International Business Excellence

IBE 2023 GRAND PRESENTATION &
CHENG & CO GROUP 25TH ANNIVERSARY GALA DINNER

PROGRAM BOOKLET

CHENG & CO FOUNDATION
201101033334 (961469-M)
诚国基金会

PROGRAM ITINERARY

Time	Itinerary
6:00 PM	Registration & Cocktail Hour
7:00 PM	Opening Remarks and Welcome Speeches
7:25 PM	Opening Ceremony
7:30 PM	Food Presentation
7:45 PM	Enchanting Performances
8:00 PM	The Pinnacle of Achievement: IBE Award Grand Presentation
8:25 PM	A New Horizon: Announcement & Launching
8:35 PM	To Our Pillars: The Loyal Client Appreciation Award
8:40 PM	Starlight Lucky Draw
8:50 PM	Closing Remarks & Toast to the Future
9:00 PM	The End

WELCOME

MESSAGE



Mr Tom Wong Khai Meng

Cheng & Co Group CEO &
IBE 2023 Organising Chairman

My name is Tom Wong. I am Group CEO of Cheng & Co and Chairman of the IBE Award 2023 Organizing Committee. I thank you all for being here tonight, for this auspicious occasion.

They say that a good beginning does not necessarily mean a great evening. I did not know what that meant until I took on the job to help make this evening happen. I had so many things to do and too many details to nail down. However, I have been lucky to have a very capable Organizing Committee to help me.

Let me say a little bit more about the significance of tonight's occasion. Like my peers in Cheng & Co Group of Companies, I have been with the Group for a long time, having seen us grew from a young, small professional services firm to a mature, well-rounded team of multi-discipline professional services providers. Tonight, we celebrate Cheng & Co Group's 25th Anniversary.

We have grown to where we are now because of perseverance, innovation, and pragmatism. In the beginning, we may seem like a typical accounting firm. However, we had a vision to become the first listed professional service company in Malaysia, which materialised in 2022. We have done this through growing the number of services that we provide, and, just as importantly, by earnest M&A effort.

M&A is not an easy path to undertake. Apart from the technicalities involved, there is also the people element involved. Truthfully, a company is a group of people working towards achieving common goals. Merging two companies means merging two groups of people with different goals. Success in M&A is seen when synergy is achieved.

Cheng & Co Group is where we are now because of synergy. When merging with other companies, we pay attention to mainly two things, which are: welcoming our new colleagues into the Cheng & Co family; and embracing differences to create something new and value-adding.

Therefore, M&A is not just an exercise to grow our numbers, but also to grow our value to our clients. In Australia, apart from the accounting practice, we have also acquired a property management company, M Property. Through more effective M&A efforts, I see a bright future for the Group as multi-discipline professional service provider not just in Malaysia but also in the international market.

Anyway, I do not wish to hold you up as a great evening awaits us. Before I end my remark, I would also like to express my gratitude to everyone else who have helped to make this evening a reality and also helped to make us, the Group, to get to where we are now.

So, in addition to the Organizing Committee, I would also like to take this opportunity to thank COPE Private Equity, for onboarding with us in our journey to create value.

I would also like to thank our staff members, partners, associates, and sponsors for helping to make this evening a reality.

Lastly, I thank our honoured IBE Award 2023 recipients for joining us tonight and congratulate them on a job well done. Please give them a round of applause.

Thank you.

MESSAGE FROM THE EXECUTIVE CHAIRMAN

We are here to celebrate the achievements of IBE Award 2023 winners and, just as importantly, to mark Cheng & Co Group of Companies' 25th year after our founding. Twenty-five years! That is a quarter of a century.

Looking back in these past 30 years, from the founding of the firm to the so many moments that has led up to this night, I cannot tell you how proud I am right now. When I and my business partners founded Cheng & Co, we set our minds to building the largest homegrown accounting firm in Malaysia.

We are now much more than that. We are the largest homegrown professional service firm operating nationwide and internationally. In Malaysia, we are in every corner of the country with 16 branch offices. (including Labuan & Sabah) We have gone beyond our border, with an M&A effort, we set our foot prints in Singapore and Australia. Although our Australian branch was only set up last year, our Australian business is growing to becoming a major source of insourcing and outsourcing the Group.

Furthermore, we have gone beyond operating as a mere accounting firm. UKM and Cheng & Co Group came together to form UKM Virtual Accountant Training Centre in 2019. In August 2023, we signed an MOU with Malaysian University of Science and Technology to collaborate in creating an industry-relevant accounting diploma programme, designed to educate and train accounting students to become capable of working in the field and embracing digital accounting.

Let us not forget that Cheng & Co Group, through our holding company, CC International Berhad, has become the first professional service company in Malaysia to list in a stock market. On 28th June 2022, CC International Berhad listed in the LEAP Market of Bursa Malaysia. Of course, we intend to move up as we target to move into the ACE / Main market in 2025.



