

Growing with the nation Homegrown Brand Poh Tiong Choon Group Celebrates 70 Years in Business



Poh Sin Choon
Founder / Group Advisor



Poh Choon Ann
Group Chairman



Poh Khim Hong
Group CEO

“ Poh Tiong Choon Group was founded in 1950 by my late second brother Choon Her and me, as a small transport company. In those early years, we started off mainly to make a living, without the ambition to grow the company big. My father passed on when I was 15 years old. I am the eldest with 6 younger brothers and one younger sister. Choon Ann, my youngest brother, was only 3 years old then. It was then the responsibility of my second brother and me to help my mother in taking care of the whole family.

After World War II and in the 1950s and early 1960s, at a time when Singapore was moving towards independence and economic activities were relatively low, it was tough going for our small transport company. Through the hard work and support of my brothers, we were fortunate to not only make a living but to see our business picked up steadily leading to the incorporation of Poh Tiong Choon Company.

After Singapore's independence in 1965 and especially so in the 1970s and 1980s, Poh Tiong Choon Group expanded rapidly. One of the factors for the rapid growth was the industrialisation policy of the government after Independence to create more employment, and transportation definitely had a major role to play.

Another factor was my youngest brother Choon Ann who joined Poh Tiong Choon in 1964. He had received the most education among the brothers, is smart with an outgoing personality, is good at assessing situations, has many friends, and was able to grab business opportunities resulting in growing business. With the talents and loyalty of our second generation, nephews and nieces, employees, as well as the group's cohesiveness under the leadership of Choon Ann, Poh Tiong Choon has grown to what it is today. At the ripe old age of 96, I feel most gratified.

Poh Tiong Choon Logistics Limited was delisted from the Main Board of the Singapore Stock Exchange in 2018 and privatised. At the same time, Poh Khim Hong became the new Group CEO. Khim Hong is my niece and Choon Ann's daughter. I have seen Khim Hong from young, and knowing her character and capability, I feel confident. Her hard work in Poh Tiong Choon since her graduation from university in the United States in 1984, and her capability and leadership are acknowledged by the staff, the customers and the industry. It is indeed a heavy responsibility for her and I wish her all the best in bringing Poh Tiong Choon forward to the next level.

I would like to take this opportunity on Poh Tiong Choon Group's 70th anniversary in 2020 to thank our nation in providing the growth opportunities and at the same time hope that the Group's "loving and family-oriented" corporate culture would propel us to continue paying back to society and fulfil our corporate social responsibility.

Wishing all a most happy and prosperous Lunar New Year!

“ Poh Tiong Choon was founded in 1950 by my eldest brother Sin Choon and late second elder brother Choon Her. I joined them in 1964 and have been working alongside our family members and colleagues for a good 56 years.

We all belong to the Pioneer Generation. Having grown up in a kampung and lived through some very turbulent and difficult times, we tasted experience to the utmost. Perhaps because of these life experiences, we developed a can-do spirit and are never afraid of hard work. We also become fully appreciative of the importance of gratitude!

The following year after I joined the company was 1965 when Singapore became an independent nation. Conditions were then poor but opportunities for business development abounded. As Singapore embarked on an aggressive programme to get the economy going, I seized every opportunity to keep pace with the changing economic landscape. It was challenging: it required continual market assessment and timely transformation. Fortunately, I have a united team, a supportive family and some most generous benefactors who together helped Poh Tiong Choon grow from strength to strength.

Our story clearly illustrates the fact that enterprises can flourish only if the nation is also on a growth trajectory. As such, the Poh family and all management and staff of Poh Tiong Choon are immensely grateful to the nation.

Poh Tiong Choon's development is also due in no small part to the effort put in by my children, nephews and nieces who are well-trained in their respective fields. The second generation elite team and the many professionals who had come on board have greatly raised our management capabilities. Together, they ensure that we will continue to embrace change and innovation to stay ahead of the competition locally and globally.

On the eve of Poh Tiong Choon Group's 70th anniversary, we welcomed a new Group CEO and Deputy Group CEO. Former Finance Director and CFO of Poh Tiong

Choon Logistics Limited, Poh Khim Hong, is now our Group CEO. Having been given an entry-level job when she first joined the Group more than 36 years ago, she is well versed with every aspect of the business. Today, she is very much a logistics veteran in her own right in this traditionally male-dominated industry.

Former Executive Director and CIO of Poh Tiong Choon Logistics Limited, Poh Kay Leong, has been promoted to Deputy Group CEO following a restructuring exercise. Armed with a degree in information technology, he was instrumental in the successful implementation of Poh Tiong Choon's computerisation programme and use of computer applications to raise its productivity and strengthen its competitive advantage. He had served in the Group for close to 30 years, it is time for him to take on greater responsibility.

