> Nov 2013

With more than 40 years of experiences in the industry, ONG&ONG has earned an unparalleled reputation for integrating skilled architecture, clever interior design, creative environmental branding and sensitive landscape design. Under Mr. Ong Tze Boon's dynamic leadership and motto "Celebrate People, Not Projects", ONG&ONG now boasts a 800-strong workforce spread across offices in 12 cities around the world. SOE is proud to present the SOE –Nexia TS Entrepreneur of the Year Award 2013 to Mr. Ong Tze Boon in recognition of his entrepreneurial spirit.

SOE is also the founder of Student Entrepreneur Programme (SEP) which aims to impart the basic understanding of starting and running of an enterprise, financial skills as well as hand-on experience to students aged 10 to 15, through highly engaging and fun activities. SOE believes that if these values are nurtured at an early age in the right approach, then they would be useful and may certainly benefit them in their later stage in life.

This year , SOE's – SEP together with its training partner – Edu 21 Consultants is pleased to announce that they had carried out more than 20 sessions of the SEP with their partner organisations namely Life Community Services Society, Pasir Ris Secondary School , AG Home, Mayflower Primary School , Sengkang Secondary School , Care Singapore and Tampines Secondary School. SOE provides seed funding and mentorship and promote entrepreneurship spirit amongst the younger generation. Students will also have an opportunity to meet the SOE honouree at the "Meet the Entrepreneur" sharing session and to learn from them.

The Board of SOE would like to acknowledge and thank Charles and Keith (Singapore) Pte Ltd for their contribution to the SOE-Charles & Keith Best Student Interviewer Award

At the SOE Awards Dinner on 1<sup>st</sup> Nov 2013, the SOE Entrepreneurship Award has been renamed and is now known as **SOE—Nexia TS Entrepreneur of the Year Award**

**-The End-**

**For Media Matters, please contact:-**

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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 2013 HONOUREES

S/N.	Company	Honouree	Designation	Brief Profile of Company
1	Ademco Security Group Pte Ltd	Toby Koh	Group Managing Director	Ademco Security Group Pte Ltd is a full service electronic security solutions and manned guarding business that leverage on security platforms to enhance business and operational management.
2	Allsparks Pte Ltd	Frederick Wong	Director	Allsparks was started in early 2012 to bring systems and resources and talents together to revive the oldest of human experiences: the Childhood Adventure.
3	Bert Lighting House Pte Ltd	Bert Tan	Owner	Bert Lighting House (BLH) is a major player in the film production equipment rental industry, striving to become a one-stop production facility for all film productions carried out in Singapore. .
4	Cairnhill Metrology Pte Ltd	Lim Seng Hoo	Director	Cairnhill Metrology was established in Singapore in 1983 to serve ASEAN's industrial needs for reliable metrology solutions. Its Vision is to become the region's leading metrology solutions provider.
5	Capita Pte Ltd	Francis Koh	Managing Director	Founded in 2007 in Singapore, Capita Staffing & Search is a premium recruitment expert and staffing provider for international companies in Singapore and across Asia.
6	Chewy Junior Pte Ltd	Kevin Ong	Managing Director	Chewy Junior started up as a small shop at Tanjong Pagar in 2007 and slowly worked its way up. They emphasize on innovating chewy puffs and focuses on

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				delivering great quality and value to their customers.
7	Functional Training Institute Pte Ltd	Nelson Chong	Founder/CEO	Functional Training Institute, founded in 2009, is a gym and a personal health and fitness centre that focuses on functional training and rehabilitation to help its clients achieve essential components of physical fitness.
8	Gaming How Pte Ltd	Lee Ming Wei	Co-Founder/CEO	Gaming How is Singapore's video games specialist, dedicated to providing the best video-gaming experience in Singapore. Set up in 2007, its primary focus is on corporate events and social gaming.
9	GL Consultancy & Services	Ms Linda Goh	Founder	GL Consulting Pte Ltd aspires to provide one-stop professional and management systems' consultancy services to meet the requirements of the food-processing industry.
10	Home's Favourite Pte Ltd	Jason Lee	Managing Director	Home's Favourite Pte Ltd manufactures and retails hand-made cookies and pure durian pastries, as well as assorted specialty pastries utilizing unique ingredients and flavours.
11	Hong Guan (Tackle) Pte Ltd	Lee Seng Shoy	Director	Hong Guan (Tackle) started in 1942, distributing ropes, hardware and fishing nets. It started as a modest retail shop, before adding the fishing tackle retail

