## Ms Jocelyn Chng Yee Kwang

Award-winning businesswoman Ms Jocelyn Chng is an astute entrepreneur who has successfully led her traditional family-run business, Sin Hwa Dee, into the global arena. Under her stewardship, the company is now one of Singapore's leading F&B players and exports to over 30 countries.

Ms Chng assumed the role of Managing Director from her father when she was a second-year student at NUS and breathed new life into the family business. With the support of her family, the business rapidly expanded to three factories. Despite this success, she continued to push for increased production while tapping into the potential of overseas markets. With the establishment of JR Foodstuff in 2001, Ms Chng added another successful venture to her resume - Chef-in-Box is a pioneer in the food industry.

During the COVID-19 pandemic, Ms Chng supplied free meals to the less fortunate. She also drives the corporate social responsibility efforts at Sin Hwa Dee and is a member of the UN Global Compact. A former NUS Alumni Advisory Board Member, Ms Chng also co-founded Social Innovation Park Ltd, a non-profit organisation that incubates social entrepreneurs worldwide.

Her awards include the Women Entrepreneur of the Year by the Association of Small & Medium Enterprises in 2001, Montblanc Businesswoman of the Year in 2003, the NUS Eminent Business Alumni Award in 2016 and the EY Entrepreneurial Winning Women Asia Pacific Programme in 2018.

The University is pleased to confer the NUS Distinguished Alumni Service Award on Ms Jocelyn Chng, in recognition of her enterprise and innovative achievements, and her efforts in effecting social change.

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