



Fall In! CBD

July 1, 2003

Over 400 NSmen and guests from 52 organisations turned up at one of the largest SAF Day Combined Rededication Ceremony for the Central Business District organised by City Developments Limited (CDL) today. The event was held at the Grand Copthorne Waterfront Hotel and was officiated by Dr Tony Tan, Deputy Prime Minister and Minister for Defence.

In a departure from the norm, CDL made use of the event's print collaterals to add a more personal touch to the event. The invitation card has CDL's Operations Executive and SAF Pledge Leader, LTA (NS) Azahari bin Othman stooping in the middle of Robinson Road, sporting the all-familiar "fall in" field signal.

As for the advertisement which ran in today's Straits Times, CDL used three generations of national servicemen – past, present and future, to highlight the theme of the event, "Our Future. Our Security. A Responsibility Shared by Every Generation". The NSmen featured in the ad were CDL staff, Sim Boon Hwee, Assistant General Manager and Head of Business Development who was a Captain (NS) in the Army and Keith Tan, Facilities Management Executive who is a 3rd Sergeant in the Army. And the future of NS was placed in the hands of 6 year-old Brendan Tan who with his perfect salute and proud stance will serve NS in the year 2015.

On CDL's participation, Managing Director, Mr Kwek Leng Joo said, "It is an honour for CDL to host the SAF Day Combined Rededication Ceremony 2003 for the Central Business District. This year is CDL's 40th Anniversary, and this is indeed a memorable way to commemorate this milestone. In many ways, we owe the company's success to the nation's stability, which has been made possible by our strong national defence. As a small nation, our Operationally Ready National Servicemen forms the backbone of the Singapore Armed Forces and as employers we are pleased to offer the necessary support to all staff who need to go for National Service training."

Showing his support in a rather unconventional manner, Mr Kwek Leng Joo, who is an avid photographer presented a photograph entitled, "Peace and Security – Founded on Strong National Defence" to Dr Tan. This photograph of Sentosa portrays the calm and serenity of an island that was once used as a defensive position for protecting Singapore. In closing, Mr Kwek added, "We live to appreciate the beauty of this island because of our strong national defence. We should always remain vigilant and never take our country's defence for granted."