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				business in the 1970s.
12	I.M Communications Pte Ltd	Don Tan	Managing Director	Set up in 1993, International Media Design & Promotion Pte Ltd rebranded itself to I.M Communications in 2008 to provide truly integrated advertising communications services.
13	Intero Enterprise Pte Ltd	Patrick Goh	COO	Intero Enterprise was incorporated in 2006 .They are the appointed licensee of the international designer label, Pierre Balmain from Paris to bring in the “Fashion to home” concept.
14	Klassique Musik Pte Ltd	Ms Corinna Chang	Director	Klassique Musik was established in 2005 and is one of the premier music schools in Singapore. Their vision is to be a beacon of international excellence.
15	Loyal Reliance Pte Ltd	Jeffrey Koh	Managing Director	Loyal Reliance specializes in providing holistic and market-moving corporate solutions to a wide spectrum of matured industries and business start-ups.
16	Mecflou Pte Ltd	Kenneth Ng	Managing Director	Mecflou Pte Ltd is a strategic business unit of Cyclelect Holdings Pte Ltd. They provide a wide range of Design & Build, and Service & Maintenance service that include System Process for a wide array of industries.

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17	Moh Seng Cranes Pte Ltd	Jovan Yap	Managing Director	With more than 50 years of experience, Moh Seng Cranes is well recognized as one of the top 20 suppliers in the Singapore crane rental market.
18	My Drum School LLP	James Phang	Founder/Managing Director	My Drum School is a specialized drum school in Singapore offering groundbreaking and inspirational education for drummers to achieve their personal goals.
19	Pine Garden's Cake Pte Ltd	Wei Chan	Business Development Director	Pine Garden's Cake was established as a family bakery since 1984 in the Ang Mo Kio heartland. They continue to see gradual and steady growth due to good word of mouth and looks into expansion of its stores.
20	Play Nation Pte Ltd	Ms Wong Kai Jun	Founder/Managing Director	PlayNation is founded with the vision of creating a comfortable place where people will have a place to play, bond and socialize over fun and engaging games.
21	Powerpac International Pte Ltd	Marcus Ong	Chairman	Founded in 2008, Powerpac is a global manufacturer and supplier of road-making machineries.
22	PrimeStaff Management Services Pte Ltd	Ronald Lee	Managing Director	Founded in 1994, PrimeStaff Management Services Pte Ltd is an award-winning human resource consultancy based in Singapore.

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23	Quirk Pte Ltd	Ms Rina Lim	Managing Director	Quirk is an award winning integrated marketing communications agency, creating intelligent, visual compelling interactive web and print graphic designs.
24	Rasel Catering Singapore Pte Ltd	Alan Tan	Managing Director	Rasel is a caterer which serves in the middle-to-middle-upper market segment. It specialises in buffet catering for corporate events, weddings, full month celebrations and kid' parties.
		Ms Chris Loh	Creative Director	
25	Sheer HealthPharm Pte Ltd	Dennis See	Co-Founder	Sheer HealthPharm Pte Ltd is committed to extensive researching and formulating products that make sense, and will make a difference to people's lifestyles.
		Ms Yanna Mz	Co-Founder	
26	Tong Kah Marine Engineering Pte Ltd	David Ang PCM. CA.	Group Executive Director	Tong Kah Marine Pte Ltd was incorporated in 1965, and started its operations at a shipyard in Punggol. They have 42 years of experience involving the construction of various types of vessels such as oil barges and supply boats.
27	Weiken.com ID Pte Ltd	Vincent Neo	Director	Weiken.com is a prestigious company that specialises in interior design, space planning and architectural planning for both residential and commercial projects.
		Goh Joo Hong	Director	



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28	Window to the Past Pte Ltd	Mrs Naseem Mimi Somjee	Managing Director	Established in 1992, WTP Furniture Company offers a full range of bespoke, contemporary furniture made with care and top quality materials.
29	WOW! Academy Pte Ltd	Bentley Williams	Principal Consultant	WOW! Academy aspires to be “Your No. 1 Partner in Customer Experience”, partnering organisations ,to help them meet their business goals while delivering insights into quality customer experience.
30	Yanhuang 312 Meridian Exercise Centre Pte Ltd	Wong Yoke Seng	Managing Director	Yanhuang 312 Meridian Exercise Centre provides effective and affordable healthcare through modern bioelectro-magnetic technology on the principles of Traditional Chinese Medicine's Meridian theory.