



Media Release

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Two local entrepreneurs named Overall Winners of The Entrepreneur of the Year Award; three entrepreneurs bagged sub-category awards

Singapore, 24 November 2019 – Two local entrepreneurs were conferred Overall Winners of The Entrepreneur of the Year Award (EYA) 2019 at the Award Presentation Ceremony held at The Ritz-Carlton, Millenia Singapore. Another three entrepreneurs bagged Sub-Category Awards in Social Contribution, and Innovation & Technology. The event was graced by Guest-of-Honour, Minister for Manpower and Second Minister for Home Affairs, Mrs Josephine Teo.

Ms Rachel Wong Mai Kim, Co-Founder and Managing Director of Marunda Utama Engineering Pte Ltd, was the **Overall Winner of the Established Entrepreneur** category. Marunda is a mechanical engineering company that focuses on the defence, marine and industrial segments within the Asia territory. Supplying diesel, gas, dual fuel engines, generators and spare parts, the company also provides maintenance services for mechanical and electrical machineries on board commercial, defence and private vessels. In recent years, Marunda has become a strong advocate for sustainable energy and eco-friendly products.

At the ceremony, Dr Collin Ang, Managing Director of Decision Science Agency Pte Ltd, was named **Overall Winner of the New Entrepreneur** category. Realising that there was a gap in the market for data-driven businesses, Dr Ang had an ambition to transform customer experiences through better products and services using data and technology. With this vision, he established Decision Science Agency, a consultancy firm that aims to help companies improve the efficiency of their digital marketing and its operations.

Executive Director and Managing Director of Hock Seng Hoe Metal Company Pte Ltd, Ms Chan Lee Ying & Mr Sam Chee Keong, was awarded the **EYA for Social Contribution in the Established Entrepreneur** category. Hock Seng Hoe Metal Company is a reputable structural steel provider with a strong presence in the ASEAN market. The company services clients from the construction, marine, engineering, oil and gas, fabrication and hardware industries. It also offers value-added services such as cutting and blending, sand blasting and galvanising. Giving back to society, Hock Seng Hoe commits at least 100 hours of CSR activities every year, in which all employees actively and voluntarily participate in.

Mr Kelvyn Chee, CEO and Founder of Decks Pte Ltd, brought home the **EYA for Innovation & Technology in the Established Entrepreneur** category. As one of the leading apparel suppliers in Singapore, Decks

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operates 10 of its own retail boutiques and more than 40 departmental store counters. Decks is a multi-brand group carrying popular brands such as Island Shop, Surfers Paradise and Beverly Hills Polo Club. In order to keep up with the ever-changing fashion industry, the company makes it a priority to encourage and cultivate creativity, flexibility and innovation. This has led them to develop an Antimos clothing line that repels insects and inhibits bacteria growth, catering to a growing demand for such clothes, especially with Singapore's tropical climate.

Mr Toh Youhao, Managing Director of Revion Ground School Pte Ltd, received the **EYA for Social Contribution in the New Entrepreneur** category. Revion Ground School was founded with the intention to provide affordable and comprehensive ground school training for aspiring pilots. Through collaborations with international flight training organisations and aviation training manufacturers, Mr Toh managed to bring down the cost of flight training without compromising on training quality. He was also the first in Singapore to launch a scholarship for female pilot candidates, encouraging more females to pursue a flying career.

The EYA is currently into its 31st year of honouring and celebrating the achievements of local entrepreneurs. Co-organised by the Association of Small & Medium Enterprises (ASME) and the Rotary Club of Singapore, the Award seeks to continue uplifting the profile of homegrown entrepreneurs, as well as inspire entrepreneurial success in the business community.

Mr Kurt Wee, President of ASME, said, "Against the backdrop of a fast-changing and challenging economy, entrepreneurs have to be progressive and implement strategies that enable their businesses to stay nimble and competitive. This year's theme, Breaking Boundaries, represents the need for entrepreneurs to be game changers who possess ambition, adaptability, foresight and creativity to remain at the forefront of the future economy. These key attributes allow entrepreneurs to push frontiers and pioneer business ideas."