Although the coronavirus pandemic is causing severe disruption globally, I am confident that Poh Tiong Choon team will overcome all odds and achieve greater heights.

2020 marks the 70th anniversary of the Poh Tiong Choon Group. Although it is a significant milestone, we have decided to celebrate it with the publication of a commemorative book and congratulatory advertisements in the major newspapers in light of the ongoing pandemic. Taking this opportunity, I would like to express on behalf of Poh Tiong Choon Group, our sincere appreciation and thanks to Mr Ow Chio Kiat and Mr Teo Chiang Long, the two great benefactors of the Poh Tiong Choon Group, and Dr Liu Thai Ker, distinguished city planner and my old schoolmate, for sending us their well wishes and messages for our 70th Anniversary Commemorative Book. Also, my most sincere appreciation to the nation for supporting and nurturing us all these years. I would also like to thank our shareholders, partners, associates and colleagues for the full support.

May you always be healthy, safe and happy!

“ 2020 marks Poh Tiong Choon Group's 70th year since establishment. This is a significant milestone worthy of splendid celebrations. But in light of the coronavirus pandemic which is disrupting the global economy, we decide to celebrate modestly with the publication of a commemorative book and congratulatory advertisements in the major newspapers to thank our nation, our elders in the family and all our staff for their invaluable contribution.

I would like to first thank our two founders, my eldest Uncle Sin Choon and my late Second Uncle Choon Her, as well as my father Chairman Choon Ann, late Third Uncle Choon Leng, late Fourth Uncle Choon Imm, Fifth Uncle Choon Chwee, late Sixth Uncle Choon Hock and my only Aunt Chiew Kiok. As they say, all lofty buildings start from the ground and the beginning is always the hardest. It is not difficult to visualise the hardship they had to endure during the journey of entrepreneurship in the 1950s and early 1960s before Singapore became an independent nation.

Secondly, my gratitude to my brothers and cousins, some of whom are around my age whilst several others are my seniors. For decades, they have been taking up different positions in Poh Tiong Choon over the years, playing different roles to the best of their abilities and leaving their footprints alongside every step taken by Poh Tiong Choon.

Thirdly, my tribute to a group of very dedicated staff whom Poh Tiong Choon has the fortune of having. This year's list of long service awardees includes many colleagues who have served the company for more than 30 years. They regard Poh Tiong Choon as their big family and we stand by each other through thick and thin, maintaining a harmonious relationship.

Next, my sincere thanks to our customers for their trust and support. Some of whom are multinational corporations who have been with us since we first started our business; thank you for your support! Credibility of an enterprise has to be built up over time. There is no shortcut and hard earned trust may be broken swiftly. As such, we are committed to providing professional service of the highest standard.

My great appreciation also goes to renowned investment specialist Tower Capital Asia and UOB for their strong support and trust when we delisted our flagship company Poh Tiong Choon Logistics Limited from the Main Board of Singapore Stock Exchange.

Upon privatisation of Poh Tiong Choon Logistics Limited, I took over the Group CEO baton and my brother Kay Leong stepped up as the Deputy Group CEO. It is a great honour but also an enormous responsibility. We will continue to uphold our traditional values of integrity and diligence and remain committed to fulfilling our corporate social responsibilities.

During the period of restructuring exercise after privatisation, although the coronavirus pandemic has brought on unprecedented challenges, we are able to maintain a stable course with support from the government through the Job Support Scheme. There is no retrenchment of staff due to impact of coronavirus outbreak and we remain immensely gratified.

While celebrating the Poh Tiong Choon Group's 70th anniversary, I sincerely thank all for the encouragement and blessings.

Wishing you and your family a very blessed and happy Lunar New Year!

