



## Mr Simon Phua Kheng Jin BBA Hons 1976

Past President (2012-2014), NUS Business School Alumni Association  
Managing Director, JES Panels Pte Ltd

Mr Simon Phua is the Managing Director of JES Panels Pte Ltd, a company he set up in 1997. After graduating in 1976, he started his career in banking and later joined a regional business conglomerate where he gained his experience in international trade.

Mr Phua has always been a staunch and stalwart supporter of alumni matters, his involvement with the alumni dates back to 2006 when he served as one of the NUS Business School Alumni (NUSBSA) Board of Directors. A strong believer of “giving back to the society”, he led two successful fund-raising drives that contributed towards the Building Excellence Fund for Mochtar Riady Building and the Asia Centre for Social Entrepreneurship & Philanthropy. These were the Business School Golf Challenge in 2007 and 2008.

Mr Phua rejoined the NUSBSA board as the President in 2012 and served for 2 years. Under his leadership, NUSBSA continued to contribute to the School, Students and Community through its fund- raising initiatives. The Bizad Charity Run, first inception in 2011 saw record turnout in participation and funds raised for students’ bursaries and charitable organizations. He also supported the inception of the BSA Youth Wing, which promotes active engagements between students and the younger alumni.

Fundraising has always been Mr Phua's passion. Before stepping down in June 2014, he helped spearhead a new project to raise funds to set up an endowed prize - NUSBSA Social Impact Prize. First of its kind at the School to award undergraduate students who have not only done well academically, but have also demonstrated their passion for community services and contributed meaningfully to the society.

He has also contributed much to his community, being active in his constituency; he is a member of the Buona Vista Citizen Consultative Committee and Chairman of the Neighbourhood Committee.