



Media Statement

For Immediate Release

SBF Launches the Singapore Women Entrepreneurs Network to Connect Women Entrepreneurs

- **SG-WEN will be designated as Singapore's official representative at the ASEAN Women Entrepreneurs Network.**

Tuesday, 21 September 2021 [Singapore] – The Singapore Business Federation (SBF) launched its Singapore Women Entrepreneurs Network (SG-WEN) at the SBF Center today. SG-WEN aims to bring together women entrepreneurs in Singapore and connect them with other women entrepreneurs, business leaders and trade associations in the Asia-Pacific, in particular the ASEAN member states.

Minister of State for Trade and Industry, and Culture, Community and Youth Ms Low Yen Ling was the Guest-of-Honour at the launch event. She graced the official launch and participated in a fireside chat with fellow panellists Ms Jenny Lee, Managing Partner of GGV Capital and Ms Rachel Lim, Co-founder of Love, Bonito that was moderated by SG-WEN Executive Committee Member and CEO & Co-founder of Klareco Communications Ms Ang Shih-Huei.

The launch was also attended by SBF Chairman Mr Lim Ming Yan, SBF CEO Mr Lam Yi Young, SG-WEN Exco Chairperson Ms Rachel Eng, Managing Director of Eng and Co. LLC, and SG-WEN Exco members Ms Ang Shih-Huei, Ms Irene Boey, Consulting Director of Integral Solutions (Asia), Ms Jocelyn Chng, Chairman & Group CEO of JR Group, and Ms Olive Tai, Managing Director & Co-founder of Synagie. More than 300 entrepreneurs and business leaders from diverse sectors attended the event, which was held both physically and virtually.

SG-WEN aims to attract women entrepreneurs in Singapore from diverse industries and sectoral backgrounds to be its members. SG-WEN's mission is to provide a platform where Singapore women entrepreneurs and existing women networks can

come together and collaborate for business growth, to influence culture and policy, and to drive industry changes in Singapore and the Asia-Pacific. SG-WEN plans to expand its membership base in the next few years and is pleased to have garnered the support of more than 50 members prior to its formal launch.

The network will focus on supporting women entrepreneurs in four key areas:

- **Championing women business issues** through engagements with senior government officials as well as data-driven advocacy through surveys.
- **Knowledge sharing** through fireside chats and networking events to spur business transformation and growth.
- **Promoting collaboration with other women groups** in Singapore, including the women groups of trade associations and chambers, and networking with ASEAN Women Entrepreneurs Network and other overseas groups.
- **Recognising women entrepreneurs** for their achievements and successes.

SG-WEN's plans in the pipeline include organising regular networking and knowledge sharing sessions, dialogues and roundtable sessions with government officials and business leaders, joint activities with other women groups in Singapore and the hosting of visiting women group delegations from the region.

One of SG-WEN's key responsibilities is to be Singapore's official representative at the ASEAN Women Entrepreneurs Network (AWEN), a regional network of national women entrepreneurs and business associations that aims to advance the interests of ASEAN women entrepreneurs and boost their development and networking through events and exchanges.

SG-WEN Exco Chairperson Ms Rachel Eng said, "While we have many successful women entrepreneurs in Singapore, we hear that anecdotally these women encounter challenges, discrimination or biases that are not faced by male entrepreneurs. By bringing women entrepreneurs together, I hope that the shared learning and networking within SG-WEN will provide women with the support and help for them to be successful. Through SG-WEN, we hope to also connect with fellow businesses in the region, particularly ASEAN, and this will in turn generate business opportunities for our members. Ultimately, SG-WEN is here to help women entrepreneurs succeed in their businesses."

SBF CEO Mr Lam Yi Young said, "With the launch of SG-WEN, we hope to be able to support women entrepreneurs in Singapore to drive their businesses to reach their fullest potential. SG-WEN and its members will be able to tap on SBF's platforms and

initiatives on internationalisation, digitalisation and transformation, and jobs and skills to support business growth.”

More information on SG-WEN can be found at: <https://www.sbf.org.sg/business-expansion/singapore-women-entrepreneurs-network>.