- Milestones -



The first Poh Tiong Choon truck



Existing modern transportation fleet



Poh Tiong Choon Chemical Logistics Complex @ Jurong Island



Poh Tiong Choon Logistics Hub @ 48 Pandan Road

STARTING OUT & PERSEVERING

1950	1964	1966	1967	1968	1968-1975	1969	1973	1979-1982	1992	1993	1996	1999
Commenced operations as a small owner-operator transport company.	Registered Poh Tiong Choon Company for entering into contracts with bigger clients after Poh Choon Ann came on board in the same year.	Handled the unloading of Singapore's first import shipment of raw sugar in bulk at Jurong Port for Sugar Industry of Singapore (SIS), the first major client.	First to introduce the concept of Total Integrated Logistics Services (一条龙物流服务) in Singapore with the handling of raw sugar for SIS. Services provided: discharging bulk raw sugar from vessels, packing and repacking of refined sugar in the factory, stacking and unstacking of bagged sugar in the warehouse, local distribution of refined sugar and delivery to port for export.	Started heavy haulage services to meet growing demand brought about by industrialisation. Began transporting heavy concrete beams, transformers for power stations, factory boilers and other heavy equipment.	Secured contracts to provide transportation services for three oil refineries: (1) Shell at Pulau Bukom Kechil, (2) SRC at Pulau Merlimau and (3) Esso at Pulau Ayer Chawan.	Incorporated Poh Tiong Choon Contractors (Pte) Ltd (now known as Poh Tiong Choon Logistics Limited) to meet requirements of international companies.	One of the first local transport companies to respond to the global containerisation trend. Invested in the building of a container depot and commenced provision of container services such as transport, storage and repair services.	Commenced construction of an office block in 1979 to serve as headquarters, a single-storey warehouse, a container depot and its maintenance facilities at 48 Pandan Road to meet growing demand for warehousing services. Full operations commenced in 1982.	Set up Suzhou Fortune Real Estate Development Co Ltd with Suzhou Foreign Trade Committee and went on to develop three 28-storey commercial cum residential buildings at San Xiang Road, Suzhou.	Set up a joint venture with Nakajima Suisan Co Ltd (Japan). The JV "PTC-Nakajima Suisan (Asia) Pte Ltd" managed and operated 68 sushi and seafood outlets across Singapore, Malaysia, Taiwan and Hong Kong. All shares were sold in 2010 to Nakajima Suisan with a return on investment of over 80 times.	Obtained ISO9002 quality management certification for capability to provide total integrated logistics services.	Listed Poh Tiong Choon Logistics Limited (PTCL) on the Main Board of the Singapore Stock Exchange. The public tranche for the initial public offering was 163 times over-subscribed, indicating great confidence in Poh Tiong Choon.

CONSOLIDATING & FOCUSING ON CORE

1999-2002	2005	2006	2007	2008	2011	2013	2015	2015-2019	2016	2018	2019	2020
Commenced construction of the building of PTC Chemical Logistics Complex at Jurong Island in 1999 to provide total integrated logistics solutions to petrochemical customers located on the island. Operations began smoothly at the new complex in 2002.	Constructed an ISO tank cleaning and maintenance facility next to the PTC Chemical Logistics Complex in Jurong Island and on long term leasing till now to Stolt-Nielsen S.A. Group, the largest tank cleaning and maintenance operator in the world.	Incorporated 100% owned subsidiary Poh Tiong Choon (Shanghai) Limited to expand logistics business in China.	Awarded the Secure Trade Partnership certification administered by Singapore Customs and certified e-SCM approved by eSCM Council.	Completed the construction of a factory building with office space at Tuas and on long term leasing to National Oilwell Varco Pte Ltd, a multinational company servicing the oil and gas industry.	Celebrated 60th anniversary with the publication of a commemorative book and a Gala Dinner attended by more than 1,300 guests. Poh Tiong Choon Arts Fund was also launched with S\$1 million funding to support the development of local arts and culture as well as to fulfil corporate social responsibilities.	Received the BizSafe Star Award from the Workplace Safety and Health Council (WSH) and attained OHSAS 18001:2007 accreditation for occupational health and safety management systems for bulk cargo.	Received the Singapore Productivity Award from the Singapore Business Federation.	Redevelopment of 48 Pandan Road premises into a new 6-storey ramp-up warehouse cum office block with total area of 1.1 million square feet. Full operations commenced in 2019.	Celebrated 66th anniversary with the publication of a commemorative book and congratulatory advertisements in the major newspapers, Gala Dinner and Staff Long Service Award. Received the Heavy Vehicle Fleet Safety Award (Merit) from the Singapore Road Safety Council.	Delisted PTCL from the Main Board of the Singapore Stock Exchange with the strong support from renowned investment specialist Tower Capital Asia and UOB. The privatisation and the subsequent restructuring process went smoothly and built a stable platform for sustainable growth.	Awarded the NS Mark (Gold) by the Ministry of Defence.	Celebrating 70th anniversary with the publication of a commemorative book and a full page congratulatory advertisement in The Straits Times and Lianhe Zaobao.

PRIVATISATION, RESTRUCTURING & MOVING FORWARD

We will build on the 70-year legacy of Poh Tiong Choon as one united team and move forward to scale greater heights. Thank you for your support.

- Our Heartiest Congratulations -

