



NEWS RELEASE

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Speech by LT-GEN Bey Soo Khiang, Chief of Defence Force at the Launch of the Singapore Armed Forces Music and Drama Company Logo

22 Oct 1998

MDC has come a long way from its genesis in 1973 when it was formed with the blessing of the then Defence Minister, Dr Goh Keng Swee. At its formation, MDC was tasked with the mission to boost the morale of soldiers and to communicate MINDEF and national education messages through entertainment. While MDC's role has not changed fundamentally, it has and will continue to play an important role in promoting Total Defence and boosting the morale of our soldiers through entertainment.

The strength of Singapore's multi-faceted society lies in our investment in Total Defence, the belief that every individual has a role to play in the defence of Singapore. Teaching Singaporeans the fundamental values of loyalty to home and country is a challenging task, which MDC does, and does well. Through its artistic depictions of our defence force, the Music & Drama Company strikes a common chord in the heart of the Singaporean soldier.

Besides achieving and maintaining its core mission, there are quite a few delightful spin-offs. One such spin-off is the role played by MDC in nurturing some of Singapore's best artistic talents. Singapore's ambassador of pop, Dick Lee, and acclaimed director Glen Goei both passed through the halls of MDC. MDC is also the longest running show company in Singapore with the talents of dedicated alumni like Najib Ali and Jack Neo. We have recently seen a new generation of stars like Sheik Haikel and Kevin Verghese who have contributed their talents to the Company.

The MDC is also a key resource in Singapore's cultural scene. In 1992, the vision of the late Dr. Tay Eng Soon came to fruition with the establishment of the SAF Musical Group, dedicated to nurturing and developing Singapore's brightest young talents during their National Service years. Under MDC, they too have won critical success. Alumni of the Musical Group now populate the Singapore Symphony Orchestra, the Singapore Chinese Orchestra and the local a cappella scene. Thus it should come as no surprise that Singapore's best known classical quartet, the T'ang Quartet, is a product of the Music and Drama Company.

I have long been impressed with the creativity and vibrancy of MDC. Before I unveil the logo, I would like to pay special tribute to the men and women who have dedicated themselves to boosting the morale of the SAF troops. I hope that all of us will recognise the important role, often overlooked, which MDC plays in our organisation and society. This is acknowledged today in the form of a logo – an identity – to be worn with pride. And it is my sincere wish that the next time you see the familiar colours, lines and shapes of the MDC logo, you will think of the dedicated men and women of the Music & Drama Company. I would like to take this opportunity to thank Huk Seng Marketing Pte Ltd for sponsoring the production costs of the logo, which was painted by artists from the La Salle SIA College of the Arts.

Finally, I would like to take this opportunity to announce that MDC will become an Executive Agency on 1 November 98. MDC is the first department within MINDEF to become an Executive Agency. The primary objective behind going EA is to enable MDC to achieve its mission with greater efficiency and effectiveness. I would like to wish MDC all the best as she embarks on a new phase of development. Thank you.

News Release:

- SAF Music and Drama Company Celebrates Silver Anniversary (Document No: MINDEF_19981022001.pdf)

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