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TO: THE NEWS EDITOR

FOR IMMEDIATE RELEASE

MOT FAMILY UNVEILS BEACON SCHOLARSHIP

18 recipients at the inaugural MOT Family Scholarship Ceremony

1 The MOT Family today unveiled the “Beacon Scholarship”, a new umbrella brand to collectively profile the scholarships offered by the Civil Aviation Authority of Singapore (CAAS), Land Transport Authority (LTA) and the Maritime and Port Authority of Singapore (MPA). A fact sheet on the Beacon Scholarship is at [Annex A](#).

2 Mr Raymond Lim, Minister for Transport and Second Minister for Foreign Affairs, awarded the congratulatory certificates to the first batch of 18 recipients under the Beacon Scholarship at the inaugural MOT Family Scholarship Ceremony today. The recipients will be pursuing disciplines relevant to the diverse work of MOT, ranging from engineering, geography, international relations and economics to law. A profile of this group of recipients is at [Annex B](#).

3 Speaking at the ceremony, Minister Lim highlighted the importance of having a pool of talent across many disciplines in the face of challenges present in the three transport sectors. “The MOT Family needs to bring in some of the best young people to bring the transport sector to the next level. We are therefore offering scholarships to promising young people like our recipients today, as well as hiring fresh and mid-career recruits from both the public and private sectors,” he said.

4 Scholars were put through the first run of the MOT Scholars’ Orientation Programme in early July. During this five-day programme, the scholars learn more about the work that is done not only by the Statutory Board that they will be working in, but also that of MOT and the other Statutory Boards in the MOT Family.

5 Giving his views on how the scholarship would benefit him, Mr Bensen Koh, a CAAS scholar who will be pursuing his studies in Brown University (US) said: “The scholarship offered by CAAS provides me with a career that is in line with my interest. A career with CAAS allows me to venture into a wide spectrum of aviation-related areas ranging from aviation safety regulation, aviation policy formulation to international relations with the aviation community.”

6 Ms Quincy Kwek, a MPA scholar who will be pursuing a degree in maritime studies in the Nanyang Technological University of Singapore noted: “The maritime industry encompasses much more than the term ‘maritime’ suggests, which first only struck me as shipping alone. MPA is definitely a fresh and interesting place for me to explore and further develop my interest in maritime.”

7 For LTA scholar Mr Jerrold Thong, who will be pursuing his undergraduate degree in Engineering with Business Finance (Mechanical) in University College (UK), the myriad of opportunities for exposure in a huge organisation like LTA was what attracted him in the first place to take up the LTA undergraduate scholarship. “Many Singaporeans take public transport on a daily basis and so do I. Joining the LTA allows me to learn what goes behind the scenes in developing an efficient land transport system in Singapore. More importantly, it also gives me the opportunity to make a positive difference in the lives of my fellow Singaporeans,” he said.

Enclosure: (i) Fact Sheet on Beacon Scholarship
(ii) Profile of Recipients under Beacon Scholarship for 2010

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Fact sheet on Beacon Scholarship



The Beacon Scholarship is an umbrella brand conceptualized to collectively profile the scholarships offered by the three Statutory Boards under the Ministry of Transport, namely the Civil Aviation Authority of Singapore (CAAS), the Land Transport Authority (LTA) and the Maritime and Port Authority of Singapore (MPA).

Name Rationale

A beacon, in its literal sense, is a hazard-alerting and direction-guiding instrument used in all 3 sectors of transport. Yet its purposefulness transcends the simplicity of its role: a beacon, by the very role it plays, is in fact a reference point and a guiding light. To the extent that role-modeling and vision express the quintessence of leadership, a scholarship name that connotes 'a reference point and guiding light' brings to mind what we expect of leadership.

MOT scholars must demonstrate best-in-class leadership so that others may take bearings from them as the visionary 'reference point' and look to them as the inspirational 'guiding light'. To exemplify such leadership, MOT scholars must possess strong intellectual and emotional attributes in the 'whole-of-person' sense to inspire and to engage.

The name 'Beacon' would also allow MOT to claim a distinctive identity for its scholarship as beacons span in applications across the land, sea and air domains. It provides a uniquely 'transport' proposition for the MOT Family Scholarship brand.

Logo Rationale

The logo is a graphic representation of a beacon that illuminates brightly. The value proposition of the Beacon Scholarship is captured in the distinct burst of energy represented by the colourful and creative rays of the logo.

The colours used are the corporate colours of MOT and its agencies – CAAS, LTA and MPA. Lime green is used to portray the beacon itself both as an inspirational reference point and the source of guiding light.

The overall look projects a star-like symbol which captures the attributes of *Prestige*, *Promise* and *Progression* of the Beacon Scholarship. The star itself symbolises the distinction and well-rounded accomplishments of Beacon Scholars.

Annex B

Profile of Recipients under Beacon Scholarship for 2010

(A) Number of Recipients under Beacon Scholarship for 2010

Statutory Board	Number
Civil Aviation Authority of Singapore (CAAS)	3
Land Transport Authority (LTA)	6 [#]
Maritime and Port Authority of Singapore (MPA)	9
Total	18

[#] The number includes 2 post-graduate scholars

(B) Number of Recipients under Local / Overseas Scholarship Programme

Statutory Board	Overseas	Local	Total
Civil Aviation Authority of Singapore (CAAS)	2	1	3
Land Transport Authority (LTA)	4	2	6
Maritime and Port Authority of Singapore (MPA)	6	3	9
		Total	18

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