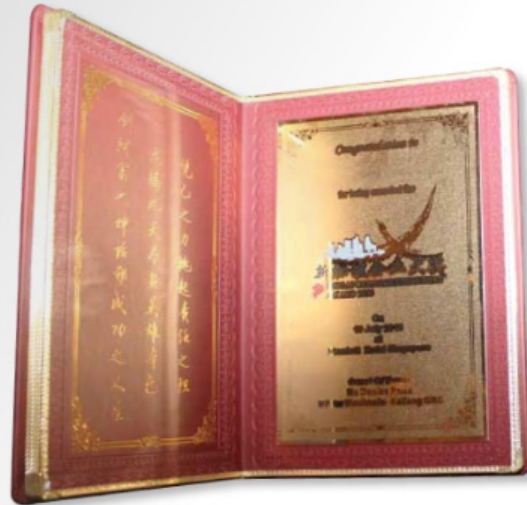




VIP MESSAGE



About Singapore Entrepreneurs' Award *A Step Beyond Success*

Singapore Entrepreneurs' Award is a prestigious business accolade which recognizes the entrepreneurial elite in Singapore and beyond in the Mandarin speaking community.

ASIA 1 Enrich, Singapore Enrich Group's affiliated company, is a media platform based in Singapore which features successful Mandarin speaking Small Medium Enterprises' as well as aspiring entrepreneurs' knowledge and experiences for the readers.

With such sharing of knowledge and experiences from the elites, these success stories will serve as catalyst to inspire our future budding entrepreneurs to aspire and achieve success in their entrepreneurial journey.

Entrepreneurship evolves with a dream and risk to be difference. Being innovative and having self-determination are key essentials to the road of success. Often, the success of a brand is attributed to the entrepreneur manage behind it. Their success with the award will definitely be an endorsement for their brand, staffs and business associates who contribute to their success. Not only that this award is a representative of success in communicating the product quality and brand goodwill to the same stances which has returned a virtuous multiplier effect on the money.

With one eye on its forte, our discerning team would want to take this opportunity to capitalize and cast a catalyst to recognition and award to innovative entrepreneurs come out of its shadow, rise to stardom to be Singapore and beyond most influential business entrepreneurs.



I am happy to join with you to congratulate Asia 1 Enrich on publishing 'Singapore Entrepreneurs' Award' to celebrate the success of the entrepreneurial spirit in Singapore. This prestigious award recognizes the entrepreneur's leadership, determination, integrity and vision. Singapore Entrepreneurs' Award also recognizes the success of a brand of the entrepreneur that manages behind it.

Our nation has benefited significantly from many outstanding entrepreneurs. They play a key role in fostering income stability, growth, employment and their competitiveness affects the competitive position of the economy.

Entrepreneurship begins with a dream. A dream to excel but there is also risk. The road of success of each entrepreneur varies. Risktaking is a fundamental ingredient and fear of failure is not within entrepreneurs' radar. Every entrepreneur has his own story of hardship in his journey to success. It is their sheer determination, integrity, leadership and vision that keep them going. We should look into their process of how these entrepreneurs pick themselves up from these failures to their current path to success.

The recipients for this year's Award have braved this path and have built up successful businesses. There is much that young entrepreneurs can learn from the recipients' approach to business. The untold story of the entrepreneurial spirit to overcome insurmountable odds should be documented. Publications like 'Singapore Entrepreneurs' Award' are a good example of celebrating these success stories.

As Singapore seeks to become an entrepreneurial economy, we need more role models for our young and our aspiring entrepreneurs. Stories of success will encourage more of them to consider entrepreneurship as a viable career option. Stories of failure, turned into resounding success, will help diminish the fear of failure and galvanize the desire to try again. Events like Singapore Entrepreneurs' Award are important in this regard. They put successful entrepreneurs and their stories under the spotlight, so that we can learn from and be inspired by them.

While all of you be recognized in 'Singapore Entrepreneurs' Award', I commend all of you for your leadership, determination, integrity

Mr Zainal Bin Sapari

Member of Parliament for Pasir Ris-Punggol GRC

Certificate Number : D/0083-04-14

新加坡企业大奖



SINGAPORE ENTREPRENEURS'
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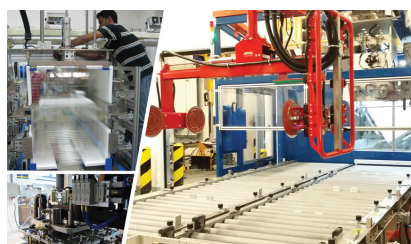


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