

SINGAPORE YOUTH AWARDS 2008
MEDAL OF COMMENDATION

ENTREPRENEURSHIP (INDIVIDUAL)

MR DOUGLAS FOO PEOW YONG



“To build a successful brand takes clear vision, guts and perseverance. To stay ahead and win the race, we must constantly innovate, strategise, take calculated risks and have a committed team who can make it happen.”

Mr Douglas Foo was conferred the Singapore Youth Award (SYA) for Entrepreneurship in 2003. Since then, he has continued to lead and grow a dynamic business to new heights while actively contributing to the community. In 2004, he received the prestigious ASEAN Youth Award for his contribution to youth and entrepreneurship.

Under his leadership, homegrown company Apex-Pal International has continually conquered new ground, creating innovative concepts and seeking new markets to stay competitive in an intensely demanding food and beverage industry. Locally, it has added new brands like Sakae Teppanyaki, Hei Sushi (Singapore’s halal conveyor belt restaurant) and award-winning Sho-U, amongst many others, to its stable of restaurants.



Internationally, the business has expanded rapidly. His company’s flagship brand, Sakae Sushi, has more than 80 outlets worldwide. With the opening of the first outlet in New York City in January 2008 and plans for more outlets worldwide, Sakae Sushi is geared towards achieving global brand recognition. For his outstanding management

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actions in the food and beverage industry, Douglas received the 6th International Management Action Award in 2007.

Despite a hectic life running a successful business, Douglas has continued to devote precious time and energy to an impressive array of community roles. He



has served on more than 30 advisory boards and donated generously to various charity causes. In 2007, he was conferred the Public Service Medal for his active involvement in the Radin Mas Community Club Management Committee.

Douglas has also represented Singapore in several overseas forums and shared his insights and experience with young people at seminars and conferences.

For his continued entrepreneurial excellence, and for inspiring youths at significantly higher levels after being awarded the SYA, Mr Douglas Foo is conferred the Medal of Commendation 2008.