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For media queries please contact:

YEO Xue Zhen, Tel: 6827 6814, Mobile: 9325-6483, Email: xuezhen.yeo@sbf.org.sg

YEO Siew Chi, Mobile: 9749-5105, Email: siewchi.yeo@sbf.org.sg

About Singapore Business Federation (新加坡工商联合总会)

As the apex business chamber, the Singapore Business Federation (SBF) champions the interests of the business community in Singapore in trade, investment and industrial relations. Nationally, SBF acts as the bridge between businesses and government in Singapore to create a conducive business environment. Internationally, SBF represents the business community in bilateral, regional and multilateral fora for the purpose of trade expansion and business networking. For more information, please visit our website: www.sbf.org.sg.

Profiles of SG-WEN Executive Committee 2021/22

<p><u>Chairperson</u> Rachel Eng</p>  <p>Managing Director, Eng and Co. LLC</p>	<p>Rachel is a corporate lawyer with close to 30 years of experience, specialising in corporate advisory, corporate mergers & acquisitions, corporate governance, funds and trusts and listings work. Prior to founding Eng and Co. LLC, she was the deputy chairman of a major Singapore law firm with regional offices in various parts of Asia.</p> <p>Rachel has been recognised as a leading corporate lawyer by numerous independent legal publications, including Chambers and Partners, IFLR, Asialaw Leading Lawyers, Best Lawyers and Who's Who Legal. She was ranked by Asia Business Law Journal as Singapore's Top 100 lawyers (The AList) and ranked as the top 750 leading female transactional experts globally by IFLR1000's Women Leaders Guide 2021.</p> <p>Rachel is a board director of Central Provident Fund Board of Singapore and a council member of the Singapore National Employers Federation. She is a Singapore country representative to the ASEAN Business Advisory Council and a member of the Appeals Panel of Abu Dhabi Global Market.</p> <p>Rachel is a member of the Singapore General Hospital Fund Committee, a committee established under the SingHealth Fund. She is a member of the Council for Board Diversity and also a mentor for the Young Women's Leadership Connection (YWLC).</p> <p>Rachel was featured in the 2018 Financial Times report on legal innovation in the Asia-Pacific, as one of the Top Ten Pioneers of New Legal Thinking. She was awarded "Managing Partner of the Year" at the ALB Southeast Asia Law Awards in 2011 and 2013, making her the first person to win the award twice.</p> <p>Rachel was conferred the prestigious "Woman of the Year 2014" by Her World in October 2014. Rachel was one of the 10 women honoured in November 2015 by The Peak Magazine in its Power List 2015. She was one of 25 women in Asia recognised by Forbes Asia as Asia's Power Businesswomen 2020.</p>
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Member
Ang Shih-Huei



CEO & Co-founder,
Klareco
Communications

Shih-Huei is CEO and Co-founder at Klareco Communications.

Shih-Huei has led the operations and expansion of the Group since 2010. Under Shih-Huei's leadership, Klareco operates in Indonesia, Kuala Lumpur, Singapore and Yangon. Together with a global network of affiliates, Klareco serves businesses facing complex communications challenges in the region and globally.

Today, she leads a team of over 50 public relations specialists and advises a diverse range of clients – including world leaders in politics and business, companies in industrial and commercial sector, and other important organisations and individuals.

She has more than 19 years of communications experience in corporate reputation, crisis management and financial communications. Her clients span a wide range of industries such as property, healthcare, financial institutions, retail and technology.

Shih-Huei sits on the board of Sentosa Development Corporation, a statutory board under the Ministry of Trade and Industry, which oversees the development, management and promotion of Sentosa Island. She also sits on the committee of the Career Women's Group of the Singapore Chinese Chamber of Commerce & Industry (CWG SCCCI) which promotes women leadership.

She holds an International Master of Business Administration (IMBA) from the University of South Carolina. She worked with Syngenta International AG in Switzerland and studied at the Manchester School of Business, as part of her IMBA training.

Shih-Huei has a Bachelor of Arts, majoring in Economics and Sociology, from the National University of Singapore.

Member
Irene Boey





Consulting
Director,
Integral
Solutions (Asia)

Irene Boey is a Technopreneur, Data Strategist and Educator who specialises in using Artificial Intelligence, Data Mining and Business Analytics to empower businesses to discover useful insights from data for positive business outcomes. With more than 25 years' experience, Irene has accumulated a good understanding of best business practices from a wide range of industries including Banking & Finance, Telecoms, Wholesale & Retail, F&B, Education and Manufacturing for clients like Indosat Indonesia, HP Singapore, Chung Hwa Taiwan, Maybank Malaysia, Pacific Retail NZ.

