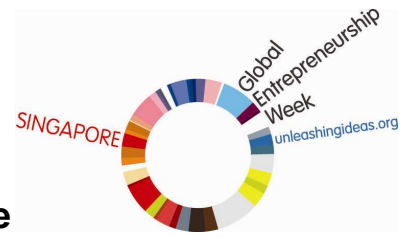


Media release – embargoed until 22 September 2009



Regional Youth Challenge to develop innovative business solutions
Singapore hosts Global Entrepreneurship Week for second year running

22 September 2009 – Today marks the start of the inaugural Asia Pacific Enterprise Experience (APEE) competition, organised by the NUS Enterprise and the Action Community for Entrepreneurship (ACE), in partnership with selected enterprises in Singapore. This is a regional competition where youths from Singapore and neighbouring countries compete to provide the most innovative and practical solutions to a challenge posed by a business enterprise. The organisers hope to encourage innovation and entrepreneurship among youths, by engaging them in solving real-world business challenges. This year, two enterprises have been selected for the APEE: Sakae Sushi and bYSI.

Co-hosts:



Sakae Sushi is inviting youths to critically review the sushi restaurant's existing range of products, and its relation to consumer purchasing habits. Interested participants must propose new items or creatively repackage existing products in a manner that will enhance Sakae Sushi's branding across geographical boundaries.



"Sakae Sushi is delighted to be one of the first enterprises to take part in the Asia Pacific Enterprise Experience. We look forward to receiving the various proposals from around the region and to see how these ideas can contribute towards our vision of becoming a global F&B brand," said Mr Douglas Foo, CEO and founder Apex Pal International Ltd, which owns and operates Sakae Sushi. Sakae Sushi is a family-oriented conveyor belt sushi restaurant, which has grown into a global chain of more than 70 outlets throughout Asia.

bYSI will be challenging youths to develop a marketing plan, to boost the company's penetration into the Asia Pacific region. This will involve analysing product suitability, recommending a customised range to suit local fashion markets, proposing an appropriate pricing structure, suggesting suitable retail malls for bYSI outlets and suggesting a media plan to help boost brand awareness.

"Being Singapore's very own fast fashion brand, bYSI is honoured to be selected for the Asia Pacific Enterprise Experience. We look forward to working with the winning team on implementing their proposal. This challenge will bring us closer to our young and trendy target audience," said Mr Tan Yew Kiat, Founder and Managing

Director of bYSI International Pte. Ltd. bYSI aims to bring the latest runway styles to women around the globe and has 28 stores around the region.

There will be two sets of winning individuals or teams (up to a maximum of 3 participants) - one for each enterprise. The winners will receive a cash prize of S\$1,000 and a one-week internship with the enterprises. The challenge opens today and submissions can be made at www.gew-apee.org until 30 October 2009. The winner will be announced during Global Entrepreneurship Week (GEW) 2009.

These two real life case studies will help participants develop their business acumen, critical thinking and marketing skill sets, which are necessary for any young entrepreneur. The APEE is one initiative that falls under GEW 2009.

Global Entrepreneurship Week 2009 – motivating and inspiring the next generation of entrepreneurs

GEW 2009 will be held from 16-22 November 2009. GEW is the world's largest single event to celebrate and promote innovation, entrepreneurship and creativity globally. Already more than 80 countries have signed up, including Singapore. NUS Enterprise and ACE have come together to co-host GEW in Singapore for the second consecutive year.

This year, GEW will focus on the youth. Activities will be organised to inspire a new generation of young entrepreneurs. NUS Enterprise and ACE are bringing together more than 25 local partners, to organise a variety of activities. See Annex 1 for the list of organising partners.

“Besides reaching out to students, we are also leveraging on the alumni groups of the various Institutes of Higher Learning, to reach out to newly employable youths, and professionals already in the workforce. Through the range of activities and initiatives happening during Global Entrepreneurship Week, we hope to open up the youths' minds to consider entrepreneurship as a possible career option,” said Dr Lily Chan, CEO NUS Enterprise.

