

HONOUR *Singapore*

EMBARGOED TILL 7PM ON 5 AUGUST 2014

**WELCOME ADDRESS BY MR LIM SIONG GUAN
CHAIRMAN OF HONOUR (SINGAPORE)
DURING THE LAUNCH OF HONOUR (SINGAPORE) ON 5 AUGUST 2014**

Mr Heng Swee Keat, Minister for Education,

Ladies and Gentlemen.

A warm welcome to the launch of Honour (Singapore). Thank you everyone for joining us in this celebration of hope and affirmation for Singapore. Your presence this evening is so very encouraging. We hope you will find the event both inspiring and worthy of your time and support.

Some months ago, a few of us were wondering what we could do to help advance the well-being of Singapore as we contemplate celebrations for 50 years of independence. This is not just for the benefit of Singaporeans today, but for the benefit of the generations of Singaporeans to come. What could we do that will help make our nation a worthy place for our children and grandchildren to grow in and to shape their future?

We are not the government, so our reach and our resources of money and people will always be limited. But if we could think of a cause that can draw together many Singaporeans, a cause that touches their hearts and also builds on their instincts of what is good and what is right, we believe we would be able to do the good we seek. Our gathering and celebration today is testimony of the support that lies in the hearts of so many Singaporeans for leaving a worthy legacy that will live on beyond their lives.

As so much public discussion was taking place on how to celebrate Singapore's 50 years of independence next year, our thoughts turned to trying to understand what has made Singapore succeed over the years, and what would help Singapore succeed in the years to come. Honour (Singapore) was thus born as a non-profit enterprise to promote a culture of honour and honouring in our land. We believe that being a people of honour, whose word can be trusted, who can be relied on to deliver on our promises, is the most basic reason for Singapore's success all these years. Nothing else can explain why so many foreign investors should place their money in Singapore. And all will be lost for Singapore if this virtue of honour and trustworthiness, which makes us stand out among the nations, is forgotten along the way.

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Honour (Singapore) expects to engage a broad spectrum of Singapore society - schools, families, businesses, workplaces and community groups - through talks, conferences, and other events, to spread the message that a culture of honour and honouring is fundamental for success in many aspects of life. We expect to conduct various engagement programmes on applying honour in daily living, namely, "Leading with Honour," "Living with Honour," "Loving with Honour," and "Learning with Honour."

It is very much a privilege for us this evening to have Mr Heng Swee Keat, Minister for Education and Minister in charge of the SG50 celebrations, as our guest of honour. We look forward to his wise counsel and encouragement.

At this point, I would like to introduce to you the members of the Board of Honour (Singapore) and also the members of our Panel of Community Advisors, a very important group of people who will help us get our national message of honour and honouring across to the various ethnic and religious groups in Singapore. These are men and women of stature whose standing in business and the community will offer us wisdom and guidance as we reach out to the whole Singapore community.

Besides myself, the Board of Directors comprises Mr Jason Wong, our Executive Director, Mr Khoo Oon Theam, Mr Georgie Lee, and Mr Richard Magnus.

We will next introduce to you our Panel of Community Advisors in the short follow-on video. Chairing the panel is Mr Philip Ng, and the members are Ms Janet Ang, Ms Claire Chiang, Mr Chua Tian Poh, Mrs Fang Ai Lian, Mr Laurence Lien, Mr Andy Lim, Mr Mohamed Alami Musa, Mr Zainul Abidin Rasheed, and Dr Edwin Thumboo.

Thank you, our friends, supporters and encouragers on this journey we are embarking on today. We look forward to your continued support as we do our bit for the survival and success of our nation.