

ENTREPRENEURSHIP (INDIVIDUAL) MR KENT TEY ENG ANN



"Dare to dream. Nothing is impossible."

Easily the most recognised name in corporate gifts, premiums and incentives, Mr Kent Tey's is the story of sheer tenacity overcoming challenging obstacles. With an early beginning as an entrepreneur just after finishing his National Service, Mr Tey founded Keracker Promotions and Advertising. With just \$10,000 in start-up capital, Mr Tey displayed his business prowess by switching to the corporate market, marking a beginning that took him to new heights of success.



The Gift Of Success

From \$3.4 million in 1998, Keracker Holding Pte Ltd increased turnover by tenfold to \$42 million in 2000. Achieving much success through innovation and differentiation from competitors, Keracker offers Total Promotions Solutions (TPS), a service which integrates supply, management and marketing into one seamless package. And since 1990, Keracker Holding has seen success in brand licensing, acquiring several famous designer names.



Making It Big

- 7th placing in Enterprise 50 (E50) Awards and Shining Star Award, 2001
- Included in Singapore SME for 3 consecutive years, taking a gigantic leap from 435th position in 1999/2000 to 22nd position in 2001/2002
- Named Promising SME in 1995



The Active All-Rounder

Mr Tey is a recognised driving force in volleyball, being the Vice-President of the Singapore Volleyball Association since 2000, and grooming his own champion Keracker Volleyball Team. He was the Chairman of the Gifts and Incentives Business Association of Singapore, and has been active in various community work.