



Mr. Wayne Sim

Chairman, Public Relations & Corporate Communications
Function Committee

Executive Director & Business Development Director
Sing Chye Heng Investment Holdings Pte Ltd

Wayne currently serves as the Executive Director and Business Development Director of Sing Chye Heng Investment Holdings Pte Ltd, bringing with him over two decades of experience in the family business. Throughout his career, Wayne has held various leadership roles, playing a pivotal role in shaping the company's growth strategies and operational excellence.

In his capacity as Executive Director, Wayne oversees the management and performance of 67 physical stores in Singapore and more than 300 stores across Malaysia, driving the company's ongoing pursuit of growth and profitability. His portfolio also extends to the company's IT infrastructure, e-commerce platforms, and data management systems, ensuring seamless operations and digital innovation.

In 2020, Wayne assumed the additional role of Business Development Director, with a dedicated focus on expanding Sing Chye Heng's presence into new overseas markets and identifying strategic growth opportunities to future-proof the business.

Founded in 1975, Sing Chye Heng Investment Holdings has grown into one of Singapore's leading innovators in the intimate apparel industry. With a strong commitment to innovation and creativity, the company operates its own Research & Development arm, continually pushing boundaries in product development and design.

Sing Chye Heng also operates its own manufacturing facility in Johor Bahru, Malaysia, complemented by partnerships with OEM manufacturers across Indonesia, Vietnam, Taiwan, and China, ensuring a robust and diversified production network to meet evolving consumer demands.