



MEDIA RELEASE

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HYDROEMISSION WINS BEST INNOVATION AWARD AT EMERGING ENTERPRISE 2011

Hydroemission Revolutionary Nanotechnology Has Helped to Give It a Leg-up Over Its Competitors



HYDROEMISSION

Hydroemission is a knowledge intensive venture, established in 2003 following the intuition that high-end controlled release technologies used in pharmaceuticals can be profitably applied to industrial and consumer applications to improve treatment effectiveness, reduce environmental pollution, and cut costs.

Hydroemission's value proposition is supported by a proprietary biodegradable polymeric matrix, able to encapsulate active ingredients ranging from chemicals to biological agents, in solid, liquid or gel states. When applied to the environment and upon onset of a trigger (water flow, air flow, temperature or pH) the matrix activates to continuously release the Active Ingredient for a predetermined duration.

The technology's flexibility allows Hydroemission to engage in fields as diverse as water treatment, microorganisms, aquaculture, pest control, scent marketing and sanitation.

EMERGING ENTERPRISE 2011 (EE2011)

Now in its fourth year, EE2011 saw the number of applications grow twofold, as compared to 2010. The awards continue to attract applicants from a myriad of industries, including fashion, education, food and beverages (F & B), media, electronics and engineering and the environment sciences. A number of submissions were also received from up-and-coming players in the green and recycling industries.

EE2011 is, to date, Singapore's only annual entrepreneurial award that reaches out to younger and smaller businesses which are up to 10 years old and have annual sales



turnover of \$10 million or less per annum. It is jointly organised by The Business Times, and OCBC Bank, and supported by SPRING Singapore, NUS Extension and Acorn Marketing and Research. SingTel is the presenting sponsor for the two Best Innovation Awards, while RSM Chio Lim is the official auditor for EE2011.

Introduced in 2010, Best Innovation Award recognises our winners' spirit of innovation and originality in business concepts. Each winner has received \$30,000 worth of business infocomm technology solutions sponsored by SingTel, and an additional S\$100,000 interest-free loan from co-organiser OCBC Bank.

QUOTES FROM PANELISTS

Mr Tan Chor Sen, Head of Emerging Business, Enterprise Banking, OCBC Bank said: "They have demonstrated that business size does not matter when it comes to true entrepreneurship. In fact, being small in size has allowed them to be nimble, think out of the box and expand beyond Singapore. We are confident they will continue to push boundaries and take their businesses to new heights."

Ms Chew Mok Lee, Group Director, Enterprise & Innovation, SPRING Singapore, said: "They have demonstrated significant developments in their businesses despite their tender years, and I am confident they are well on track to scale greater heights. SPRING Singapore will continue to work with them as they seek new growth opportunities."

Mr Kaka Singh, Chairman, RSM Chio Lim LLP, said: "Young entrepreneurs, innovative business models and the sprouting of businesses in emerging sectors like green businesses."

Mr Danny Lai, Country Business Manager for Acorn Marketing and Research in Singapore, said: "It is interesting how some have cleverly leveraged on Singapore's unique strengths and resources to build their reputation as global players. We can see that these entrepreneurs are not just visionaries but astute businessmen with the ability to commercialize their idea/vision in the market space they seek to occupy."

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