Irene's experience includes business models and digital transformation, digital focused efforts including solving data issues and development of data marts, analysis of databases and use of analytics for more effective marketing programmes, as well as better resources allocation and personalised customer services. She is also involved in enabling clients to convert data into useful insights to discover cross selling opportunities and bundling of products to increase profits.

Armed with an MBA in Entrepreneurial Management, Irene is also currently an Adjunct Lecturer at NUS specialising in Data Mining and the application of AI for Customer Acquisition & Retention. She developed

	<p>courses and trained business leaders and professionals on how to leverage on Data to achieve business advantage.</p> <p>Irene served on various non-profit organisations and was awarded the Friends of Ministry of Social and Family Development award in 2021. In terms of ASEAN related experience, Irene has served as a representative of Singapore at AWEN from 2018 to 2020, Irene worked with other ASEAN countries to implement and exponentiate the AWEN Strategic Work Plan by connecting, sharing, and exchanging knowledge and experiences to promote economic empowerment for women entrepreneurs. In addition, Irene was the Pioneer Mentor in the ASEAN Mentorship for Entrepreneurs Network (AMEN) and the mentor for the SBF PCP – SEA Market Ready Talents Program and often received good ratings from her mentees.</p> <p>Through her research and active participation, Irene has acquired a wealth of knowledge on issues faced by women entrepreneurs and SMEs in Singapore.</p>
<p><u>Member</u> Jocelyn Chng</p>  <p>Chairman & Group CEO JR Group</p>	<p>Jocelyn Chng has over 30 years of experience in the food manufacturing and food service industries. Under her leadership, manufacturing company, Sin Hwa Dee, grew from a small local business into a global sauce brand sold in over 40 cities today.</p> <p>In 2001, Jocelyn started and led JR Foods in pioneering a wide range of ready-to-eat meals and providing central kitchen services. In 2008, JR Foods created Chef-In-Box, the first hot food vending machine in Singapore, and in 2016, the world's first fully automated and unmanned vending machine cafe, the Chef-In-Box Vendcafé was launched.</p> <p>Jocelyn was appointed co-convenor of the TR57 Working Group of the Singapore Standards Council, to introduce guidelines on food safety and good hygiene practices for the food vending industry.</p> <p>For her achievements through the decades, she has received numerous entrepreneurial, business and innovation awards.</p>
<p><u>Member</u> Olive Tai</p>  <p>Managing Director & Co-founder Synagie</p>	<p>A Co-founder of Synagie, Olive Tai is responsible for the operations of the Group's e-commerce business in the region. Olive has more than 20 years of experience in the FMCG & Retail industry in Asia Pacific.</p> <p>Synagie was founded in end 2014 and offers MNC & SME brand partners end-to-end e-commerce services, from key account management, channel / distribution development, marketing solution, supply chain, logistics, customer service, business intelligence as well as a cloud-based platform, powered by real-time data analytics and artificial intelligence. Singapore is the headquarter and currently the company has presence in Malaysia, Philippines, Indonesia, Thailand, Vietnam and Hong Kong.</p> <p>Prior to Synagie, Ms Tai began her career at Johnson & Johnson Pacific Pte. Limited as a management trainee in 1998. She rose through the ranks, first being promoted in 2000 to National Sales Analyst, then subsequently in 2002 to Regional Sales Analyst of Johnson & Johnson Pte. Ltd. From 2005 up to 2007, she was employed by Johnson &</p>

	<p>Johnson Pte. Ltd (“J&J Consumer”) as a Trade Marketing and Key Account Manager. In 2008, she was promoted to the position of Senior Customer Marketing Manager of J&J Consumer. In 2009, she left J&J Consumer to join Bausch & Lomb (S) Pte. Ltd. as its Regional Customer Development Director. From 2011 up to 2014, she was employed by Watsons Singapore Pte. Ltd. as a Trading Director and led the Merchandising Department, Pharmacist Group and Space Management Team.</p> <p>Ms Tai graduated from the University of Wollongong with a Bachelor of Commerce in 1997.</p>
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