



## **Mr Wayne Sim**

**Executive Director and Business Development Director  
Sing Chye Heng Investment Holdings Pte Ltd**

Mr Wayne Sim is the Executive Director and concurrently the Business Development Director of Sing Chye Heng Investment Holdings. Wayne joined the family business over 20 years ago and has been involved in management roles. Wayne is responsible for driving the strategies and managing the 67 physical stores in Singapore and over 300 physical stores in Malaysia to achieve the company's growth and profitability targets. He also oversees the company's operations in IT, e-commerce and data systems. Wayne took on the additional role of Business Development Director over one year ago to focus on spearheading the company's future growth plans and expansion into new overseas markets.

Sing Chye Heng Investment Holdings was founded in 1975 and is one of the leading innovators in Singapore's intimate apparel industry today. Sing Chye Heng is equipped with its own Research and Development arm and constantly strives to achieve the pinnacle of innovation and creativity. Sing Chye Heng has its own manufacturing plant in Johore Bahru, Malaysia as well as engages OEM manufacturers in Indonesia, Vietnam, Taiwan and China to manufacture its line of products.