Dato Dr Chua Hock Hoo

Founder & Executive Chairman
CC International Berhad

Cheng & Co Group began transformation by adopting a balanced scorecard approach. In 2018, it was decided that Cheng & Co audit division be separated from the Group for compliance purpose. It was challenging to decide whom should stay in the Group and whom should join Chengco PLT. So, we answered this question through a team-based challenge, our Mount Kinabalu Trip.

Fast forward to the future, whilst we have been busy with our mergers and acquisitions exercise, we actually have received support from a crucial partner, COPE Private Equity. In July 2023, COPE Private Equity, led by Dato' Azam, invested RM30 million into CC International Berhad and became our significant shareholder. So, to the question of how we got here, I would say that patience to adopt sustainable growth, vision to provide quality solutions to our clients, and genuine collaborations.

Thank you.

MEET
THE AWARD WINNERS

The IBE Awards are the pinnacle of achievement for Small and Medium Enterprises (SMEs). Winning this award is a testament to the winners' excellence. As a member of the IBE community, they will have access to a variety of learning and business development programs by Cheng & Co, which will help them sustain their expansion through innovative collaborations.



En Amran Bin. Abdullah

Managing Director
JHC Express Sdn Bhd

Best Entrepreneur Award for Sustainable Supply Chain Solutions

Mr Cheng Chia-Lin

Vice President of Southeast Asia Business Unit,
Digiwin Software Co., Ltd.

ESG Positive Impact Innovator



Mr Liaw Chong Lin

Group CEO

EXCELLENT MEDTECH RETAIL LEADER





Mr Chin Yong Shing

Executive Director
Fitters Diversified Bhd

EXCELLENT FIRE SAFETY EQUIPMENT INDUSTRIAL LEADER



Mr Ngu Wang Keat

Director
Future NRG Sdn Bhd

EXCELLENT GREEN WASTE TECHNOLOGY INNOVATOR

Ms Serene Kho

Executive Director
CS Laundry System Sdn Bhd

EXCELLENT LAUNDRY TECH INNOVATOR



MEET
THE AWARD WINNERS



Mr Ng
Guang Ming &
Ms Ellen Lim

Directors
SKA Transportation Sdn Bhd

EXCELLENT LOGISTICS ENTREPRENEUR

Mr Tang
Yong Tai

Executive Director
Foodtein (Holdings) Sdn Bhd

EXCELLENT AGRICULTURE AND F&B SUPPLY CHAIN INNOVATOR



Mr Tay
Ben Seng

Director
Overseas Enterprise Berhad

EXCELLENT F&B LEADER

RESTORAN OVERSEA



Mr Lawrence
Koh Kay Hwee

Co-Founder & CEO
Synergy XYZ Marketing Sdn Bhd

EXCELLENT DIGITAL MARKETING INNOVATOR



Mr Felix
Yong Kai Xu

Director
MYT Construction Sdn Bhd

EXCELLENT YOUNG ENTREPRENEUR

Mr Jason Lee

CEO and CIO
Cross Light Capital Sdn Bhd

EXCELLENT INVESTMENT PRODUCT INNOVATOR



Mr Damien
Shee Wong

Managing Director
Delta Wealth and Tax Solutions

EXCELLENT WEALTH & TAX CONSULTANT IN AUSTRALIA





Ms Angela Chai

Founder
Highlight Business Pte Ltd

EXCELLENT STRATEGIST FOR ADAPTIVE GROWTH & SUCCESSION

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SKA Cross Border Trucking Services SG - MY - TH
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Thai Odyssey
TTF™ GROUP
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Redeem @ Registration Counter at 9:00 PM with your voucher.

GET CHENG & CO
TAXATION LATEST

2024 BUDGET OVERVIEW





SCAN HERE

Beyond Compliance. Grow Sustainably.

Cheng & Co GROUP

Are you facing any of the following challenges ?

- *Setting up business smoothly in Malaysia?*
- *Finding long-term support for business growth & expansion?*
- *Organizing your successors for family business?*

Work with our advisors to advance your business, and mitigate risk and penalty at any stage, from start-up to thriving phase.

Your journey with us is mapped out as follows:

1) **Start Your Business**
Launch your business effectively.

2) Keeping Your Biz Accounts
Accounting done for a fee.

3) Plan Your Tax Right
Optimal tax savings via great tax filing & planning.

4) Getting Right Insurance
Correct, optimal insurance: not too much, and too little.

5) Solving Complex Financial Issues
Smoothen your company's finance and operations.

6) Doing HR & Payroll
HR and Payroll done for a fee.

7) Manage Your Family Wealth
Keep family wealth intact for your progenies

8) Build Your Legacy
Ensure continuity via effective succession planning.

What can we do for you? Our chief services include the following:

1 Schedule an appointment
Share your needs and goals with our business consultant.

2 Receive a proposal
Get a solution proposal that is aligned to your needs and goals.

3 Sign an engagement
Sit back and let us work to resolve your problems as per the proposal agreed upon.

4 Continuous Learning
Get and learn more from our educational resources, webinars and case studies.

Reach us via
WhatsApp Message: +603 - 2935 9606
Email: enquiry@chengco.com.my

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