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A Fresh Look at Our Changing World

Entrepreneurs Honored at Spirit of Enterprise Award 2006

Spirit of Enterprise Awards Ceremony 2006



mingguo/The Epoch Times

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Forty-one local entrepreneurs were honoured at the Spirit of Enterprise (SOE) Award Ceremony 2006, at the Grand Copthorne Waterfront yesterday.

The honorees were selected from a pool of 200 nominations and evaluated by some 38,000 online voters from the general public in the selection process, based on the 'perseverance and inspirational displays of the entrepreneurial spirit.'

This year's honoree list features the entrepreneurs behind characteristics local brands, such as Killiney Kopitiam, IG's Heaven and Pure Earth Pte Ltd.

Speaking to reporters at the ceremony, guest-of-honour Mr. Lee Yi Shyan, Minister of State for Trade and Industry, described his vision for the entrepreneurship schemes in Singapore as "let a hundred flowers blossom."

Mr. Lee, who was in Shanghai to open

a NYDC café two months ago, elaborated, "When the Chinese asked me why I came to open such a small restaurant, I pointed out that even Microsoft was once very small. Today we recognized 41 honorees, from dealing cheesecakes to bikinis to dating services, and who knows one day we may have a YouTube from Singapore that is worth billions of dollars."

The 'comfortable' environment in Singapore today is a challenge, especially when there are very few entrepreneurs 'created out of hunger,' according to Mr. Lee. "We want to create an environment where young and new business can start up easily, which if they fail, its not painful for them to start again."

SOE is a non-profit body that promotes entrepreneurial spirit in Singapore. It is funded by the private sector and its board of governors consists of established entrepreneurs, corporate senior management, students, public service and political leaders. — *The Epoch Times*