“Entrepreneurship is a key driver of long-term economic growth and employment. ACE, together with our public and private sector partners, has introduced many initiatives to promote entrepreneurship among the youth and help raise a new generation of entrepreneurs in Singapore. Global Entrepreneurship Week is part of this effort to further increase awareness of entrepreneurship among the youth, said

Ms Elim Chew, Co-Chairperson, Culture & Education Action Crucible, Action Community for Entrepreneurship.

Last year, more than 5 million people participated in over 15,500 entrepreneurial activities in 101 different countries during GEW. In Singapore, some 40 events were organised, involving more than 12,000 participants ranging from 8-year-olds to those in their 70s.

- end -

To find out more, visit: www.entrepreneurshipweeksg.org (Singapore website) or www.unleashingideas.org (Global website). Interested participants or industry partners should contact Jolia Tan, NUS Enterprise, at jolia@nus.edu.sg or Tel: (65) 6516 8461.

Media enquiries should be directed to:
Chan Yiu Lin
Consultant, NUS Enterprise
Mobile: (65) 9-7655897
Email: yiulin@starhub.net.sg

About NUS Enterprise

NUS Enterprise was established in 2001 as a University-level cluster to provide an enterprise dimension to NUS teaching and research involving the University's students, staff and alumni. The functions of the Enterprise Cluster complement the academic cluster of the University to nurture talents with an entrepreneurial and global mindset. NUS Enterprise promotes the spirit of innovation and enterprise through Experiential Education, Industry Engagement & Partnerships and Entrepreneurship Support. For more information, visit www.nus.edu.sg/enterprise

About Action Community for Entrepreneurship

The Action Community for Entrepreneurship (ACE) is a movement that involves both the private and public sectors to create a more entrepreneurial environment in Singapore. ACE seeks to be a change agent in building a more pro-enterprise environment through the facilitation of discussion, debate and recommendations on the regulatory framework; changing culture and mindset; improving access to finance and facilitating networking. For more information, visit www.ace.sg

About Global Entrepreneurship Week

Global Entrepreneurship Week will encourage youth to think big, to turn their ideas into reality, and to make their mark. From 16-22 November 2009, millions of young people around the world will join a growing movement to generate new ideas and to seek better ways of doing things. Thousands of activities are being planned in more than eighty countries from around the world. Global Entrepreneurship Week is founded by the Ewing Marion Kauffman Foundation and the Make Your Mark campaign; sponsored by NYSE Euronext, IBM and Ernst & Young. To learn more, visit www.unleashingideas.org

Annex 1 – List of organizers for GEW

Organisers and co-hosts:

- 1) NUS Enterprise
- 2) Action Community for Entrepreneurship

Supported by:

- 1) SPRING Singapore

Industry partners:

- 1) Association of Malay Entrepreneurs (KESUMA)
- 2) Association of Small and Medium Enterprise
- 3) Azione Capital
- 4) Business Angel Network (S.E.A.) Limited
- 5) Ernst and Young
- 6) Exoro Pte Ltd
- 7) Institute of Technical Education
- 8) Junior Achievement Singapore
- 9) MoneyTree Singapore
- 10) Nanyang Polytechnic
- 11) Nanyang Technological University
- 12) Ngee Ann Polytechnic
- 13) NTUC Club - nEbO
- 14) NUS Business School Alumni Association
- 15) Outram Secondary School
- 16) Project Senso
- 17) Republic Polytechnic
- 18) Silver Co-op
- 19) Singapore Polytechnic
- 20) Spirit of Enterprise
- 21) Start-Up@Singapore (which is organised by the NUS Entrepreneurship Society, with support from NUS Enterprise and the NUS Business School)
- 22) Take the Stage LLP
- 23) Talentpreneur Hub and Youth Enterprise Academy
- 24) Temasek Polytechnic
- 25) The University of Adelaide (Singapore)
- 26) Young Entrepreneur Network @SCCI & abangabu.com