

SPIRIT OF ENTERPRISE AWARDS 2018

Growing through change

The Spirit of Enterprise Awards honours companies that have persevered and flourished despite the odds

BY CHRISTINA CHING

To survive in a digital-led era, businesses need to focus on growth and sustainability — buzzwords for this year's Spirit of Enterprise (SOE) Awards.

SOE president Sa'at Ismail (right) says that small and medium-sized enterprises have always been a huge part of the Singapore economy, but the primary challenge for many of these emerging companies is growing and staying competitive in this period of pervasive change.

"Our economy is currently facing three major shifts: the shift in global economic weight to Asia, the emergence of new technologies, and our demographic transition," he explains.

"These open up opportunities, but also demand a new mindset from businesses — to embrace innovation, build deep capabilities, and implement sustainable practices — the qualities we seek to highlight and celebrate in this year's batch of honourees."

Innovation and grit

Held annually, the SOE Awards recognises noteworthy achievements in Singapore's entrepreneurial scene.

In addition to the 32 honourees from 28 companies, one particularly outstanding entrepreneur receives the SOE-Nexia TS Entrepreneur of the Year award.

The top honour this year goes to Mr Thomas Fernandez, the founder chairman and chief executive officer of PestBusters.

Three start-ups have also been handed the SOE-Neo Start-Up Awards, which was introduced last year to put the spotlight on Singapore's most promising start-ups — which play an increasingly important role in Singapore's economy.

Says Mr Ismail: "We are impressed by the big ideas and disruptive thinking displayed by this year's winners. Beyond the traditional industry sectors, there is a growing number of enterprises filling up unexplored industry niches and meeting unmet demands."

For instance, Big Tiny is the first company in Singapore to integrate eco-tourism with the rising



PHOTO: SPIRIT OF ENTERPRISE

trend of tiny homes, where city-dwelling holiday makers to Australia can rent a tiny home on wheels parked in a rural setting.

Another awardee, Motorist, is a third-party digital platform that facilitates transactions between digital buyers and sellers of motorised vehicles.

"These businesses are led by a fearless generation that believes in creating its own paths and seizing opportunities beyond true-and-tested formulas," Mr Ismail highlights.

Inspiring the next generation

A new partnership with Temasek Polytechnic is set to ignite the entrepreneurial spirit among young people with closer collaborations, joint programmes and sharing of resources when it is launched.

For example, the upcoming SOE forums and start-up engagements will tap the polytechnic's expertise and resources in supporting the local start-up ecosystem.

At the same time, its students will be given the opportunity to experience the world of entrepreneurship beyond the classroom through a joint internship programme with SOE honourees, or by participating in the SOE Interviewer Programme.

Tertiary students will also get the opportunity to interview their entrepreneurial heroes. Those who submit the best transcripts will receive the SOE-Charles & Keith Best Student Interviewer Award.

SPIRIT OF ENTERPRISE AWARDS 2018 WINNERS

AWARDEE	DESIGNATION	COMPANY	AWARD TYPE
Mr Thomas Fernandez	Founder Chairman and Chief Executive Officer	PestBusters Pte Ltd	SOE-Nexia TS Entrepreneur of the Year
Mr James Tan	Director	Akatsuki Pte Ltd	SOE Awards
Ms Angela Tan			
Mr Marc Gan	Director/Founder	ARK Industries	SOE Awards
Ms Kathleen Yeo	Director	Best Impresione Pte Ltd	SOE Awards
Mr Sridev Mookerjee	Chairman	Blossom International Shipping & Offshore Pte Ltd	SOE Awards
Mr Abdul Malik Bin Hassan	Director/Founder	Crave Foods Pte Ltd	SOE Awards
Ms Novie Dayayanti Tjia	Managing Director	Eatz Group Pte Ltd	SOE Awards
Ms Alvinia Khoo Lay Ing	Director	EduCare4u Pte Ltd	SOE Awards
Mr Ryan Alsagoff	Managing Director	ERS Asia Pte Ltd	SOE Awards
Mr Daniel Koh Yun Long	Director/Founder	Euro-Asia Holidays Pte Ltd	SOE Awards
Ms Maggie Tay Swee Kiew			
Mr Sivanesan Kitnasamy	Director	GATES PCM Integrated Services Pte Ltd	SOE Awards
Ms Vanessa Ong	Managing Director	Gernice Global Pte Ltd	SOE Awards
Ms Lynn Zhang	Director	Hair Plus Hub	SOE Awards
Mr Karl Mak	Co-Founder and Chief Executive Officer	Hopmil Media Group Pte Ltd	SOE Awards
Ms Shohidun Ayob Angullia	Managing Director	Itham Childcare Pte Ltd	SOE Awards
Mr Zacree Zain	Managing Director	Intimid Employment Solutions Pte Ltd	SOE Awards
Dr Jasmine Chan	Co-Founder and Chief Executive Officer	Kingnovate Pte Ltd	SOE Awards
Mr Lee Kai Hung	Sole Proprietor	KJ Optometrists	SOE Awards
Ms Cindy Ee	Director	PINC Pte Ltd	SOE Awards
Ms Rae Amaraiah	Co-Founder	Purnama Pte Ltd	SOE Awards
Mr Michael Soh	Managing Director	Redwood Interior Pte Ltd	SOE Awards
Mr Kevin Ng Yong Hai	Managing Director	Rich Technology (S) Pte Ltd	SOE Awards
Mr Muhammad Syafiq Bin Mohd Yusoff	Chief Executive Officer	Rivewood Pte Ltd	SOE Awards
Mr Jerome Lau	Managing Director	Splash Productions Pte Ltd	SOE Awards
Ms Natasha Toh	Founder	The Fun Empire	SOE Awards
Mr Matthew Fong	Director	The Mill International Pte Ltd	SOE Awards
Mr William Cheng			
Mr Loh Mun Seng	Director	TheJellyHearts Pte Ltd	SOE Awards
Ms Joey Oh Geok Cheng	Director	U-Market	SOE Awards
Mr Woon Wei Yang Calvin	Director	Zion Global Marketing Pte Ltd	SOE Awards
Ms Lin Rujing Patricia			
Mr Adrian Chia	Co-Founder	Big Tiny Pte Ltd	SOE-Neo Start-Up Award
Mr Jeff Yeo			
Mr Damien Sia	Chief Executive Officer	Motorist Pte Ltd	SOE-Neo Start-Up Award
Ms Debra Lam & Mr Ryan Ng	Co-Founder	Society Staples Pte Ltd	SOE-Neo Start-Up Award

