

## **SINGAPORE YOUTH AWARDS 2003**

### **ENTREPRENEURSHIP (INDIVIDUAL)**

#### **MR DOUGLAS FOO PEOW YONG**



*"I prefer to take the prudent route when it comes to finances, where if you have a dollar, don't do a two-dollar business."*

Mr Douglas Foo is synonymous with the award-winning Apex-Pal International, and the Sakae Sushi brand name.



Founded as a garment trading business in 1996, Apex-Pal has successfully diversified into a Food and Beverage group comprising renowned chains such as Sakae Sushi, Crepes & Cream, Black Tea Box and a catering arm, Nouvelle Events. The home-grown Sakae Sushi chain, which has expanded into Thailand and Indonesia and is venturing beyond the region, was awarded the Singapore Franchise Mark in 2001.



Apex-Pal's pioneering innovations include the patented portable conveyor-belt sushi system for both indoor and outdoor catering, the Interactive Menu System, and vitamin E enriched sushi rice. In 2002, just five years in the business, Apex-Pal achieved a turnover of \$23 million and was ranked 29th in the Enterprise 50 Awards.

Apex-Pal adopted the Movement for the Intellectually Disabled of Singapore (MINDS) as its official charity in 2001. It raised \$6,000 for MINDS when Sakae Sushi's 18 chefs made Singapore's longest California Maki sushi. Sakae Sushi and Nouvelle Events also hosted an educational tour for some 20 beneficiaries from MINDS.



Douglas was named the Top Entrepreneur of the Year 2002 by the Association of Small and Medium Enterprises (ASME) and the Rotary Club of Singapore. He received Merit Award for the Yazhou Zhoukan Chinese Entrepreneur Award 2002. The Junior Chambers of Singapore also named Douglas an Outstanding Young Person in 2002.

For his exceptional entrepreneurial achievements and notable service to the community, Mr Douglas Foo is conferred the Singapore Youth Award 2003.