



PART III TRAINING PROVIDER INFORMATION

Please attach profile of training provider.

Training Provider Name: **PI ETA Consulting Company**

Address: The Alpha, #03-16A, 10 Science Park Road, Singapore Science Park II
Republic of Singapore

Postal Code: 117684

Telephone Number: +65 634 100 10

Facsimile Number: +65 634 100 20

Website Address: www.pi-eta.com

Email Address: marketing@pi-eta.com

Training Instructor(s) Information

Please attach detailed resume. Please use separate sheets if there is more than one training instructor.

Training Provider Name: Mr. John P. F. Cheong

Educational Qualifications Attained

1975 – 1976	DIC (Diploma of Membership of Imperial College of London, UK) - Management Science
1975 – 1976	Imperial College of London, UK, Master of Science (Operational Research/Management Science)
1972 – 1975	University of Birmingham, UK, Bachelor of Science, Honours. (Mechanical Engineering)

Professional Qualifications

1988	Corporate Member of Marketing Institute of Singapore (Singapore) – M.M.I.S.
1982	Corporate Member of Singapore Institute of Management (Singapore) – M.S.I.M.
1982	Corporate Member of Institute of Motor Industry (UK) – M.I.M.I.
1980	Corporate Member of Chartered Institute of Logistics & Transport (UK) – M.C.I.L.T.
1976	Associate Member of Institution of Mechanical Engineers (UK) – A.M.I.Mech.E.

Relevant Industry Experience

COMPANY	DESIGNATION	JOB DESCRIPTION	PERIOD	
			FROM	TO
Sinspec Marine Services Pte Ltd, Singapore	Director/Consultant	<ul style="list-style-type: none"> Adviser to the group in consultancy work and other project development assignments - including re-organization and other related activities in logistics / services / training for the group of companies. Developed a global digital-image surveying web-based systems for international asset-owners. Reporting to Managing Director and BOD in Singapore 	2007 – Now	
EAE Logistics Sdn Bhd (Malaysia) EAE Freight Forwarding Sdn Bhd (Malaysia)	Executive Director / Consultant	<ul style="list-style-type: none"> Consultancy work for the group in corporate policies, regional marketing and logistics / training activities. Developed inter-modal transportation & distribution connectivity between Singapore, Malaysia and Thailand. Reporting to Group Managing Director and BOD in Malaysia 	2004 – Now	
Trans Van Links (S) Pte Ltd Singapore TVL Logistics Pte Ltd Cambodia TVL Indonesia Pte Ltd, Indonesia	Managing Director	<ul style="list-style-type: none"> Managing global logistics and distribution for the group at those named locations. Provided consultancy services for joint businesses for the North & South Asian, Sub-Continental and other region. Set up offices in Cambodia, Thailand, Indonesia and Singapore. Reporting to the main BOD in Taiwan 	2001 – 2003	
Samudera Shipping Line Pte Ltd Singapore ANB Logistics Pte Ltd	General Manager	<ul style="list-style-type: none"> Direct Sales / Marketing / Operations, and all related operations in total network – with more than 50 locations stretching from the Middle-East to Korea. Providing consultancy support for acquisition / joint ventures projects; including in-house training for the staff. Initiated and developed IT systems for 2 agency networks globally. Reporting to the BOD in Indonesia 	1996 – 2000	

PSA Corporation Ltd PSA Container Depot Pte Ltd	Vice-President, Logistics, Director of PSA Container Depot Pte Ltd	<ul style="list-style-type: none"> Headed the logistics development for the logistics division with projects relating to JVs and partnership with international players. Completed a JV to consolidate all the leading depot operators in Singapore. Reporting to the Executive VP 	1995 – 1996
Regional Container Lines Group (Singapore, Thailand) Regional Consolidation Services, Singapore Point-to-Point Regional Pte Ltd, Singapore SPIC, Hong Kong	Group VP, Managing Directors, CEO	<ul style="list-style-type: none"> Headed profitably the COC business for the group; concurrently; and MD/Shareholder for 2 of the logistics, distribution and freight forwarding groups with more than 60 associated locations worldwide. Job scope includes consultancy work for JVs, establishing new territories and new business areas for the group. Reporting to BODs for separate groups. 	1992 – 1995
SeaLand Services Inc, USA	Regional Finance / Business Development & Marketing Manager	<ul style="list-style-type: none"> Head of Marketing / Operations, Finance division for the South-East Asian region. Providing management services and coordination of all related businesses for the whole of the Asian region, extending to Transpacific and the rest of the world 	1988 – 1992
British Petroleum, UK	Regional Sales / Production Manager	<ul style="list-style-type: none"> Headed the regional sales of various down-stream oil-related products, viz., chemicals, plastic, crude oil, etc/ Territories include North and South Asian locations 	1986 – 1988
Tan Chong Motors / Inchcape Sdn Bhd	Marketing / General Sales Manager	<ul style="list-style-type: none"> Group of companies, Head of Sales / Marketing / Operations divisions for the Singapore operations. Achieved market leader positions over those years 	1979 – 1986
Bank of America. NT&SA	Bank Credit Officer	<ul style="list-style-type: none"> Retail marketing - corporate bank loans 	1977 – 1978

Relevant Teaching Experience

COMPANY	DESIGNATION	JOB DESCRIPTION	PERIOD	
			FROM	TO
PI ETA Consulting Company	Seminar Facilitator	Seminars Conducted ▪ Organization Design and Development	2008	