

*Media Release*

*Please observe embargo till 12.00PM*

## 16 local business leaders named Entrepreneurs of the Year

*Nine clinched the Established Entrepreneur Award while  
seven bagged the New Entrepreneur Award*

*Winners come from diverse industries of which two are returning participants*

**Singapore, 14 September 2015** – 16 local entrepreneurs from industries ranging from F&B to engineering were announced as Entrepreneurs of the Year today.

The Entrepreneur of the Year Award (EYA) 2015, co-organised by the Association of Small and Medium Enterprises (ASME) and the Rotary Club of Singapore, saw nine entrepreneurs clinching the Award in the Established Entrepreneur category while seven bagged the Award in the New Entrepreneur category.

Amongst the Winners, Mdm Cheah Bee Chew, Director of Bee Choo Origin (Established Entrepreneur category) and Ms Regina Lee Rong Xian, Managing Director of Amplitude Inc. Holdings Pte Ltd (New Entrepreneur category), are both returning participants of the Award.

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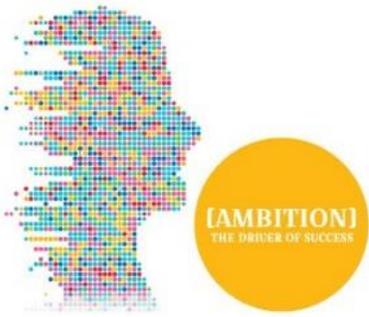


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Award Co-Chairman Mr Thomas Fernandez from ASME said that he is encouraged that business owners are returning to participate in the Award to benchmark their successes.

Acknowledging the ambitious spirit of returning participants, Mr Fernandez added, “The rigorous judging process, which comprises of proposal submissions, on-site interviews and stringent assessments of the company, is an excellent opportunity for participating business owners to re-examine and evaluate their business models. I believe this constructive and meaningful Award process is what encourages entrepreneurs to return.”

Into its 27<sup>th</sup> year, EYA has recognised over 250 business owners, such as Mr Alan Tan, Managing Director of Rasel Catering and Mr Sim Eng Tong, Chief Executive of Biomax Technologies, who not only have business financial success, but also display an unwavering entrepreneurial spirit.

“Regardless of the nature of business, EYA’s alumni consist of business leaders in their respective industries, possessing an undying passion for their business, a determination to weather storms, financial difficulties and challenging times, all just to fulfil their ambitions,” said Mr Reinhard Klemmer, Award Co-Chairman, Rotary Club of Singapore.

Encompassing a stringent judging process that all participants have to undergo, EYA is the oldest entrepreneurial award in Singapore.

Commenting on the recent discussions on the unregulated business of creating and handing out of industry awards, Mr Fernandez said, “EYA is not only the oldest locally founded entrepreneurial

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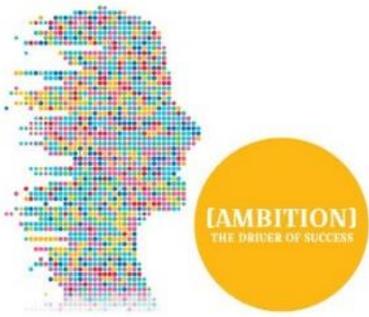


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award, it has the most rigorous assessment and judging process, a broad media exposure and enjoys the government patronage at the highest levels.”

OCBC returns as the main sponsor of the Entrepreneurial Award for the 14<sup>th</sup> year, affirming its commitment to celebrate and honour outstanding entrepreneurship.

Mr Linus Goh, Head, Global Commercial Banking, OCBC Bank, said: “As we celebrate Singapore’s Golden Jubilee, we must also recognise the entrepreneurs who have contributed to our nation’s growth. These entrepreneurs, many of whom are our Award finalists, have shown strong entrepreneurial spirit and resilience to succeed in a highly competitive market. As we celebrate their success today, we also look forward to partnering them in their growth.”

