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IES UPDATE

Mark Tan – Raising IES Profile, The Entrepreneurial Way

Even though Mark Tan has garnered several prestigious awards including the Singapore Prestige Award for Promising Brand, Entrepreneur of the Year award by the Association of Small and Medium Enterprises, and was a finalist in this year's Emerging Enterprise 2011 Awards, he has kept his feet firmly on the ground and has not veered away from his focus on raising the profile of engineers in Singapore. That's one reason why he joined the Institution of Engineers, Singapore (IES).

Mark is currently an IES Council member and the Chairman of the Facilities Management Technical Committee. He hopes that through his involvement with the Council and Technical Committee activities, he will be able to engage the community at large to better understand the important role that engineers play in today's society.

Mark is like an 'ambassador' of



Mr Mark Tan.

IES and does not shy away from any opportunity that could raise the status of IES or its members to decision-makers that he may come across during the course of his work. According to Mark, it is through these exchanges that companies will come to realise

that IES actually represents people from various types of engineering companies in Singapore offering a multitude of engineering products and solutions.

Rome was not built in a day and Mark understands this point because he knows that what he is doing now will not result in a quantum leap overnight in terms of the profile of IES as building the brand name takes time and commitment and on-going efforts. But, to him, every little effort counts. He will take a Triple P approach in helping IES members – Packaging, Promotion and Partnerships – so that the core competencies of the latter can stand up and be noticed.

With Mark's passion and entrepreneurial way of building up the brand name and image of IES and its members, that is already an award-winning formula of bringing the association's recognition to the next level. TSE