

CITATIONS FOR THE OUTSTANDING CONTRIBUTION AWARD CATEGORY

Lifetime Achievement for Outstanding Contribution to Tourism

MR DENNIS FOO

Chief Executive Officer, St. James Holdings Limited

Industry veteran Mr Dennis Foo has been in the limelight of Singapore's vibrant nightlife for over 30 years. He is the man who transformed Europa from a coffee shop in Changi to Singapore's largest chain of pubs and discotheques in the 1990s, and who made bar-top dancing all the rage with Devils Bar at Tanglin Road. Amongst others, he also popularised the concept of multiple venues under one roof, including Devils Bar which he opened in 2002. These innovative concepts earned him the title of Tourism Entrepreneur of the Year in 1999's Tourism Awards.

Dennis took the multi-venue concept further with St James Power Station, the largest one-stop entertainment hub in Singapore offering 60,000 square feet of party space with 11 distinctive outlets under a single roof. Spanning themes like latin music, R&B, swing, contemporary dance, English Top 40s and Mando-pop, accessing one venue at St James Power Station gives you access to a world of entertainment.

Where others have come and gone, Dennis continues to grow his entertainment footprint in Singapore's nightlife scene. In addition to St James Power Station, the St James Group also operates Bar None and The Living Room at the Marriott Hotel, located in the heart of Singapore's iconic shopping belt Orchard Road. In 2009, Dennis added to the diversity of nightspots offered at Clarke Quay with Mando-pop super club Shanghai Dolly, which offers up to 50 artistes in a single venue for live performances. Most recently in August 2010, Dennis opened The New Paper Sports Bar within St James Power Station, providing a vibrant meeting place for football fans to watch matches, discuss the game, and meet sports writers.

St. James Holdings Limited is now the largest employer of local and international entertainment talent in Singapore, and is listed on SGX Catalist in Singapore.

Dennis is about daring business ventures and executing big projects, while giving back to society. A member of the Tourism Working Group of the Economic Review Committee in 2002, he chaired the taskforces for Nightlife and Food & Beverage, during which he wrote the white paper for Integrated Resorts. He is currently a member of the Tourism Consultative Council. In 2009, Mr Foo co-chaired the Lifestyle taskforce for Tourism Compass 2020, lending valuable insights and expertise stemming from his many years of experience. He is a member of the Board of Governors of Singapore Armed Forces Reservist Association and a member panelist of the Pro-Enterprise Panel established by the Ministry of Trade and Industry.

For his significant contribution to the vibrancy and diversity of Singapore's nightlife scene over the years, and his dedication to growing and realising a vision for Singapore tourism, the Singapore Tourism Board is honoured to present to Mr Dennis Foo the award for Lifetime Achievement for Outstanding Contribution to Tourism.

Business Event Ambassador
PROFESSOR B.V.R. CHOWDARI
President, Materials Research Society of Singapore

Professor B.V.R. Chowdari joined the Department of Physics at the National University of Singapore (NUS) in 1981. A highly-respected academic whose research interests lie in condensed matter physics and materials chemistry, Professor Chowdari has published about 200 research papers and sits on the editorial board of a number of international scientific journals.

Recognising the need to facilitate scientific research and discussion between his Singapore and international colleagues, Professor Chowdari helped to found the Asian Society for Solid State Ionics (ASSI) and Materials Research Society of Singapore (MRS-S). He currently serves as the head of both associations. He has also been elected as the President-designate of the International Union of Materials Research Societies for 2011 - 2012, a unique honour for a Singaporean.

Beyond his substantial contribution to NUS in its academic, research and administrative aspects, Professor Chowdari has also successfully promoted Singapore as a choice business events destination in the course of his work through organising several international conferences in his capacity as head of ASSI and MRS-S. He has initiated and organised multiple association events in Singapore, most notably the biennial International Conference on Materials for Advanced Technologies (ICMAT) since 2001. This successful conference series has attracted a total of approximately 10,000 delegates over its five editions - including 16 Nobel Laureates who have also given public lectures. ICMAT 2009 is also a finalist for Association Conference of the Year in this year's Singapore Experience Awards. Having organised several bilateral and trilateral conferences together with China and India, Professor Chowdari has now taken up the organisation of ICMAT 2011 which expects the participation of 5 Nobel laureates and over 3,000 delegates. That ICMAT continues to sustain the interest of the international community to secure these delegates' repeated return to Singapore stands as testimony to Professor Chowdari's success in positioning Singapore as an ideal location to facilitate this exchange of ideas.

For his contribution in promoting Singapore as an attractive business events destination, the Singapore Tourism Board is very pleased to present the Business Event Ambassador award to Professor B.V.R. Chowdari.

Tourism Entrepreneur of the Year
EDWARD CHIA and DANNY LOONG
Managing Director and Chief Creative Director
Timbre Group Pte Ltd

Timbre Group Pte Ltd, formerly known as Ublues Group, was started by Mr Edward Chia and Mr Danny Loong in 2005. United in their passion for music and in wanting to support Singaporean musicians, Edward and Danny saw an opportunity for creating a new platform to raise the profile of the Singapore music scene, and with that the first Timbre outlet at the Substation was born. Since then, Timbre has become synonymous with local live music, providing music-loving audiences a relaxing atmosphere to hang out with their friends, and enjoy good food, music and company.

Not only have Edward and Danny grown this vision with three more Timbre outlets, they have also diversified their business with outsourced Food & Beverage operations, and music and lifestyle events.

Beyond the Timbre outlets at The Substation, The Arts House, Old School, and Timbre Mobile, Timbre fans can also choose to have the Timbre experience brought to them through the Group's catering arm, Timbre Catering, where food, drinks and/or music can be customised to suit each event's needs.

Timbre Group also run the bespoke boutique cocktail bar, Klee, in Wessex Estate. Most recently, they assumed the operation and management of the three Food & Beverage outlets at Studio M Hotel – Malted Milk, ta.ke, and espressamente illy, adding a new dimension to the Group's F&B operations.

Timbre Group has also added to Singapore's vibrant event calendar with exciting lifestyle events appealing to both locals and visitors. In 2009, they organised Southeast Asia's first beer festival, Beerfest Asia, featuring 100 beers and attracting 10,000 attendees made up of both trade and consumers. The Group plans to establish Singapore as a beer hub by bringing the concept of Beerfest Asia to other locations around the world, such as Hong Kong and London.

To complement the set-up of Beerfest, the group made a step into information technology by setting up its own e-ticketing system, BYTES. BYTES supports the Group's ticketed events, providing both event promoters and consumers a convenient and cost-effective online ticketing solution.

While Edward and Danny are always on the look out for new ideas, they continue to build on the Timbre music eco-system with the Timbre Music Academy, which was founded to cater to Singaporeans' demand for music education, providing live performance opportunities with its five live stages – the only music school to offer this.

With its diversified range of products in entertainment and F&B, Timbre Group Pte Ltd has successfully contributed to raising the profile of Singapore's music and nightlife scene. With fresh products that have raised the bar for the industry, and that appeal to both locals and visitors, they continue to strengthen Singapore's reputation as a lifestyle capital. The Singapore Tourism Board is most pleased to present Timbre Group Pte Ltd's Mr Edward Chia and Mr Danny Loong the award for Tourism Entrepreneur of the Year.

####