



## **Ms Jocelyn Chng Yee Kwang**

Asia Pacific Executive MBA English 2012

Managing Director, Sin Hwa Dee Foodstuff Industries Pte Ltd

Founder and Chief Executive Officer, JR Group Holdings Pte Ltd

Ms Chng is an entrepreneur with more than 20 years of hands-on experience in the food and beverages industry. Under her leadership, Sin Hwa Dee grew from a two-man operation in 1988 to a team of more than 50 today. Sin Hwa Dee currently has about 30 local and overseas distributors and agents, and CHNG Kee has attained two brand 6 Feature Story awards: Singapore's Most Distinctive Brand Award 2002 and Superbrands Singapore Award.

Ms Chng also co-founded and grew JR Foods Pte Ltd into an integrated food service conglomerate, which manufactures ready to eat meals for the consumer and food service markets, operates restaurants and food eateries as well as food vending machines respectively. Successful retail brands include Shima, Ocean Spoon, Imperial Feast, Dessert Story, Foodnote, JiaYen, and Chef-in-Box. One of its most recent successes was the launch of Chef-in-Box Vendcafe.

Her success was well recognized by her accumulation of many awards under her belt. For her outstanding entrepreneurial spirit, she was awarded the prestigious ASME Women Entrepreneur of the Year Award in 2001, the Montblanc Businesswomen of the Year in 2004 and the NUS Centennial Entrepreneur Award in 2005. She was recently appointed the Convenor of Singapore Manufacturers Federation Vending Group to drive the standard of vending machine operation in Singapore.

Ms Chng believes in protecting the environment, Sin Hwa Dee for example is a member of the UN Global Compact and in 2013 was awarded the Young Corporate Social Responsibility Leaders Award by CDL-Singapore Compact. In 2006, she also co-founded Social Innovation Park Ltd, a not-for-profit organisation based in Singapore that incubates social entrepreneurs and innovators worldwide.