Mr Deepak Nagrani, President of the Rotary Club of Singapore, said, "Success is a touchstone for all businesses. However, entrepreneurs are increasingly being judged for their commitment to corporate social responsibility (CSR). While CSR initiatives can help to boost a company's image and brand, many business leaders now genuinely care about creating positive social impact. They are mindful of the difference they can make to the community and the world. CSR activities are not only the realm of big firms; SMEs can also make a difference by being responsible corporate citizens, primarily through philanthropic, ethical and legal means. As the saying goes, 'a small ripple can create a huge wave'."

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OCBC returns as the Main Sponsor of the EYA for the 18th year running, remaining committed to supporting SMEs and entrepreneurship in Singapore.

Mr Tan Chor Sen, Head, International, Global Commercial Banking, OCBC Bank, said, “Digitalisation and constant innovation have been essential to the success of this year’s winners and have helped them to stay competitive, not just in Singapore, but also on the international stage. The EYA aligns with OCBC’s commitment towards helping SMEs succeed and is the reason why we continue to support the Award. A hearty congratulations to all EYA 2019 winners!”

- END -

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OVERALL WINNERS AND SUB-CATEGORY AWARD WINNERS

ESTABLISHED ENTREPRENEUR CATEGORY

OVERALL WINNER

- MS RACHEL WONG MAI KIM
MARUNDA UTAMA ENGINEERING PTE LTD

EYA FOR SOCIAL CONTRIBUTION

- MS CHAN LEE YING & MR SAM CHEE KEONG
HOCK SENG HOE METAL COMPANY PTE LTD

EYA FOR INNOVATION & TECHNOLOGY

- MR KELVYN CHEE
DECKS PTE LTD

NEW ENTREPRENEUR CATEGORY

OVERALL WINNER

- DR COLLIN ANG
DECISION SCIENCE AGENCY PTE LTD

EYA FOR SOCIAL CONTRIBUTION

- MR TOH YOUHAO
REVISION GROUND SCHOOL PTE LTD

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THE ENTREPRENEUR OF THE YEAR AWARD 2019

Winners of the Established Entrepreneur Category

S/N	NAME OF COMPANY	NAME OF ENTREPRENEUR	DESIGNATION
1	BLACKBOX RESEARCH PTE LTD	DAVID BLACK	MANAGING DIRECTOR
2	CRAWFORT PTE LTD	JAMES CHEOW 邹健成	CHIEF EXECUTIVE OFFICER & CO-FOUNDER
		JJOHN CHEOW 邹建宝	CHIEF INVESTMENT OFFICER & CO-FOUNDER
3	DECKS PTE LTD 德客有限公司	KELVYN CHEE CHOON HIAN 徐俊贤	CEO & FOUNDER
4	HOCK SENG HOE METAL COMPANY PTE LTD 福成和五金有限公司	SAM CHEE KEONG 岑志强	MANAGING DIRECTOR
		CHAN LEE YING 陳麗雲	EXECUTIVE DIRECTOR
5	MARUNDA UTAMA ENGINEERING PTE LTD	RACHEL WONG MAI KIM 王美金	CO-FOUNDER & MANAGING DIRECTOR

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THE ENTREPRENEUR OF THE YEAR AWARD 2019

Winners of the New Entrepreneur Category

S/N	NAME OF COMPANY	NAME OF ENTREPRENEUR	DESIGNATION
1	BR METALS PTE LTD 广州博芝瑞金属回收有限公司	FRANK CHEN 曾鸿均	MANAGING DIRECTOR & FOUNDER
2	DECISION SCIENCE AGENCY PTE LTD 决策科技私人有限公司	DR COLLIN ANG 洪伟勤	MANAGING DIRECTOR
3	REVISION GROUND SCHOOL PTE LTD	TOH YOUHAO 卓猷浩	MANAGING DIRECTOR

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ABOUT THE AWARD

THE ENTREPRENEUR OF THE YEAR

A ROTARY SINGAPORE-ASME AWARD

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 fields. Now in its 31st year, the EYA is jointly organised by the Association of Small & Medium Enterprises (ASME) and the Rotary Club of Singapore. The Award prides itself on its high qualifying criteria, rigorous rounds of site visits, and stringent judging process.

