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For immediate release

## HOW MANDARIN SKILLS HELPED FIVE YOUNG BILINGUAL PROFESSIONALS IN THEIR WORK AND LIFE

The Speak Mandarin Campaign has identified five Young Bilingual Professionals or 双语专业达人 in the community whose language capability in Mandarin has helped them in their professional careers, or enriched their personal lives. These bilingual professionals were shortlisted by the Speak Mandarin Campaign after consultation with local partners, such as non-profit organisation Business China.

The five Young Bilingual Professionals are Kennie Ting 陈威仁, Sim Cheng Yu 沈政宇, Pey Yin Jie 白吟洁, Lim Jing Kai 林靖凯 and Ian Loh 盧泓勝. They work in different business sectors, have the capability to use Mandarin in their professions, and demonstrate much potential to become spokespersons for their work sectors or specialisations.

These professionals come from a variety of backgrounds. Some grew up in a Mandarin-speaking environment where Mandarin was mainly spoken at home. Some started out less familiar with Mandarin, but later found new opportunities support their practice and use of Mandarin, which deepened their interest in the language. Most also shared the view that their knowledge of Mandarin became beneficial to them as they grew older.

Having a good grasp of the language also enabled these bilingual professionals to take advantage of greater career opportunities. Besides benefitting their professional lives, Mandarin also enriched some of their personal pursuits, and enabled them to form deeper bonds and relationships with colleagues.

Through the profile stories of these Young Bilingual Professionals, the Speak Mandarin Campaign hopes to inspire Singapore's young working professionals to use or improve their Mandarin language skills beyond their formal education, and to make effective use of their bilingual capabilities.

The videos featuring the Young Bilingual Professionals are available for viewing on the Speak Mandarin Campaign's Facebook and YouTube pages at <https://tinyurl.com/SMCYBP2023-videos>.

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## About Speak Mandarin Campaign

The Speak Mandarin Campaign was first launched in 1979 by then Prime Minister Lee Kuan Yew. It encourages Singaporean Chinese to embrace the use of Mandarin in their daily lives, and enjoy an appreciation for Chinese culture. The SMC aims to promote the capability and confidence of Singaporeans to speak Mandarin in the relevant contexts, by creating conducive environments for them to use, practise and live the language.

Visit [www.mandarin.org.sg](http://www.mandarin.org.sg) and [www.facebook.com/SpeakMandarinCampaign](https://www.facebook.com/SpeakMandarinCampaign) for more information.

## About Business China

Launched in November 2007 by Founding Patron and Singapore's Founding Prime Minister, Mr Lee Kuan Yew, Business China's mission is to nurture an inclusive bilingual and bicultural group of Singaporeans through extensive use of the Chinese language as the medium of communication to sustain our multi-cultural heritage, and to develop a cultural and economic bridge linking the world and China.

For more information, please visit: <https://www.businesschina.org.sg>. Get updates on our social media platforms - [Facebook](https://www.facebook.com/BusinessChina), [Instagram](https://www.instagram.com/BusinessChina), [LinkedIn](https://www.linkedin.com/company/BusinessChina).

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## Annex

### Young Bilingual Professionals



**Kennie Ting 陈威仁**

*Director, Asian Civilisations Museum and Peranakan Museum*

Kennie has always been curious about his roots. Growing up in an English-speaking family, Kennie attended frequent Chinese tuition classes. From there, his interest in Chinese history and literature grew. In his secondary school, Kennie decided to study Chinese Literature for his O-levels to deepen his knowledge in Chinese culture and history.

In his course of work as director of the Asian Civilisations Museum (ACM), Kennie's bilingual competency has enabled him to bridge relationships between Western and Asian colleagues. In 2019, ACM worked with Guo Pei, China's most renowned couturier, on a major couture and art exhibition. His ability to communicate in Mandarin and deep understanding of Chinese culture were key factors in winning the designer's trust in ACM as the best museum partner for this exhibition. These same abilities also facilitated a successful collaboration with the Shanghai Museum, which saw Singapore's Tang Shipwreck Collection travelling to Shanghai in 2020 for a major exhibition.

Kennie is also an author and writes about the history and heritage of Asian port cities.

