

EDWARD CHIA BING HUI

Edward Chia Bing Hui believes in creating opportunities for others. He is an entrepreneur and a Small-Medium Enterprise (SME) owner who thinks that enterprises can be commercially successful and make a positive impact on society. He has been expanding opportunities for Singapore's musical and culinary talents since 2005.

Education and career

Edward founded a non-profit organisation Arts For Us All (AFUA) while he was studying at National Junior College. AFUA was created to hold arts events for fellow youths, while raising money for charity.

In 2005, Edward co-founded Timbre, an enterprise with a social mission to cultivate the talent of Singapore musicians and growing sustainable audiences for them, while studying at the National University of Singapore. He graduated with a Bachelor of the Arts in Economics in 2009.

In 2010, he and his co-founder were conferred the Singapore Tourism Board's Tourism Entrepreneur of the Year award in recognition of their contributions and achievements.

Running a SME in challenging times

As an SME owner who has gone through the ups and downs of being a start-up. He empathises with the challenges that businesses face - of meeting customers' evolving needs, constraints of manpower, higher operating costs and staying ahead of digital disruption. Edward hopes to be a voice for SMEs and budding entrepreneurs especially given the unprecedented circumstances of COVID-19.

Doing business with the community at heart

In line with Edward's goal to develop Singaporean talent, the company expanded its social mission to support Singapore culinary talents. Timbre+ and Yishun Park Hawker Centre were created to support aspiring hawkerpreneurs, in an effort to grow an economically sustainable hawker and F&B industry.

Edward has been a hiring partner of SCORE for the past 7 years as he believes in second chances.

Supporting youths' causes

Edward has also been an active promoter of youth and arts causes for the past two decades, and has been recognised for his contributions. He was awarded the Singapore Youth Award in 2014 and the ASEAN Youth Award in 2016. Edward is a council member of the Ngee Ann

Polytechnic and National Youth Achievement Award Council. As the co-chair of the SG Youth Action Plan, Edward was part of the team which crafted a youth vision for Singapore. Various engagements have shown him that youths are concerned about mental health and wellness, as well as their future job prospects in the current economy. Edward is similarly passionate about these issues.

Championing mental well-being

Edward aims to do more in the area of mental health and wellness. He strongly believes that one key area to invest effort in is in building up a strong peer support network. By providing relevant training, youths can be effective first responders to their peers. With the addition of targeted training delivered in schools, they can be empathetically effective.

Creating good jobs for Singaporeans

SMEs and self-employed entrepreneurs are the backbone of our economy, creating 70% of the jobs in Singapore. With jobs being a key concern for all due to the effects of COVID-19, Edward is committed to supporting SMEs through this crisis so that they can emerge stronger and continue to provide good jobs for fellow Singaporeans.

Stepping forward to serve

Edward believes in the need to strengthen the social fabric of Singapore, and to do his part to bring the country forward. Edward wishes to be the voice for SMEs, young families and the youth.

Personal life

The eldest of three children born to a retired businessman and a home-maker, Edward is married with a six-year old son. He enjoys spending time with his young son, cherishing many first moments while watching him grow. To keep fit, he runs, plays tennis and football. He enjoys cooking, watching documentaries on Netflix and listening to live music to unwind. Of late, Edward has also developed an interest in urban farming.

Personal quote

“I believe that communities have the grit and gumption to overcome challenges and seize opportunities. I hope to be part of your community so that we can build a brighter future for all of us.”