



Mr. Wei Chan

Council Member, Singapore Manufacturing Federation
Managing Director, Pine Garden's Cake Pte Ltd

Wei Chan is a dynamic entrepreneur, innovator, and community leader with a diverse portfolio spanning F&B, retail, logistics, and technology. As Managing Director of Pine Garden's Cake, he transformed a traditional heartland bakery into a beloved brand known for its unique local flavours and creative cake concepts. Under his leadership, the company achieved double-digit annual growth and industry accolades including the Spirit of Enterprise Honoree Award and Heartland Heritage Enterprise Award.

Beyond Pine Garden's Cake, Wei is the creative force behind several ventures such as Next Door Deli, Baguette (a Viet-inspired deli), and City Donut—famed for its inventive takes on local flavours like Ondeh Ondeh and Pulut Hitam. In the tech space, he helms Megalopolitz Pte Ltd and AI Uninterrupted, which drive digitalisation through AI, mobile applications, and robotic process automation across multiple sectors.

A strong advocate for SME development and industry transformation, Wei has held numerous leadership roles, including Honorary Secretary of the Restaurant Association of Singapore and Council Member of the Association of Small and Medium Enterprises. He also contributes actively to industry and national committees such as the Workplace Safety and Health Council (Hospitality & Entertainment), the Singapore Chinese Chamber of Commerce, and the Singapore Business Federation.

A recipient of the JCI Ten Outstanding Young Persons of the World Merit Award and Hewlett Packard's SME I.T. Hero Award, Wei's entrepreneurial journey is driven by passion, creativity, and a commitment to innovation. As a Council Member of SMF, he brings a unique blend of grassroots enterprise experience, digital transformation acumen, and cross-sector insights to support the Federation's mission of empowering Singapore's manufacturing ecosystem.