- End -

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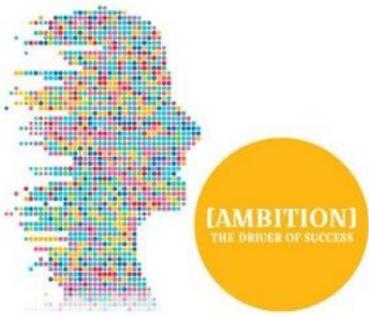


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## EYA 2015 WINNERS

	NAME OF COMPANY	NAME OF ENTREPRENEUR	DESIGNATION	INDUSTRY
Established Entrepreneurs	ADVANCE TECH AUTOMATION PTE LTD	NEO GIM CHYE	DIRECTOR	PRECISION ENGINEERING AND MANUFACTURING
	ATELIER TANG PTE LTD	KORENE TANG	DIRECTOR	INTERIOR DESIGN/ARCHITECTURE
	FEINMETALL SINGAPORE PTE LTD	SAM CHEE WAH	GENERAL MANAGER	MANUFACTURING/ELECTRONICS
	GATES PCM CONSTRUCTION LTD	KITNASAMY S/O MARUDAPAN [KRISHNA]	CHAIRMAN & CEO	RAILWAY CONSTRUCTION
	KUPPS & SACHS PTE LTD	KUPPUSAMY SELVARAJ	FOUNDER & CEO	ENGINEERING/OIL AND GAS
	BEE CHOO ORIGIN	CHEAH BEE CHEW	DIRECTOR	MANUFACTURING/HAIRDRESSING
	RICO ENGINEERING WORKS PTE LTD	JEFFREY PIAK BOON PIN	DIRECTOR	ENGINEERING/ FIRE PROTECTION SOLUTION
	SEOUL GARDEN GROUP PTE LTD	LEE SIEW LING ANDREW	CEO	F&B

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	VALVES.COM PTE LTD	WONG SENG KEE	CEO	SEVERE SERVICE CONTROL AND ISOLATION VALVES – OIL AND GAS/MINING
New Entrepreneurs	<b>NAME OF COMPANY</b>	<b>NAME OF ENTREPRENEUR</b>	<b>DESIGNATION</b>	<b>INDUSTRY</b>
	AMPLITUDE INC. HOLDINGS PTE LTD	LEE RONG XIAN, REGINA	MANAGING DIRECTOR	DISTRIBUTION – FMCG
	B9 DENTAL CENTRE	DR. RAYMOND LIM	DENTAL SURGEON/ DIRECTOR	DENTAL
	CLARITI HEARING PTE LTD	RONALD PANG	MANAGING DIRECTOR	HEALTHCARE – HEARING
	HONGYE GROUP PTE LTD	FU XIAO WEI	DIRECTOR	HUMAN RESOURCE
	PEZZO SINGAPORE PTE LTD	CHIANG ZHAN XIANG	FOUNDER	F&B
	SUNSEAP GROUP PTE LTD	PHUAN LING FONG FRANK	CO-FOUNDER & DIRECTOR	SUSTAINABLE ENERGY
		WU JUEH MING LAWRENCE	CO-FOUNDER & DIRECTOR	SUSTAINABLE ENERGY

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## ABOUT THE AWARD

### THE ENTREPRENEUR OF THE YEAR ~ A ROTARY SINGAPORE-ASME AWARD

Inaugurated in 1989 by the Rotary Club of Singapore, The Entrepreneur of the Year Award (EYA) is the oldest Award in Singapore that honours local entrepreneurs who have shown outstanding performance as business owners, be they emerging or established enterprises, in their respective industry fields.

Upholding the prestige of the Award, EYA prides itself for the high qualifying criteria, rigorous rounds of site visits and stringent judging processes.

