

Statement for ACE
July 11, 2006

Calling for Nominees for Spirit of Enterprise Award 2006

Some of the country's most respected business men and women started out by risking everything for a bright idea. Their successes have inspired many others to take a leap of faith and draft ideas into business plans and turn them into successful companies.

In line with its twin motto "To Honour and Inspire", Spirit of Enterprise (SOE) seeks for interesting and inspiring success stories from small to medium enterprises to share. We hope to ignite in Singaporeans the zeal, enthusiasm and passion that would sustain the national entrepreneurial culture.

For us, success does not come by easy; sharing the various trials and tribulations all entrepreneurs face behind the scenes - the course of setting up, maintaining and expanding their businesses.

As the highlight of the SOE award ceremony, Spirit of Enterprise seeks nomination based on the selection criteria below:

- In business for at least 5 years and it is evident that it is successful enough to provide the family's needs.
- Is in good standing with whoever licenses the business and is not under any court, tax or police filing.
- The size of business is one that would not be considered large. In other words, a small to medium enterprise.
- Should be a business from which an inspiring and interesting story might be told. It would be excellent if it has historical antecedents in the history of Singapore.
- Special attention will be paid to an entrepreneur who is innovative and forward-looking. He/She is an individual who is constantly planning to bring the company to another greater phase. For example, entering new markets, introducing new products/services or willing to use new technologies to increase productivity and consumer services.
- Not a recipient of Temasek or any similar government investment programmes.
- Has not been honoured by any similar group.
- Nominee will accept the Award and will be present for the ceremony if chosen.
- Will allow their story, interview and photograph to be put on our website and publicized.

For more information, please contact:

Michelle Kelly
Executive Director
kelly@soe.org.sg
97639054
64635011
64635022