

## **Singapore Young Entrepreneurs Award marks its inaugural launch to honour and support businesses for the new normal**

**Singapore, 25th September '20** - The inaugural Singapore Young Entrepreneurs Award (SYEA) will be launched by Member of Parliament (MP) for MacPherson SMC, Tin Pei Ling on Saturday 26th of September. The launch features an official MOU signing ceremony with key Ecosystem Partners, followed by two dialogue sessions featuring the six award categories of SYEA.

SYEA is a not-for-profit initiative founded by JCI (Marina) Singapore and co-organised with People's Association Youth Movement (PAYM) to empower local youth entrepreneurship. Key Ecosystem Partners include \*SCAPE, NTUC USME, and OSG Youth Alliance. Run biennially, The Award aims to honour and empower local youth entrepreneurs who have achieved both commercially outstanding results and socially impactful initiatives through their business in the new norm. Thirty (30) award winners will be our future ambassadors of change. They will go on to champion sustainable business solutions and best practices in their respective industries in 2021; while also identified to be mentors for the next batch of SYEA nominees in 2022 and beyond.

More than just an award, the raison d'être of SYEA is to create an ongoing, sustainable business ecosystem for successful and budding entrepreneurs to network, learn from one another's experiences, and to give back to society. The key concept of its business programs is to create a sustainable network (both locally and internationally) to provide mentorship and to enhance financial accessibility for the participating youth entrepreneurs and SMEs. All award nominees and partners will thus have the opportunity to participate in exclusive business programs and networking sessions, mentorships, VC match-making sessions as well as various Corporate Social Responsibility programs.

The COVID-19 pandemic has proved a challenge for Singapore's economy; and digital transformation of businesses will be crucial for businesses to thrive forward from the pandemic. "In addition to the opportunity to be mentored and endorsed by reputable leaders and judges from various industries, nominees should also tap onto the strength and expertise from SYEA's network of ecosystem partners and series of business programs to future-proof their business and prepare for the post COVID-19 economy." Says the Founder and Co-Chairperson of SYEA, Christine Yap. "On behalf of the organising committee which is fully formed by youth volunteers, we are excited and grateful to our esteemed partners and sponsors for believing in our vision, and for lending their relentless support to this audacious yet meaningful initiative."

With the government balancing strict but necessary guidelines along with business support measures to help existing local businesses during the pandemic. PAYM's direction for SYEA is part of the ongoing effort, with their sights set on paving the way for the new normal. "We are excited to have the opportunity to support local youth entrepreneurs and their companies to learn and grow during this difficult period in time." Says PAYM Central Youth Council Chairman Goh Jia Hao, PBM. "We hope that through SYEA, this would allow for the establishment of strong networks among the entrepreneurs, to both learn from one another, and give back to the community."

The six (6) awards categories of SYEA are the following: health and wellbeing, quality education, women empowerment, jobs creation and economic growth, innovative industrialisation, and responsible supply chain. They are aligned with six United Nations Sustainable Development Goals (UNSDGs) and JCI (Marina) Singapore believes that these categories will lead the drive for business sustainability in the future. “The MOU signing will affirm the commitment of all parties in fostering and supporting the growth of innovative, sustainable, and responsible businesses in Singapore,” says SYEA Advisor and JCI Senator Lim Hui Jie.

SYEA is officially open for nominations from 26th September 2020 to 2nd November 2020. Businesses or individuals who wish to nominate or be nominated for SYEA can do so by registering at <https://syea.cc/nomination/> or reach out to the SYEA nominations team via email ([nominations@syea.cc](mailto:nominations@syea.cc)).

### **About SYEA**

The Singapore Young Entrepreneurs Award (SYEA) is a youth empowerment initiative founded by JCI Marina (Singapore) co-organised with People's Association Youth Movement (PAYM). Key ecosystem partners include SCAPE, NTUC USME and OSG Youth Alliance. SYEA aims to honor and empower local youth entrepreneurs who have implemented commercially viable and sustainable changes to their businesses, with stellar results.

Website: <https://syea.cc/>

### **About JCI Marina (Singapore)**

Junior Chamber International (JCI) is a global nonprofit organization of young active citizens age 18 to 40 who are engaged and committed to creating impact in their communities. Active citizens are individuals invested in the future of our world. JCI gathers active citizens from all sectors of society. We develop the skills, knowledge and understanding to make informed decisions and take action.

JCI (Marina) Singapore is one of the chapters of JCI Singapore. It is also the founding chapter for the inaugural initiative to empower youth entrepreneurs, Singapore Young Entrepreneurs Award (SYEA).

Website: <https://jcimarina.cc/>

### **About People’s Association Youth Movement (PAYM)**

As a leading youth organisation, the PAYM was set up in 1971 as a core youth movement in Singapore to engage youth in meaningful pursuits and support the Government in national building. Through the strategy of ‘Youth for Youth, Youth for Community’, PAYM provides diverse and holistic activities for youth to develop into responsible and active citizens.

Website:

<https://www.pa.gov.sg/our-network/grassroots-organisations/peoples-association-youth-movement>

### **About \*SCAPE**

\*SCAPE Co. Ltd is a non-profit organisation with its mission and vision rooted in support of youth, talent and leadership development. The organisation aims to facilitate youth-oriented programmes and support within various communities of youth interest in Singapore. The youth of today will be inspired and empowered to DREAM IT AND LIVE IT at \*SCAPE!

Website:

<https://www.scape.sg/about-us/>

### **About U SME**

U SME, an initiative under the labour movement NTUC, has been established since 2014 to support SME business leaders and their workforce. USME strives to achieve 3 objectives: to make every SME a better SME, every SME job a better job and every SME worker a better worker.

Website: <https://www.usme.org.sg/>

### **About OSG Youth Alliance**

OSG Youth Alliance is a social enterprise with a mission of developing global-minded, resilient and enterprising youths. OSG brings youth and industry practitioners together through different programs and dialogues over a broad-based social platform.

Website: <https://www.osg.sg/about>

Media contact: Peter Justin Yu, [peter@bebop.asia](mailto:peter@bebop.asia), +61 469 326 282