



**For Immediate Release**

## **Spirit of Enterprise Launches Alumni for Successful Singapore Entrepreneurs**

*SOE celebrates its fifth year of community service with the launch of the SOE Alumni; Its official partner for this event is Credit Suisse*

**Singapore, 22 August 2007** - The Spirit of Enterprise (SOE) today launched its Alumni with its partner Credit Suisse. The Alumni, which is made up of award winning entrepreneurs from the past 5 years, will serve as a forum for networking and for the members to create business opportunities within the group.

“We are confident that the creation of the Spirit of Enterprise Alumni will provide a meaningful platform for our members who are distinguished entrepreneurs, to develop useful and rewarding relationships based on mutual recognition and sharing of success. We also hope the Alumni will leverage this forum also to inspire Singapore’s youths into following in their footsteps in the years ahead”, said Henry Tan, President, Spirit of Enterprise.

Ms Jullie Kan, Managing Director, Market Head, Singapore and Malaysia, Private Banking, Credit Suisse, said “Credit Suisse is delighted to be the partner of the Spirit of Enterprise in the launch of their Alumni. Credit Suisse was founded in a strong spirit of innovation and entrepreneurship more than 150 years ago. We have had a long tradition of serving entrepreneurs and have fostered a deep appreciation of their needs for personal and business success. We see a special resonance in supporting initiatives that promote the spirit of entrepreneurship and are pleased to partner with the SOE in this important initiative for the entrepreneur community in Singapore.”



At the event, Dr Nilanjan Sen, Associate Professor of Nanyang Technological University presented the SOE Executive Development Programme, which is designed for the Small and Medium Enterprises (SMEs). The programme is supported by SPRING, Singapore.

The alumni members are encouraged to join in promoting entrepreneurship through the Student-Entrepreneur Programme by providing mentorship to the schools projects, funding their programs and sharing of their experience.

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### **About Spirit of Enterprise**

Spirit of Enterprise (SOE) promotes and advances entrepreneurial spirit in Singapore by honouring local self-reliant entrepreneurs operating small and medium-sized businesses, and serves to inspire Singaporeans, especially the young, to become entrepreneurs by facilitating interaction, communication and knowledge dissemination between students, the entrepreneurs and the general public. Its key programmes include Spirit of Enterprise Awards, Start-Up TV Series, Student-Entrepreneur Programme and SOE Books on Entrepreneurship.

SOE is funded by the private sector and its board of governors which consists of established entrepreneurs, corporate senior management, students, public service and political leaders. For more information, please visit [www.soe.org.sg](http://www.soe.org.sg).

### **About Credit Suisse**

As one of the world's leading banks, Credit Suisse provides its clients with investment banking, private banking and asset management services worldwide. Credit Suisse offers advisory services, comprehensive solutions and innovative products to companies, institutional clients and high-net-worth private clients globally, as well as retail clients in Switzerland. Credit Suisse is active in over 50 countries and employs approximately 45,000 people. Credit Suisse's parent company, Credit Suisse Group, is a leading global financial services company headquartered in Zurich. Credit Suisse Group's registered shares (CSGN) are listed in Switzerland and, in the form of American Depositary Shares (CS), in New York. Further information about Credit Suisse can be found at [www.credit-suisse.com](http://www.credit-suisse.com).



**For more information on Spirit of Enterprise Alumni, please contact:**

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