

**INVESTITURE CEREMONY FOR THE
2007 NATIONAL DAY AWARDS
AND
PRESENTATION OF THE GOING THE EXTRA MILE SERVICE (G.E.M.S)
AND COMMENDATION AWARDS**

Minister for Trade and Industry, Mr Lim Hng Kiang, presented officers in the Ministry of Trade and Industry (MTI) with the 2007 National Day Awards today. This year, the MTI family has a total of 71 recipients for the Commendation Medal (2), the Efficiency Medal (6) and the Long Service Medal (63).

2. The Commendation Medal is awarded to selected officers who have shown special performance under difficult circumstances, competence and devotion to duty. The Efficiency Medal is given to officers who have shown superior performance, consistent diligence and dedication in their work. The Long Service Medal is presented to public officers with at least 25 years of service in recognition of their service and contributions to Singapore.

3. Minister Lim also presented the Going the Extra Mile Service (G.E.M.S) and Commendation Awards at the ceremony. The Ministry has 37 recipients for these awards. The GEMS and Commendation Awards are given to recognise officers who have consistently delivered service that is of excellent quality. It also aims to inspire the rest of their colleagues to do likewise and reinforce the importance of providing good service.

4. Write-ups on some of the recipients are attached at Annex.

5. The Ministry of Trade and Industry congratulates all recipients and thanks them for their contributions.

**Ministry of Trade and Industry
28 November 2007**

Annex

71 MTI Officers accorded the National Day Awards for their contribution to the Public Service

Minister for Trade and Industry, Mr Lim Hng Kiang, presented officers in the Ministry of Trade and Industry (MTI) with the 2006 National Day Awards today. This year, the MTI family has a total of 71 recipients for the Commendation Medal (2), the Efficiency Medal (6) and the Long Service Medal (63).

The Commendation Medal is awarded to selected officers who have shown special performance under difficult circumstances, competence and devotion to duty.

The Efficiency Medal is given to officers who have shown superior performance, consistent diligence and dedication in their work.

The Long Service Medal is presented to public officers with at least 25 years of service in recognition of their service and contributions to Singapore.

**Balasandran s/o Kandasamy, Sentosa Development Corporation
[Efficiency Medal]**

If a guest on Sentosa sought help in searching for a lost item on the island, he would probably have met Balasandran or one of his team members from the Sentosa Development Corporation (SDC). Balasandran has been working for SDC for the past 14 years and is currently an executive in the Loss Prevention department. Throughout his employment with SDC, he has received numerous commendations from guests, thanking him for his efforts in retrieving their lost belongings and providing excellent guest services. He is a disciplined and responsible employee, committed to doing his best on the job and maintaining a high standard of work performance.

Balasandran also possesses good leadership skills, instilling a cohesive spirit within his team and constantly providing guidance to its members. With his consistent good performance, he is a role model worker and a source of inspiration to his peers and subordinates.

**Rosman Bin Jellanie, JTC Corporation
[Long Service Medal]**

Being in the Facilities Management Section for 30 years, Rosman has put in much effort in the upkeep of the M&E equipment in The JTC Summit. As a result, there have not been any major breakdowns or disruption of building

services. Besides being diligent in his work, Rosman believes in attending to customers' requests personally to understand their needs and problems.

He has contributed good suggestions pertaining to his area of work. One very good suggestion is making use of the discharged air from the air-conditioning to cool the lift motor room. This helped to minimize lift breakdown problems.

Among his key contributions are monitoring operations and carrying-out regular inspection/testing of the various M&E systems in JTC Summit, supervising term contractors on routine servicing/maintenance work and ensuring maintenance schedules and safety measures are strictly followed, and providing technical support to various JTC Departments and tenants in JTC Summit.

Ministry of Trade and Industry Honours its Officers for Outstanding Customer Service

In promoting international trade and facilitating the development of our industries, MTI officers are in constant contact with customers from all walks of life. To ensure that all our customers have a positive experience, many of our officers go the extra mile when acceding to their requests and needs.

37 officers were recognised for their exemplary service delivery and received the Going the Extra Mile (GEMS) award from the Minister for Trade and Industry, Mr Lim Hng Kiang, at an award ceremony on 28 November 2007.

The stories of some of two award recipients are highlighted below:

Elynn Tan, SPRING Singapore

From government assistance schemes to living quarters housing foreign workers, Elynn Tan, a customer service officer with EnterpriseOne, attends to a variety of queries that SMEs face every day. Sometimes, the questions span across different government agencies, but the 28-year-old takes it all in her stride and has, in fact, received numerous compliments from customers.

On one occasion, Elynn attended to a frustrated caller from an SME. She had made numerous calls to different agencies and was exasperated when she was unable to speak to anyone who could help with her query. After Elynn heard her out, she not only put her in touch with the relevant officers but also helped compile the information she required. The caller was pleasantly surprised by Elynn's prompt service and helpfulness. She complimented that such service personnel are the backbone in enhancing Singapore's pro-business environment and the reason why investors would be willing to come to Singapore.

Kevin Dragon, Singapore Tourism Board (STB)

As principal education counselling officer at the Singapore Tourism Board's Singapore Education Services Centre, Kevin Dragon is responsible for handling the bulk of walk-in enquiries and feedback from international students and parents on services provided by our Private Education Organisations (PEOs). There have been several occasions where Kevin has gone the extra mile to help students in distress. His proactive attitude and quick thinking have often turned an unpleasant situation around, replacing any negative impressions and experiences with positive ones.

In one instance, he was approached by a Vietnamese customer to help with a legitimate request for a course refund from a PEO. Kevin's persistence in

speaking with one of the PEO's senior management staff enabled the situation to be investigated thoroughly. A course refund was made and the situation was settled amicably. Kevin's timely intervention was also appreciated when a Thai customer was exasperated at a PEO being unable to obtain a student pass for his son. Kevin initiated a request with the Immigration & Checkpoints Authority (ICA) which paved the way to clear the miscommunication between the PEO and ICA, and the student pass was issued after two weeks.