



Mr. Robert Chua, BBM

Chairman of the Board of Governors

Mr Robert Chua is a respected business leader and industry pioneer with decades of experience across the air conditioning, lifestyle, and corporate advisory sectors. He currently serves as the Executive Chairman of the Excellent Family Lifestyle Group, a diversified enterprise focused on enhancing quality of life through innovative lifestyle solutions.

In addition, he holds the role of Corporate Advisor and Consultant for Major Group Projects at China's Haier Group, one of the world's largest home appliance manufacturers, where he provides strategic counsel on international partnerships and business development.

Mr Chua also plays a key leadership role in advancing professional standards and industry development in Singapore. He is the Chairman of the Board of Governors of the Institute of Management Consultants (Singapore), where he champions best practices and ethical standards in the consulting profession.

Widely recognised as one of the pioneers of Singapore's air conditioning industry, Mr Chua co-founded the A.C.E. Daikin Group in 1968. Under his leadership as Executive Chairman and CEO, the Group grew into one of the leading air conditioning firms in the region. He retired from the Group in 2002, leaving behind a legacy of innovation, operational excellence, and market leadership.

Mr Chua is also a former President of the Singapore Manufacturing Federation (then known as the Singapore Confederation of Industries), where he played an instrumental role in driving industrial development and promoting Singapore's manufacturing capabilities on the global stage.

With a strong track record in entrepreneurship, corporate governance, and cross-border advisory, Mr Chua remains an influential voice in Singapore's business community and beyond.