Now in its 27<sup>th</sup> year, The Entrepreneur of the Year Award continues to build upon its legacy as one of Singapore's most esteemed and established business accolades where Top Entrepreneurs are showcased annually on a platform of national scale. EYA is also an excellent opportunity to embark on a fulfilling and rewarding Award Journey that spurs business owners and aspiring entrepreneurs to aim higher and achieve greater victories in the business arena.

#### **Vision:**

The Award that recognises and inspires entrepreneurship in the local SME community

#### **Mission:**

To maintain the highest standards in the process of uncovering successful entrepreneurs through stringent judging criteria and creating an Award Journey for all participants.

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## ABOUT THE AWARD

### QUALIFYING CRITERIA

Established Entrepreneur	New Entrepreneur
<b>The Candidate must:</b>	
Have been operating the business for more than 6 years	Have been operating the business for the period of 2 to 6 years
Be a Singaporean or Permanent Resident above the age of 21	Be a Singaporean or Permanent Resident above the age of 18
Own at least 30% of the Company (Endorsement from the Board of Directors is required for candidates with less than 30% ownership)	Own at least 30% of the Company (Endorsement from the Board of Directors is required for candidates with less than 30% ownership)
<b>Candidate's Company must:</b>	
Have a minimum of 30% local equity	Have a minimum of 30% local equity
Not be a listed company nor a subsidiary of a listed company	Not be a listed company nor a subsidiary of a listed company
Hold at least 3 years of audited financial statements, which must be submitted for evaluation	Hold at least 2 years of audited financial statements, which must be submitted for evaluation

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## ABOUT THE AWARD CO-ORGANISERS

### ASSOCIATION OF SMALL AND MEDIUM ENTERPRISES

The Association of Small and Medium Enterprises (ASME) is a not-for-profit organisation established in 1986 for entrepreneurs, by entrepreneurs. With wide-ranging services and programmes, ASME strives to equip member SMEs with the business knowledge and market opportunities to help them grow their businesses.

ASME, as the champion of a pro-enterprise Singapore, bridges the public and the private sectors to promote a more conducive business environment which facilitates the start-up, growth and development of a larger pool of SMEs. The two ASME flagship awards - The Entrepreneur of the Year Award and Singapore Prestige Brand Award are in recognition of SMEs' successes.

ASME will continue to roll out new SME-relevant programmes to enhance its position as THE business association For Entrepreneurs, By Entrepreneurs.

[www.asme.org.sg](http://www.asme.org.sg)

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### ROTARY CLUB OF SINGAPORE

Rotary Club of Singapore was incorporated on 6 June 1930 and will be celebrating its 84<sup>th</sup> charter anniversary this year.

The objects of Rotary are to:

1. Encourage and foster the ideal of service as a worthy enterprise
2. Set ethical standards in business and profession; and
3. Promote international peace, goodwill and understanding

Since inception, the Rotary Club has embarked on many national projects:

1. The Rotary Club founded the Singapore Anti Tuberculosis Association (1947), Trafalgar Rotary School (now known as SILRA) (1951), Spastic Children's Association of Singapore (1956), Singapore After Care Association (1958), Singapore Association for Retarded Children (now known as MINDS) (1962), Society for the Aged Sick (1968) and Singapore Anti-Narcotics Association (1972).
2. Through sponsorship of more than 20 Interact Clubs and Rotaract Clubs, the Rotary Club groomed many young individuals in its youth leadership programmes. It founded and ran the Computer Literacy Program for Adults (CLPA) from 2001 to 2004, which provided computer skills for adults in community centres.

