

**PRESS RELEASE
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**Chairman of Mileage Communications Group Awarded
Established Entrepreneur of the Year**

October 2014, Singapore – Mr Yap Boh Tiong, Chairman of the Mileage Communications Group, was recently announced as one of 13 winners in the Established Entrepreneur category of the Entrepreneur of the Year Award (EYA) 2014.

The Entrepreneur of the Year Award is jointly organised by the Rotary Club of Singapore and the Association of Small and Medium Enterprises (ASME). EYA is now into its 26th year of honouring local entrepreneurs in Singapore who have shown outstanding performance as business owners.

“The diversity of industries that our Winners come from not only reflects Singapore’s vibrant business landscape but also indicates that the entrepreneurial spirit is very much alive in Singapore. In today’s competitive business environment, cultivating different entrepreneurs is crucial as they bring in improved ideas, new innovations and perspectives that are essential to growth. We are extremely proud to have recognised these outstanding and diverse entrepreneurs this year,” said Mr Thomas Fernandez, Award Co-Chairman of EYA 2014, from ASME.

The judging process was stringent, involving detailed submission proposals which were examined meticulously, coupled with several rounds of nerve-wracking interviews and site visits - all of which are objectively assessed and evaluated by the Award Organising Committee.

The Final Judging will take place in October, during which the Overall Winner of each respective category will be selected by the Award Judging Panel, comprising distinguished businessmen, academics, senior civil servants and other invitees of high repute. Results for the Final Judging round will be announced in November during the Award Presentation Ceremony.

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About the Award

THE ENTREPRENEUR OF THE YEAR ~ A ROTARY SINGAPORE-ASME AWARD

Inaugurated in 1989 by the Rotary Club of Singapore, The Entrepreneur of the Year Award (EYA) is the oldest Award in Singapore that salutes and honours local entrepreneurs who have shown outstanding performance as business owners, be it emerging or established enterprises, in their chosen field of entrepreneurship.

In 1992, the Association of Small and Medium Enterprises (ASME) was invited to join hands with Rotary Club of Singapore as a Co-Organiser of the Award, resulting in the creation of The Entrepreneur of the Year ~ A Rotary Singapore-ASME Award.

Celebrating its 26th year, The Entrepreneur of the Year Award continues its legacy as one of Singapore's most prestigious and established business accolades where Top Entrepreneurs are showcased annually on a national platform.

About Mileage Communications Group



EYA-Established Entrepreneur 2014



Established in 1992, the Mileage Communications Group is a leading full-service strategic marketing communications and PR consultancy. It is also the premier crisis communications consultancy in Singapore. Headquartered in Singapore, the Group comprises 15 offices across nine countries with branch offices in China (Shanghai), India (New Delhi, Mumbai, Bengaluru, Chennai and Kolkata), Indonesia (Jakarta), Malaysia (Kuala Lumpur), Myanmar (Yangon and Mandalay), South Korea (Seoul), Thailand (Bangkok) and Vietnam (Hanoi and Ho Chi Minh City). The Group has an established track record in servicing clients across seven core strategic practices, namely Consumer/Lifestyle, Corporate/Finance, Healthcare/Pharmaceutical, Infocomm Technology, Shipping, Crisis Management and Sports.

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