

Being an entrepreneur is a challenge. Starting up a business with a 'greater than normal' financial risk is daunting. Imagine starting up your business, without any client base, and furthermore, without the ability to advertise. The task might seem too scary for most of us to undertake or even comprehend, but not for Mr Casey Lin Mee Huat.

Mr Lin founded his business, M/s Casey Lin & Company, in August 1986, providing auditing, accounting, secretarial and tax support for companies and individuals. Their suite of services includes bookkeeping, corporate secretarial services, company share valuations, management consultancy, tax practice and planning, and more. Most entrepreneurs focus their time and attention on running their businesses and the fatal tendency is to neglect the more administrative side of doing business - this is where M/s Casey Lin & Company steps in to resuscitate and to add value.

For Mr Lin, entrepreneurship is a term that is long familiar to him. His father was an entrepreneur himself. Mr Lin had the opportunity to observe and tap upon his wealth of experience, skills and tact. Mr Lin says, "I had the chance to learn from him the ways of doing business, the skills of managing companies."

However, the entrepreneurial journey did not start immediately. Mr Lin bided his time and gathered experience by working at M/s Coopers and Lybrand for five years. His desire for more freedom, creativity, and the ability to help clients his own way, drove him to leave and set up his own company, thereby establishing M/s Casey Lin & Company.

When M/s Casey & Lin & Company first started up, there was a plethora of uncertainties. It was "a new kid on the block." Like any other business, there was the intimidating prospect of gathering up a client base from scratch. Due to the nature of the business, the firm was not allowed to advertise its services, creating an additional hurdle for the firm. Competition was real and fierce. Mr Lin found his first client through a personal connection - his schoolmate.

The support of his first client allowed Mr Lin's confidence to grow. The professionalism, prompt and "spot on" advice and wide ranging services provided by the firm helped quickly carve a name for itself as a prompt, affable, reliable, accurate, value adding and skilled service provider. This allowed the firm to gather new business and clients from all walks of life and strengths through word-of-mouth referrals.

Today, Mr Lin attributes much of the firm's success from the relentless and conscious effort he put to establish close and personal professional relationships with his clients. Mr Lin believes this is what sets his



NAME OF RECIPIENT:
Mr. Casey Lin

Specialising in corporate office services, Casey Lin & Company provides services such as bookkeeping, corporate secretarial services, company share valuations, management consultancy, and more.

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CASEY LIN & COMPANY
CHARTERED ACCOUNTANTS (SINGAPORE)

firm apart from the rest. This "one on one" interaction with clients serves both Mr Lin and the clients well.

"Work-wise, we definitely have standards we abide by. But I make the point to make each and every client a friend, without forfeiting professionalism, of course. After these years, as a friend and counsel to my clients, many of them have come to trust and respect my opinions and advice. These friendships produce life-long relationships and are the best thing I could have gotten for my business. Totally unsolicited, but most precious."

Reflecting on his entrepreneurial journey, Mr Lin also has this to share. "I always receive love from God. So my motivation is to love people, because God is love. Everyone is precious, the Grace I receive from God I give to the people around me, my clients and others. Throughout I have had the chance to provide guidance for many young people, to encourage them, to help them see, visualise and plan for what lies ahead, and what is best for them."

Mr Lin further advises, "Passion, motivation and foresight.... these are very important. An entrepreneur needs to be able to see the end first, their destination. Who are your customers? What do you want to do? Then, to reach the destination, you will need passion and motivation. Without passion, there is no motivation, and there will be no drive for an entrepreneur to close a project. Only with motivation then they will work hard, and train themselves to think like professionals."

Almost thirty years into the business, M/s Casey Lin & Company is still going strong. Mr Lin comes across as passionate in a career "tailor made" for him. Rejuvenated with no hint of slowing down and his aim is to remain this way. His resolve is to maintain the same high standards of service the firm has always provided in the past years, and at the same time, to be able to grow the firm's clients to new heights. Mr Lin is well aware that the future challenges are new, diverse and always changing. "Younger clients are more prone to risk taking," Mr Lin adds, "I hope to be able to guide them with discipline, and advise them on the various corporate compliances and to achieve their desired results and goals."

With experience, expertise, aggressive passion and most importantly the intent on forging strong close personal professional relationships with his clients, Mr Lin will no doubt lead the firm into many more years of history of success.

