



ghim li

EMPOWERING WOMEN

FAMILY 1ST / BALANCED LIFE / CAREER ADVANCEMENT

Estina Ang



Founder & CEO of
Ghim Li Global

Mentor to many
successful women
executives at Ghim Li

Challenges for Women

Asia is still lagging in many areas for women's rights. Often a wife's career is sacrificed for her husband's even though the wife is fully capable to excel in her own way. Asian women do not have the luxury of relaxing after a hard day's work and often have to deal with house chores and children without much support from the husband.

At Ghim Li, we salute the many contributions our female staff have made to our company and their family.



A remarkable journey for women

Prior to entering the apparel industry, Estina Ang was working in the Singapore Government Social Welfare Department where she was very involved in developing a social network to help family with child care so that women can enter the workforce.

In 1977 when the apparel industry is generally owned and predominantly managed by men, Estina Ang had the rare entrepreneurial spirit to start a sub-contractor operation with 8 sewing machines.

At the time, most qualified production or technical people are generally men from Hong Kong and Taiwan that are resistant to being managed by women.

Empowering women in production, Ghim Li has been able to develop a team of female production talents that have made substantial contribution to the growth of Ghim Li over the past 37 years.

Ghim Li offers equal employment opportunity without any discrimination. There are as many successful female executives as there are male executives. From the initial start-up where there is a need to empower women to take on roles that are traditionally held by men, Ghim Li



SPOTLIGHT :**Ms. Lee Kim Ho**

Vice President - Marketing

- Longest serving top executive - 23 years with GLG
- Recruited by Madam Estina as management trainee
- Worked in different aspect of the business
- Loving wife

Ms. Loh Suan Kiow

Senior Manager - Procurement

- Started as Production Assistant in Knitting in 1994
- Color Management
- Fabric Merchandising
- Procurement Management
- Great mother - raised 2 kids that are now in a top Singapore University

values have always been about equal participation and supporting the family, especially when women in a traditional Singapore family have a very strong obligation to take care of of the family first.

The **Family First** policy has been critical to the success of many key female executives in the company as it allows them to balance their career with their family obligations. Such a policy is generally not in place in the 70's where women's rights and their family obligations are not considered in many male dominated business environment. This policy is way ahead of it's time and has been a key success factor of Ghim Li continued growth.

Great Foresight

While many garment companies established in Singapore in the 70's have ceased operation, Ghim Li continue to be a major player to many reputable retailers and brands in America and Europe.

Through great foresight, meticulous planning and fast execution, Ghim Li has established strategic production facilities in locations during the quota era, after the quota era and the impending Trans Pacific Partnership. With a long-term sustainable business plan and robust talent management, Ghim Li has been able to develop endearing and enduring customers over the years.



Felicia Gan
SVP Marketing

Mentoring

Being a mother of 5, Madame Estina truly understands the challenges of balancing a demanding business with raising a family. Female staff can and have always relied on a caring Mentor in Madame Estina. Always giving support and encouragement plus making accommodation when family emergencies arises. Madame Estina has also groomed her own

daughter Felicia Gan to take a leadership role in business development.

WOMEN IN NUMBERS



Susan Yong
EVP
Marketing



Melissa Yap
SVP Marketing



Priscilla Lim
VP Marketing



Julie Tan
VP Marketing



Catherine Yam
VP Design



Florence Chong
Manager, Factory
Procurement



Swanny Oei
Merchandising
Manager



Lee Li San
Accounting
Manager



Gee Goh
Finance Manager



Tan Ah Huah
Technical Manager



Karen Chua
Manager, Cash
Flow & Stock



Ong Lan Keow
Manager, Technical

*Plus many
more..... Empowered - Independent - Home Maker*