

**FOR IMMEDIATE RELEASE**

**Public Voting Opens from July 2008 for Honorees of Spirit of Enterprise Awards 2008, now in its sixth year of promoting Singapore Entrepreneurship**

*A Collage of New Entrepreneurs vying for the SOE 2008 Awards*

**Singapore 7th July 2008.** It isn't easy to cast away the perfunctory 9-to-5 route and live your dream. The Spirit of Enterprise (SOE) Awards was coined to salute the courage, wit and creativity of entrepreneurs who have valiantly walked their talk, even if it meant repeatedly conquering hurdles and pushing boundaries. This event also serves to inspire budding entrepreneurs who just need that gentle push to attain remarkable heights.

This year, the SOE Awards 2008 sees 144 nominees from various industries, including the health, retail, hotel & entertainment, food & beverage, publishing, industrial, banking, finance, services, manufacturing, software, biotech, education, trading, shipping & transport, property & architecture, insurance and IT industries. It is a collage of diversity, and an incisive testimony of how successful entrepreneurship can mushroom in just about anywhere.

The nominees are interviewed by students from the following schools: National University of Singapore (NUS), Nanyang Technological University (NTU), Hwa Chong Institution, The Institute of Technical Education (ITE), Singapore Management University (SMU), Singapore Institute of Management (SIM) as well as Nanyang Polytechnic.

Your vote is an encouragement and an impetus. Do join in the meaningful buzz by casting your vote at <http://www.soe.org.sg/sg/voterregistration.php>. Voting for the Awards this year begins July 2008 and ends August 2008. Voters can vote for a minimum of 5 nominees and a maximum of 43 nominees. The online voting system will facilitate the election process and results will be announced on 10 October 2008.

Mr. Richard Eu, Group CEO, Eu Yan Sang International Ltd-cum-Patron and Past Chairman of SOE commented, "It is not the purpose of the Awards to sieve out solely the richest companies and adulate the people behind these, but to find people who have the richest minds, in terms of their ideas and attitudes. We all need recognition from time to time, and it is my hope that the SOE Awards would push our spirited honorees to even greater heights."

Profiles of all nominees and their success stories can be found in the SOE website at <http://www.soe.org.sg/files/nominees2008.php>.

In conjunction with the Awards, a new collection of success stories of entrepreneurs will be published as the latest in the SOE Books On Entrepreneurship series. The book will be released in October this year.

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