

The Asia Pacific Family Funding & Investment Conference 2019

*Organiser: Campden Wealth*

## What I have Invested in Building Personal & Family Branding

Cheong Wing Kiat

Founder & Family Strategist



16 May 2019, Singapore

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*Slides : [www.bc.com.sg](http://www.bc.com.sg) Activities*

## Experiences in Investing

- 1990 - 1995: Investment Professional, Walden International, PE/VC Management.
- 1995 - 2011: 3G successor, Wen Ken Group, Extended Family Business in Western OTC Drugs & TCM, Business & Corporate Development, Direct PE & Property Investments.



- 1990 till now, Founder & Business Family Strategist, Immediate Family Business, Advisor to Business Families, PE & Property Investments.

## How is **RATE** of Return measured?



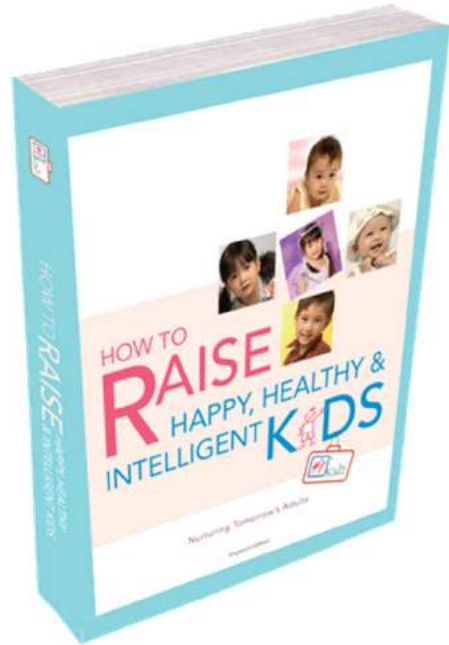
**R**eturn on Investment

**A**lignment of Objectives

**T**ime on Personal Involvement

**E**motion & **ESG** criteria  
into the investment process

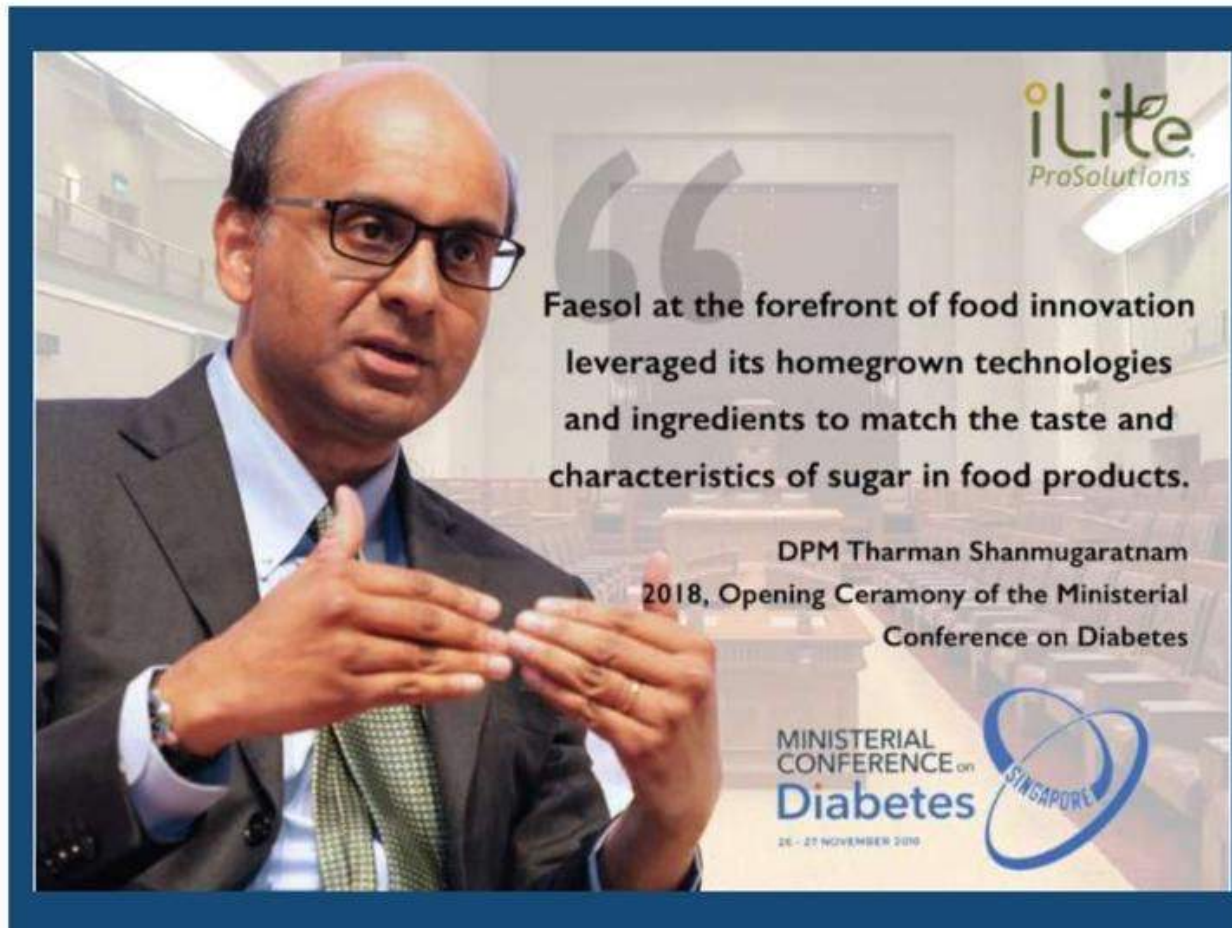
## Parenting Project



## Investing in Budding Artists

## Charity Art: Ernst & Young Asean Art Outreach





**Direct PE** in Faesol, a **Food Innovation & Technology** company, providing **Diabetes Solutions** & complying with **ESG Criteria**

## Amber Collections



**Joint Venture with Few Families** in assisting individuals & families to obtain Guinness World Record of rare gems for supremacy branding, contributing a substantial portion of its sale proceeds in supporting **Philanthropy Activities**.



## CERTIFICATE

The largest goshenite weighs 1.3 kg (2.866 lb), owned by Wing Kiat Cheong (Singapore) and was measured in Singapore, on 13 March 2018.

OFFICIALLY **AMAZING**



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# Guinness World Records for Supremacy *Branding*

Mother of gemstones,  
*Goshenite* is the purest  
form in the beryl family.

It represents  
*Truth & Transparency.*

# Personal & Family Branding

**“When a leopard dies, it leaves its skin.  
When a man dies,  
his good reputation last for generations.”**

