

MEDIA ADVISORY:
**SCCCI is celebrating SG50 to recognise the contributions of
Chinese Business Pioneers**

The SCCCI is launching 2 landmark projects to celebrate Singapore's 50th year of independence with all Singaporeans. During the process of nation-building, many Chinese Business Pioneers have contributed unreservedly in building up the economy and helping in social development. These 2 projects will acknowledge and give due recognition to the remarkable spirit and endeavour of Chinese Business Pioneers and the role played by SCCCI in Singapore's formative years leading up to the present day. They would enable the younger generation to understand the manifold challenges of nation-building and be inspired by the excellent examples of the Pioneer Generation to contribute likewise to society.

- **SG50 Outstanding Chinese Business Pioneers Awards**

The SG50 Outstanding Chinese Business Pioneers Awards will be organised by the SCCCI, and co-organised by *Lianhe Zaobao* and *The Business Times*. Remarking on this initiative, SCCCI President Thomas Chua said, "The Awards will honour a group of outstanding and pre-eminent Chinese business pioneers for their salutary contributions to Singapore. They were responsible for shaping Singapore in the early years of being a young nation. They surged forward with an indomitable entrepreneurial spirit to embark into unknown territory, either on home base or abroad, in their respective trades and industries. Their social and cultural contributions have also greatly enriched our nation in every way."

Chan Chun Sing, Minister for Social and Family Development, said, "This initiative by the Singapore Chinese Chamber of Commerce & Industry is an excellent acknowledgement of the sterling contributions by Chinese business pioneers to the Chinese community and to the economic development of our nation. It will inspire the younger generation of Singaporeans to follow their example and encourage them to contribute back to our society."

The nomination of the Awards will be open for one month, from April 30 till May 30 2014. We invite nominations from Singaporean Chinese entrepreneurs with the following criteria:

1. Born on or before December 31 1949 (aged 65 and above in 2014) and obtained Singapore citizenship on or before December 31 1986.
2. Made outstanding and sustained contributions to the economic, social and cultural development of Singapore;
3. Business owner who contributed substantially to the growth of his/her organisation's profit, sales and returns on capital invested;
4. Demonstrated outstanding leadership qualities in their respective industries.

Another element of these Awards to commemorate the spirit of deserving Chinese Business Pioneers will be the launch of a competition among schools and polytechnics to design the trophy for the Awards. By engaging the younger generation in the concept and design, they could gain an in-depth understanding of the contributions made by this group of business leaders. At the same time, it would be a meaningful gesture to have a trophy designed by the younger generation for presentation to the pioneer generation as a special memento.

- **Special Roving Exhibition on the Roles and Contributions of SCCC towards Singapore's 50 Years of Nation-Building**

The other significant project that is being planned in conjunction with SG50 is a Special Roving Exhibition which will be put together to document the roles and contributions of SCCC in each of the milestones of the 50 years of Singapore's nation-building. This project will be carried out with the collaboration and support of the National Heritage Board and the National Library Board. It will be supervised and led by the SCCC's Culture, Education & Community Affairs Committee, with the involvement of local historians.

SCCC President Thomas Chua said that "such an initiative will surely make its mark in contributing to the rich socio-cultural heritage that is part of our nation's history."

Lawrence Wong, Acting Minister for Culture, Community and Youth, said: "I commend the SCCC for initiating these projects to celebrate Singapore's 50th year of independence. These are examples of ground-up projects led by passionate Singaporeans who are keen to share their memories and stories with the wider Singapore community. I encourage more organisations and institutions to actively contribute and participate in our Golden Jubilee celebrations. This is how we can make the SG50 celebrations a truly inclusive and meaningful one, where we can all come together to celebrate our nation's big birthday."

The exhibition will first be launched at the SCCC Auditorium before being brought to community libraries and schools around Singapore. The launch is planned for March 2015; thereafter it would be exhibited in different venues until December 2015.

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About Singapore Chinese Chamber of Commerce & Industry

Established in 1906, the Singapore Chinese Chamber of Commerce & Industry (SCCCI) is an internationally renowned business organisation and the apex body of the Chinese business community in Singapore. It is the founder of the biennial World Chinese Entrepreneurs Convention and the World Chinese Business Network (www.wcbn.com.sg), a global online business information portal. It plays a key and pro-active role in representing the interests of the local business community. In its continued drive for service excellence, the SCCCI has become the first business chamber in the region that has been awarded ISO 9001:2000 certification since 1995. In 2009, the Chamber successfully upgraded its ISO certification to ISO 9001:2008.

The SCCCI has a membership network of 151 trade associations and 4,000 corporate entities including large financial and business organisations, multinational corporations, government-linked companies, and small and medium enterprises from a wide spectrum of trades and industries. Together, they provide the business community with vast resources and an influential global Chinese business network for business, culture and education.