SPIRIT OF ENTERPRISE AWARDS 2018

Setting the tone

Spirit of Enterprise Awards honourees tell Esther Teo how their businesses remain buoyant in a disruptive landscape



A stellar team
Business success is dependent on his top-tier team, says Mr. Sivanessan s/o Kitnasamy, Managing Director of Gates PCM Integrated Services Pte Ltd. He has 30 respectively, close their strong testament talent.

As we need to compete with top MNCs and bigger companies that usually have more resources to allocate to human capital. However, it's not a lost game. We spent a lot of time identifying our core values and embedding them in our operations, which enabled us to attract talents with the same values who cherish the numerous learning opportunities available here. We've seen tremendous growth in the last few years and continue to excel with an awesome team."



Balance act
Mr. Sivanessan s/o Kitnasamy, 36, is the director and director of Gates PCM Integrated Services, he has his company business sustainability remains the focus of growth.

There is a lot of planning that goes into it. Therefore, despite the challenges, we ensure that this growth is growth quickly, we ensure that this growth is planned, controlled and purposeful. To achieve the benefits of such planning, excellent teamwork and professionalism need to be fostered. All our stakeholders need to understand the long-term goals that the company is working towards and we actively build this understanding through communication. We ensure our stakeholders grasp that everything they do plays a part towards us achieving our growth and sustainability goals."

Sweet success
Over the years, Tidy-Team, which is a fully checkered and award-winning, has achieved in such a short time an awe high efficiency. To maintain the product line process, the company spent over a year to research and develop new machinery that delivers consistently high efficiency of quality. Founder Tidy-Team, 46, shares his view.

"A company must constantly improve in term of productivity and innovation to get ahead of the market. As business conditions change continually, market research should be continuous as well. Every employee is a company asset in a company, believe in them and they are the ones who will take your company to the next level."

Congratulations to
Mr. Sivanessan s/o Kitnasamy

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CONGRATULATIONS

ALVINA KHOO
FOUNDER OF EDUCARE4U
AND PROUD WINNER OF THE

SPIRIT OF ENTERPRISE AWARD 2018

"I enjoy nurturing and grooming
children to make a difference
in the world as the future
belongs to them."

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Honour & Inspire

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the years. Established in 2007, PINC aims to
provide a holistic experience and premium quality
value for money services to our customers. The first
PINC nail spa opened in Midpoint Orchard, serving
mostly middle and female clientele. Emphasizing the
importance of nail grooming, our services have
expanded to include hair and beauty services. We
are the first nail salon to open in a mainstream
shopping centre (Causeway Plaza). To date, we have
also expanded our business territory to make in the
shopping and business districts as well as
residential neighbourhoods.

PINC • #01-11 Causeway Point | #02-02/03 Northpoint Centre | #02-28 Plaza Premium | #02-09 Plaza Singapura
La Bodega • #01-01 Plaza Singapura

sweetspot
Partner Content



All about trust
Mr. Alvin Chong, 35, is the founder of The Mill, an education management company. He shares how his business is thriving in a disruptive landscape.



Investing in the future
Mr. Alvin Chong, 35, is the founder of The Mill, an education management company. He shares how his business is thriving in a disruptive landscape.



Nailing it
Honesty is fundamental to any business success, says Mr. Alvin Chong, founder of The Mill, an education management company. He shares how his business is thriving in a disruptive landscape.

All that glitters
Underpinning and team provider Rich Technology's Loh Goh (Diamond Machines) are disrupting the multi-billion dollar diamond industry. Managing director Loh Goh, 46, shares the challenges they overcome to manufacture the machines.

sweet
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We faced several rejections when we first rolled out our vision and ideas. We worked under tough conditions such as lack of funds and good partners. But through sheer perseverance and faith, we managed to seek out visionary people who believed in our dreams and saw further than we could. This was all thanks to our brand and the trustworthiness we have cultivated over the years."

Underpinning and team provider Rich Technology's Loh Goh (Diamond Machines) are disrupting the multi-billion dollar diamond industry. Managing director Loh Goh, 46, shares the challenges they overcome to manufacture the machines.

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Congratulations

MR. CALVIN WOON
MR. PATRICIA LIN
Directors, Zion Global Marketing Pte Ltd

for being awarded
**SPIRIT OF ENTERPRISE
AWARD 2018**

"DREAMS CAN COME TRUE"

"Calvin Woon and Patricia Lin started off as student entrepreneurs while studying in NUS in 2007. Today, the married couple are the founders of Zion Marketing & Events company, Zion Global Marketing Pte Ltd. Over the years, they've grown the company from just the two of them to now managing a young & dynamic team of over 50 employees.

They have worked with business thought leaders like Sir Richard Branson, Kevin Harrington and Mary Bartlett etc. And they look forward to expanding their presence & support across Asia in the next 5 years."

Congratulations

MR MICHAEL SOH
MANAGING DIRECTOR OF

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