The EYA continues to build upon its legacy as one of Singapore's most established business accolades where top entrepreneurs are showcased on a platform of national scale. It 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 success 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 a meaningful Award Journey for all participants.

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ABOUT THE AWARD: OVERALL WINNER AND SUB-CATEGORY AWARDS

OVERALL WINNER

Awarded to the most distinguished and deserving participant by the Award Judging Panel. The Overall Winner is an Entrepreneur who has excelled and surpassed his/her peers in all aspects of the Judging Criteria.

EYA FOR BUSINESS STRATEGY

Awarded to capable leaders who have presented strategic plans to enhance competitiveness and ensure sustainability in the current business environment.

EYA FOR INNOVATION & TECHNOLOGY

Awarded to Entrepreneurs who have effectively leveraged innovative measures and/or technology to improve productivity and profitability within their organisations.

EYA FOR SOCIAL CONTRIBUTION

Awarded to Entrepreneur who have demonstrated efforts to contribute to society, are involved in environmental policies and have encouraged employee involvement in community activities.

ABOUT THE AWARD CO-ORGANISERS

ASSOCIATION OF SMALL & MEDIUM ENTERPRISES (ASME)

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The Association of Small & 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 continues to roll out new SME-relevant programmes to enhance its position as THE business association For Entrepreneurs, By Entrepreneurs.

www.asme.org.sg

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ABOUT THE AWARD CO-ORGANISERS

ROTARY CLUB OF SINGAPORE

The Rotary Club of Singapore was incorporated on 6 June 1930 and will be celebrating its 89th charter anniversary this year. The object of Rotary is to promote international peace, goodwill and understanding by fostering the ideals of service and ethics as a worthy enterprise.

Recognising the importance of an accepting and conscientious society for economic progress, the Rotary Club has embarked on many national projects, having founded more than five institutions and associations dedicated to the welfare of the underprivileged and communities in need around Singapore.

Its vision of altruism and philanthropy has also driven the Rotary Club to perform diverse services of charity for a holistic range of social groups. This includes sponsoring youth leadership programmes, running computer literacy programmes for adults, and providing guidance and shelter to prison inmates.

Across national borders, the Club regularly launches international welfare missions to render assistance to less developed countries and sends healthcare personnel to support residents living there.

In 1989, the Rotary Club established the annual prestigious The Entrepreneur of the Year Award (EYA). Jointly organised with the Association of Small & Medium Enterprises, the EYA acknowledges the accomplishments of local Entrepreneurs who epitomise the true meaning of entrepreneurship. In line with its inclusive and holistic vision, the Rotary Club initiated the Rotary Youth Social Entrepreneurship Challenge for aspiring young social Entrepreneurs in Singapore in 2009.

Dedicated to the principles of Rotary embedded in its motto, “**Service Above Self**”, the Rotary Club of Singapore continues to be an active club in promoting international peace, goodwill and understanding throughout Singapore.

www.rotary.org.sg

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ABOUT THE AWARD MAIN SPONSOR

OCBC

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 570 branches and representative offices in 19 countries and regions, it is one of the world's most highly-rated banks, with an Aa1 rating from Moody's.

It is consistently ranked among the World's Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore and the Asia Pacific by The Asian Banker.

OCBC has been supporting SMEs in key markets like Singapore, Malaysia, Indonesia, Greater China and Myanmar. 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 Small Business Bank by the Asian Banker, 2018
- Myanmar's Best International Bank by Asiamoney, 2018, 2019
- Asia's Best Bank for SMEs by Euromoney Awards for Excellence 2016 - 2017, 2019
- Best Bank for SMEs in Singapore by Asiamoney 2017, 2019
- ASEAN SME Bank of the Year by Asian Banking & Finance, 2011 - 2019
- Best SME Bank in Southeast Asia by Alpha Southeast Asia, 2013 - 2019
- Best SME Bank in Singapore by Alpha Southeast Asia 2010, 2012 - 2019

As a Main Sponsor of The Entrepreneur of the Year Award for the 18th consecutive year, we remain committed to helping entrepreneurs and SMEs succeed locally and internationally.

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