

# UNsung HEROES STEP INTO THE LIMELIGHT

Whether it's fight or flight, endorphins or adrenaline, different people handle situations in life differently. Where others fail, some emerge stronger than ever. In recognition of five outstanding individuals' spirit and valor, Fortis bestows on its Heroes what they deserve — a Fortis watch, a hero's watch BY CHERYL ZHANG

AT THE FORTIS HEROES AWARDS PRESENTATION CEREMONY  
From left: Nicholas Chan, Stefan Chow, Dr. William Tan, Elm Chew,  
Citimex International CEO & managing director Mark Quek, and  
Associate Professor Ng Yee Kong



Since 1912, Fortis has paid tribute to outstanding individuals from the astronomical and aeronautical industries. In 1994, Fortis' Official Cosmonauts Chronograph became the world's first automatic chronograph in open space outside the space station; and in 1995, Alexander Garnaev and Alexandre Paringaux wore Fortis chronographs, as they piloted a non-experimental MiG-25 PU double-seater aircraft to a record-breaking height of 30,000 meters.

With the Fortis Heroes Search, Fortis celebrates the extraordinary qualities of our everyday heroes. On 19 August 2008, Mr. Nicholas Chan, Ms. Elm Chew, Mr. Stefan Chow, Associate Professor Ng Yee Kong, and Dr. William Tan were each presented with a Fortis B-42 Fliieger Chronograph for their selfless and inspirational contributions to society. Each exclusive timepiece was personalized with an engraving of the individual's name and "FORTIS HERO 2008" on the caseback of the watch.

"We're very flattered to be honoring the five Fortis Heroes. I think they are outstanding people," says Mr. Max Peter, the future successor of Fortis, who was in Singapore to personally present the watches to them. "I hope this watch is a useful tool, and a reminder to them of what they have achieved, and what they can do in the future."

"Big brands need to make a difference in the world," says Ms. Ritta Haque, COO of Citimex International, which distributes Fortis in Singapore, Malaysia and Thailand. "We don't just need film stars and pop singers; we need real people with real ideals who make a real difference to our society. We're not about selling luxury watches; we can also make a difference. Fortis Heroes can be an inspiration to people as much as Fortis has been."

Mr. Peter adds, "A hero is someone that people look up to. We [at Fortis] can connect to the idea of pushing boundaries, and we're very excited about this 'Heroes Search'. We hope to continue it, and maybe not just in Singapore, but all of Asia."

**NICHOLAS CHAN**

An entrepreneur from the age of 16, Nicholas is also a venture capital incubator for the Singapore government, and has funded more than 15 business start-ups to date. The founder of non-profit organization Project:Senso also participates actively in various community projects, and helps groom young leaders and volunteers.

**ELIM CHEW**

This all-rounded businesswoman is the powerhouse behind the 77th Street empire. Amidst juggling family and business commitments, she manages to find time to help youths find meaning and direction in their life. She also actively volunteers with the visually-impaired community in Singapore.

**STEFEN CHOW**

This adventurous and outgoing photographer underwent intensive training for three years just to reach his goal of scaling Mount Everest. He returned with a hypnotizing display of photographs, and since then, has encouraged many youths to pursue photography as a career.

**ASSOCIATE PROFESSOR NG YEE KONG**

A veteran in the field of neuroscience, Associate Professor Ng has pioneered and established the research field in postischemic exercise in the last two decades. As president of a non-governmental organization group, he participates in humanitarian missions overseas and has volunteered in relief efforts for the victims of Cyclone Nargis in Myanmar.

**DR. WILLIAM TAN**

As someone paralyzed from the waist down, Dr. Tan is the personification of mental strength. He has competed in numerous marathons worldwide whilst in a wheelchair, and has raised more than S\$18 million for local and international charities in the last 20 years.

**NEW HERO WATCHES**

**LIMITED ART EDITION "IQ WATCH" — BRAVE ART** Artist Rolf Sachs is a true individual who is always in pursuit of the whimsical and the witty. In this imaginative interpretation of a dial, he shuns purely decorative or graphic motifs in favor of a familiar childhood memory: numerals and mathematical symbols "scribbled" in chalk.



**SQUARE CHRONOGRAPH — NERVES OF STEEL** In honor of the heroes of the aviation world, Fortis created a watch perfectly attuned to a pilot's needs. Engineered with supreme technical competence using the highest-grade materials, it bears the trademarks of Fortis' philosophy: reliability, practicality and user-friendliness, all encapsulated in a strapping package.



**B-42 CHRONOGRAPH BLACK — GRAVITY-DEFYING COURAGE** The iconic B-42 series is an intrinsic part of an astronaut's uniform as well as a celebration of its wearer's valor. Fashioned from materials commonly used in aerospace technology, such as titanium and carbon fiber, the Fortis B-42 Chronograph Black has faithfully accompanied astronauts working on the International Space Station. Since 1994, Fortis has been the exclusive supplier of wristwatches for all official Russian Federal Space Agency manned space missions.