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CASEY LIN & COMPANY 林明发会计公司

创业，是充满挑战性的。创办一家财务风险值较高的企业，更是令人望而却步。试想象，在那个时代，没有任何客户基础，且无法进行商业推广的情况下创业，于多数人而言，这类创业项目更是令人畏惧，但对于林明发先生（以下简称林先生）来言，绝非如此。

林先生于 1986 年 8 月创立了自己的公司，即林明发会计公司，主要提供审计、会计、秘书、公司与个人所得税务等服务。此外，该公司业务也涵盖了簿记、公司秘书、公司股票估值、企业管理咨询、税务规划等。多数企业家过于倾向将时间和精力集中于业务增长本身，从而忽略了业务的日常行政与管理的重要性。因此，林明发会计公司也为顾客提供行政方面的服务与咨询，以确保顾客在发展业务的同时无后顾之忧。

林先生表示，他对企业家精神的意义有着深刻的认知。这主要归功于其父亲本身也是一名企业家。早年间，林先生把握机会观察并学习其父亲的企业经营之道，使他得以丰富自身企业营运相关的技能和智慧。

然而，林先生的创业之旅并没有从早年立即开始。林先生曾在 M/S COOPERS AND LYBRAND 会计事务所工作了五年，借此积累经验，等待创业时机，蓄势待发。由于渴望获得更多的自由与创造性、并希望通过自身累计的专业能力来服务更多的客户群，他最终离职并开始了创业之路，最终成立了林明发会计公司。

公司成立初期面临了许多的不确定性。与所有的新兴企业一样，从零开始的客户群建立与积累的过程都是充满挑战性的。此外，由于受到行业属性的限制，该公司不允许为其服务进行推广，这也成为了林先生创业之路一大障碍。市场的竞争是非常激烈且残酷的。然而，林先生通过自身的交际能力与人脉，找到了他的第一个客户——他的同学。

来自昔日好友支持与鼓励，让林先生的信心倍增。此后，该公司通过提供专业且效率的咨询和广泛的业务，迅速在市场中树立了一个效率、亲切、可靠、准确、增值和专业的口碑。这使得该公司日后通过口碑传播的优势，拓展了各个商业领域的客户群。



收奖人姓名：

林明发先生

林明发会计公司专注于公司办公室服务，提供记账、公司秘书服务、公司股票估值、管理咨询等服务。

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林明发会计公司
特许会计师（新加坡）

如今，林先生表示企业发展的成功很大程度上归功于该公司对于专业性的追求以及良好的客户关系的建立。林先生也为此付出了不懈努力。林先生坚信这是该公司的特长及优势，是让公司在这竞争激烈的市场中崭露头角，脱颖而出的关键因素。这种“一对一”的客户管理与互动模式，为林先生与其客户建立了巨大的信任与便利。

“从工作方面看来，我们明确知道自己（专业人士）必须遵守的标准及准则。在维持专业精神的同时，我也成功地与我的顾客们建立友好关系。这些年来我作为客户的朋友和顾问，他们当中有许多人已经开始信任并尊重我的所提供的意见和建议。这些长久且良好的友谊与合作关系，是我从事业中所得到的，不受约束且最为珍贵的礼物。”

反思自己的创业之路同时，林先生也分享了一些想法。“我总是从上帝那里得到爱。所以我的动机是爱别人，因为上帝就是爱。每个人都是宝贵的，我从上帝那里得到的恩典会给予我周围的人，我的客户和其他人。在整个过程中，我有机会为许多年轻人提供工作上的指导，帮助他们想象和计划未来的事情，并引导他们接触对他们一生来说最有益的事物。”

林先生进一步地阐述，“激情、动力和远见，这些特质都非常重要。一个企业家需要能够先看到终点，他们的目的地。你的顾客是谁？你想要采取什么行动？然而，若要到达目的地，你需要激情和动力。没有激情，就没有动力，企业家也就没有动力去完成一个项目。只有有了动力，他们才会努力工作，训练自己像专业人士一样思考。”

林明发会计公司经营了将近 30 年，仍然发展壮大。林先生热衷于为他“量身定做”的职业。事业生生不息，且丝毫没有放缓的迹象，他的目标就是保持这一点。他决心保持公司在过去几年中始终提供的高标准服务，同时能够使公司的客户增长到新的高度。林先生很清楚未来的挑战是多种多样的，而且总是在变化。“年轻的客户。倾向于冒险的知识，”林先生补充说，“我希望以纪律引导他们，并就公司合规性向他们提供建议，以实现他们的目标并得到他们理想的结果。

凭借丰富的经验、专业知识、积极的热情以及最重要的与客户建立紧密个人职业关系的决心，林先生无疑将带领公司迎来更辉煌的未来。

“热忱，驱动力和眼界格局。
缺一不可。企业家必须高瞻远
瞩，以通往成功的彼岸。”
