



How to become a NEW entrepreneur

Mr Clinton Ang is the Managing Director of one of the longest-standing companies in the wine industry and holds chairmanship in 15 companies. He has been recognized by the Australian Chamber of Commerce and the Australian Trade Commission for his business savvy, when it made an exception in 2001 to confer on a non-Australian the Young Achiever Award. Till today, Clinton still devotes his time and energy to society. He has been a grassroots leader at the Joo Chiat constituency since 2007 and sits on the Tampines Town Council Finance Committee

The key objective of this month's McDonald's - Singapore Youth Award Youth Inspirational Series was to tap into the potential of the youth and obtain business ideas from them. Hence, Clinton first made them brainstorm possible business ideas, with a focus on family-owned business, seeing as Hock Tong Bee was a family business. He wanted the youth to think of businesses that their parents owned and see what could be changed or improved. This served as a nice way for him to break the ice and spur the youths into action at the same time!

www.heartware.org

"ENGAGE, INSPIRE, TRANSFORM!"

Friday, 27 May 2011 @ Flow, *Scape Youth Centre



McDonald's™
SINGAPORE YOUTH AWARD
INSPIRATIONAL
SERIES 2011

SPEAKER Mr Clinton Ang

SYA 2009 AWARDEE, ENTREPRENEURSHIP
Managing Director; Cornerstone Wines
Hock Tong Bee Private Limited

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... if it is not from the heart, it is not worth doing ...

Heartware Network is a charitable youth organisation that seeks to inspire our youths to make a difference by serving others from the HEART!

Thereafter, Mr Ang started his inspirational speech, using both his life and the journey of Hock Tong Bee from creation to present to bring across many life lessons and useful business skills.

Through the description of the problems he faced in taking over the family business from his ailing father, he outlined several things that make an entrepreneur successful.

- 1) The ability to separate personal matters from business 2) Discipline 3) Courage to try 4) Constant Innovation 5) Timing 6) Passion 7) SYSTEMS (Save yourself some time, effort, money and stress)**

His entertaining speech which weaved romance, mystery and little colloquialisms ensured all present, from ages 14 and up, were able to relate, enjoy and yet still learn these valuable lessons.

He also guided the students what to look out for when they run their business. The first thing he emphasized was differentiation of product, the importance of finding a niche in the market that they could fill in order to ensure they have the comparative advantage. Next, he emphasized the importance of constant renewal of leadership, to ensure that there are capable people available to step in as and when needed.

Lastly, he also stressed the necessity of having the courage to keep trying, regardless of how many times one gets shot down.



In his words “The doors will be open, but you have to be there. And more importantly, you have to knock; do not expect the door to open for you if you do not knock.”

After his speech, he encouraged the students to revise their business ideas, using the lessons that he had imparted before sharing them with the rest of the participants. Several interesting and viable ideas were floated during the sharing session and Mr Ang gave his feedback and helped to refine their ideas.

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Students sharing their 'out of the box' creative business idea with the rest



A participant representing his group is presenting their group business plan and Mr Ang is always ready to give advice.



Students sitting on the floor - an informal and inspiring talk series like no other!



For example, one student from Victoria Junior College proposed the idea that we make use of Singapore's many rooftops to grow our own vegetables instead of the plain greenery we have there now. Not only does it still provide the aesthetic factor, we would also be able to reduce our reliance on imported food crop. Another student from Temasek Polytechnic suggested finding ways to cater to the emerging 'silver' market such as the setup of eldercare centers. These centers would not be the same as old folk's homes but rather more similar to the concept of community centres specifically for the elderly.

The sharing session clearly showed all present the creativity, resourcefulness and passion of the youth. Their ability to look at the market now, even without any formal business training and come up with business ideas that are viable and relevant to their generation is clearly a hidden resource waiting to be tapped on.



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We hope all the participants enjoyed the session and that they took with them Mr Ang's mantra of **"The greatest pleasure in life is doing what others say you cannot do!"**

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MAKE A SOCIAL INVESTMENT TODAY!

It costs **close to S\$800,000**, about **\$10 an hour**, to run our youth development programmes for one year but almost priceless to see lives transformed. Your consideration to generously support us will enable our charity to develop more youths through our

Youth Development, Youth Leadership & Youth Entrepreneurship

programs and develop a community spirit that seeks to give and not receive.

Heartware Network has an Institution of Public Character status under the Commissioner of Charities and has achieved higher transparency by giving donors like you real-time online access to our financial records.

Visit us at www.heartware.org

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AKSAAS

incubated by

Exploit Technologies



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The participating schools are:

01. Anglo-Chinese School (Barker Road),
02. Bedok View Secondary School
03. Commonwealth Secondary School
04. Mayflower Secondary School
05. Nan Hua High School
06. Ngee Ann Polytechnic
07. NTU-NIE
08. Raffles' Girls School
09. Temasek Polytechnic
10. Victoria Junior College

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