Short video: <https://youtu.be/Mr0zUY9UPzI>

Full video: <https://youtu.be/P0V25OmkJY8>



**Sim Cheng Yu 沈政宇**

*Trade Marketing Manager*

As a Trade Marketing Manager for a multinational eyewear company, Cheng Yu's job involves the brand and marketing management of an ophthalmic lens brand across Asia Pacific, Greater China and Middle East Africa. In his role, he develops marketing content and activities, spearheads development and execution of commercial plans and supports both trade and consumer facing digital initiatives. In his previous role as Digital Strategy Manager, Cheng Yu's job involved working with digital ecosystem players in China to improve the delivery of eye health

services. As a management trainee, Cheng Yu's proficiency in Mandarin gave him the opportunity to be seconded to the Greater China team and work on landmark projects. This advantage has allowed him to communicate effectively with Chinese counterparts and stakeholders, and facilitate sharings and knowledge transfers between the Chinese teams and other regional offices, including France, United States and Singapore.

Cheng Yu is also a youth grassroots leader in the Boon Lay community, where he has been serving for the past 13 years. He often engages with residents in Mandarin, especially with senior residents and hawkers. Being able to communicate in the language that they are comfortable with, allows him to better empathise with their problems and form a bond with them.

Short video: <https://youtu.be/xsVGM66xGKY>

Full video: [https://youtu.be/i4EU\\_86HEwk](https://youtu.be/i4EU_86HEwk)



## Pey Yin Jie 白吟洁

*Principal Consultant*

*Lyricist*

Yin Jie is a Principal Consultant with a multinational energy group. Due to her bilingual proficiency, she is able to review and advise on Chinese contracts and documents with ease. This competency also opened up opportunities in her career, including company representations to negotiate Chinese contracts in Beijing.

Since young, Yin Jie has had a keen interest in Chinese culture and language. In school, she studied classical literature and wrote articles as part of the student sports correspondents program with Lianhe Zaobao.

Currently, she pursues her passion for creative writing in Mandarin by composing Chinese pop song lyrics. She is an exclusive lyricist with Funkie Monkeys, a Singapore music production and publishing company, and has been composing lyrics for Chinese pop songs since 2015. The recent songs published with her lyrics include 《最用过心的》 by 张杰 and 《我们不像我们》 by 丁当. The song 《我们不像我们》 was awarded “hito 流行音乐奖 - 年度十大华语歌曲” by Hit FM Network, a radio broadcast network in Taiwan.

Short video: <https://youtu.be/v7kcKXpyb64>

Full video: <https://youtu.be/ovPcP4e7tWl>



## Lim Jing Kai 林靖凯

*Content Creator*

*Financial Consultant*

When he was young, Jing Kai was looked after by his grandmother who only spoke Teochew. He became fluent in Teochew, but struggled with Mandarin. Jing Kai's interest in Mandarin eventually developed during junior college years when he was exposed to Chinese music.

In the university, he joined the student exchange program NOC (NUS Overseas College) where he spent six months in ShenZhen, China. The experience challenged him to step out of his comfort zone and immerse himself in a Mandarin environment. When he worked in the media industry in China, he picked-up video editing skills and began to create self-media content or 自媒体, mostly filmed in Mandarin. This fulfils a promise to himself, and that is to always strive to improve his Mandarin.

Short video: <https://youtu.be/FL0X315Xt3k>

Full video: [https://youtu.be/WNEJLE5- E](https://youtu.be/WNEJLE5-E)



## Ian Loh 盧泓勝

*Senior Vice President, Head of Strategic Digital Assets Solutions*

Ian's mother ran a rosewood furniture business. Since young, he had gone on numerous business trips with his mother to China and since then, cultivated a strong interest in Chinese language and culture. He believes that the family unit plays a key role in instilling an early interest in the language and culture.

While studying at Hwa Chong Institution, Ian was part of the Bicultural Studies Programme (BSP) where he was convinced that the vibrant and fast-growing China economy would bring ample opportunities for youths of his generation. As such, he decided to pursue his undergraduate degree at Tsinghua University in China.

In pursuit of a holistic education that encompasses perspectives on global issues from the East and West, he embarked on his MBA

at the University of Oxford in 2020, alongside peers of more than 60 nationalities.

Ian is a strong advocate of bilingualism and biculturalism. He actively speaks at universities to engage youths on his studies and professional experience in Greater China. He has also visited universities in Singapore, Beijing and Hong Kong to share about his experience.

Short video: <https://youtu.be/gp1j0wR4XF1>

Full video: <https://youtu.be/anlxvzfEw2o>