

CHENG LI HUI

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Cheng Li hui, 39, the Deputy CEO of Hai Leck Holdings Limited, is a volunteer with several public organisations for the past 12 years. A Councillor in the Northwest CDC since 2004, she was a member of the NUH Medifund Committee from 2007 and is the Vice-Chairperson of the Tampines East Citizens' Consultative Committee and the Tampines East Community Club Management Committee.

Her passion for serving the community started early. When she was in Bukit Panjang Government High School, she was in the Girl Guides, visiting old folk homes, participating in food donation drives and environmental recycling projects. This carried on into her professional life, when she started volunteering in Bukit Panjang PAP Branch's, Meet the People Sessions in 2003.

She started her journey in the northwest, being a member of the Bukit Panjang Citizens Consultative Committee and the Bukit Panjang Community Kitchen Co-operative and as a councillor in Holland-Bukit Panjang Town Council. For the early part of the last 10 years, she worked with Dr Teo Ho Pin, to understand grassroots organisations and their activities and how to effectively engage residents. It was during this tenure that she observed first-hand the needs of the elderly and the opportunity for them to lead meaningful dignified lives.

She has also worked closely with Member of Parliament, Ms Ellen Lee in Woodlands Constituency for a year from May 2013 and with Vikram Nair in Admiralty Constituency from June 2014 to January 2015, as an interviewer during the Meet the People sessions and community activities. She has been understudying Mr Mah Bow Tan since February 2015.

In 2013, she was awarded the public service medal (Pingat Bakti Masyarakat) and earlier this year she received a Long Service Award from the Peoples Association for 10 years of service. Due to her grassroot activities, she has developed a love for brisk walking and a healthy lifestyle.

Personal Quote

Helping people has been such an integral part of my life for more than a decade. When I am able to help improve the lives of the people, it really motivates me and I want to do more.