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3. In collaboration with the Singapore Prison Service, the Rotary Club mentored the inmates of The Kaki Bukit Centre Prison School (Rotary Community Corp). In 1958, the Club funded the construction of a hostel for the Singapore After-Care Association.
4. The Club initiated the Project LIFE Thailand (2005-2010) and HELP Nepal (2002-2013) and since 1995, Rotarians and non-Rotarian eye surgeons from Singapore and India have performed operations in India and Cambodia and funded Eye Centres in Phnom Penh and Pursat. Annually, the Rotary Club will conduct medical missions in Indonesia and Philippines.
5. In 1989, the Rotary Club established the annual prestigious The Entrepreneur of the Year Award (EYA). Jointly organised with the Association of Small and Medium Enterprises, EYA was established to acknowledge the accomplishments of local entrepreneurs who epitomise the true meaning of entrepreneurship. In 2009, the Rotary Club initiated the Rotary Youth Social Entrepreneurship Challenge for aspiring young social entrepreneurs in Singapore.

Dedicated to the principles and ideals of Rotary, embedded in its motto “**Service Above Self**”, the Rotary Club of Singapore continues to be an active great-grandfather club of the various Rotary Clubs in Singapore.

[www.rotary.org.sg](http://www.rotary.org.sg)

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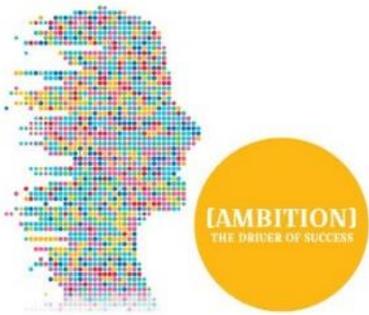


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## ABOUT THE AWARD MAIN SPONSOR

### OCBC BANK

OCBC Bank, Singapore's longest established local bank, is the second largest financial services group in Southeast Asia by assets. With a network of over 630 branches and representative offices in 18 countries and territories, it is one of the world's most highly-rated banks, with an Aa1 rating from Moody's. It was also ranked by Bloomberg Markets as the World's Strongest Bank in 2011 and 2012.

OCBC has been supporting SMEs in key markets of Singapore, Malaysia, Indonesia and Greater China. Our industry expertise, strong regional network and innovative banking solutions have helped customers achieve their ambitions across the business life cycle.

Our successful partnerships with SMEs have earned us industry recognition with the following awards:

- Best in SME Banking by The Asian Banker, 2012
- Best SME Bank in Singapore by Alpha Southeast Asia, 2011, 2013 and 2014
- Best SME Bank in Singapore by the Global Banking & Finance Review, 2012 - 2014
- ASEAN SME Bank of the Year by the Asian Banking and Finance, 2011 - 2014

As a main sponsor of the Entrepreneur of the Year Award for the 14th consecutive year, we remain committed to helping entrepreneurs and SMEs succeed locally and internationally.

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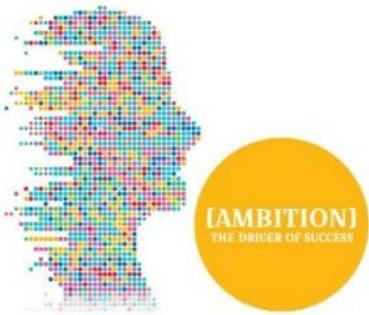


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### CHIVAS REGAL

#### Official Whisky

Launched in 1909, Chivas Regal is the world's first luxury whisky and is considered a timeless classic, renowned for its style and substance. Brotherhood, generosity, entrepreneurship and integrity are values at the heart of Chivas Regal. Over the years, the brand has been hosting its successful and long-running Live with Chivalry campaign, which has inspired Modern Gentlemen around the world to pursue success with integrity and to Win the Right Way. The Chivas Regal range includes Chivas 12, Chivas 18, and Chivas 25.

### STARHUB

#### Infocomms Partner

StarHub is the choice info-communications service provider for businesses and government in Singapore, where technology and partnerships come together to create solutions for the benefit of our customers.

StarHub's Enterprise Business Group collaborates with leading brands/companies to offer a comprehensive suite of solutions that empowers businesses of all sizes to stay ahead of their game. The group has capabilities to design, build, operate networks, provide network integration services, as well as cloud solutions.

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