



FarEastFlora.com®
Make Someone Smile Today



Mr. Ryan Chioh, PBM, BBM

Deputy President | Chairman, Membership & Industry
Groups Function Committee

Managing Director, Far East Flora.com Pte Ltd

Mr. Ryan Chioh, BBM, is an accomplished business leader and innovator, currently serving as Deputy Group Managing Director of Far East Flora Holding Pte Ltd and Managing Director of FarEastFlora.com Pte Ltd. Renowned for his strategic vision and passion for innovation, he has been instrumental in transforming the organisation into one of Singapore's leading flowers and gifts providers.

Since 1998, Mr. Chioh has overseen its evolution into a dynamic e-commerce business. He spearheaded the development of its website, elevating online sales from 3% to 50% of total revenue. His leadership in integrating Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) systems earned the company prestigious accolades, including the Intelligent20 Award in 2002 and ZDNet Asia's SMB of the Year in 2006.

Mr. Chioh is a prolific innovator, responsible for introducing award-winning products such as Box of Blooms®, which received the Singapore Packaging Star Award and the AsiaStar Award in 2005. He also established CreativeWorkz, a training school that develops skilled florists and addresses industry workforce needs. Under his guidance, FarEastFlora.com expanded internationally, launching operations in Hong Kong and venturing into retail with its first Singapore store in 2009.

Beyond his corporate achievements, Mr. Chioh holds leadership roles in various professional and community organisations. He is the Honorary Secretary and Council Member of the Singapore Manufacturing Federation, Vice Chairperson of GS1 Singapore, and District Councillor with NorthEast CDC. In recognition of his contributions, he was awarded the Public Service Medal (Pingat Bakti Masyarakat) in 2016.

Mr. Chioh holds a Bachelor of Science in Business from Indiana University, Bloomington, with majors in Marketing, Operations, and International Business, as well as a Diploma in Business Studies from Temasek Polytechnic. His dedication to innovation, leadership, and community engagement continues to inspire excellence in the organisations he serves.



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Additional Roles in Singapore Manufacturing Federation:

- Director and Trustee, SMF Enterprises Pte Ltd
- Chairman and Trustee, GS1 Singapore

Roles in Other Organisations and Government Statutory Boards:

- International Liaison Director, Interflora Pacific Limited
- Board of Directors, Singapore Business Advisors and Consultants Council Limited
- District Councilor, North East Community Development Council (CDC)
- Co-Chairman, Community Outreach Committee, Singapore Cancer Society
- Member, RSTN-SUSS Young Executive, Development Programme Committee