



华商 • Entrepreneur
Corporate Brands

Stories of **Successful Entrepreneurs**

A Collection of the *Extraordinary Stories* of Successful Entrepreneurs

A Brand That Has Withstood The Times



“

Trust is important for company's survival and even more important for the company's development

”

Victor See Yong Leng
CEO of Lam Hong (S) Pte Ltd

BIOGRAPHY

Established: 1946

Partner: **Shi Jing Shuang (Father)**Initial Capital: **S\$5,000**Start-up Location: **101 Sungei Road**Initial Company Space: **8 x 9 ft**Current Company Space: **65,000 sq ft**

Initial Staff Strength: 1

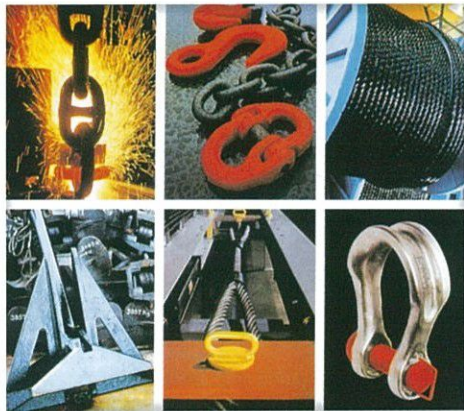
Current Staff Strength: **20**Nature of Business: **Supplier of Marine and Offshore equipment**Contact: **(65) 6265 6010**Address: **6 Link Road Jurong
Singapore 619028**Website: **www.lamhongs.com.sg**

64 years of Excellent Service – Lam
Hong (S) Pte Ltd

From Humble Beginnings

Victor See Yong Leng graduated from Nanyang University (also known as Nantah) with an Accountancy degree. After graduated, See has fostered a strong sense of entrepreneurship. See's father, See Cheow Song, himself was also an entrepreneur. The older See immigrated to Singapore from China in 1934 and established Lam Hong in 1946. Lam Hong started off as a small company with a total office space of merely 8 x 9 feet. In the initial stage, the company concentrated in the business of trading in recycled goods.

When See first joined his father's company in the 1960s, Lam Hong's was only enjoying modest sales figures. However, through his astute business sense, See propelled Lam Hong to greater heights. Marine and offshore equipment businesses were less competitive in Singapore in the 1970s, and See decided to take the gamble and diverted Lam Hong's focus to supplying marine and offshore equipment. Through due diligence, See successfully set aside Lam Hong's yearly profits as capital to invest in the sector. Consequently, Lam Hong became the first company to import wire ropes, anchor chains, anchors and related marine equipment in Singapore. See's business mantra is to provide to his customers the best marine products in the market. With that, he took the risk to become an exclusive importer of Crosby, an American company well known for its quality lifting equipment, for the Singapore market. Thereafter, See successfully rejuvenated and expanded his father's company, and gained a loyal following of customers.



Stockist and distributors products

The Virtue of Trustworthiness

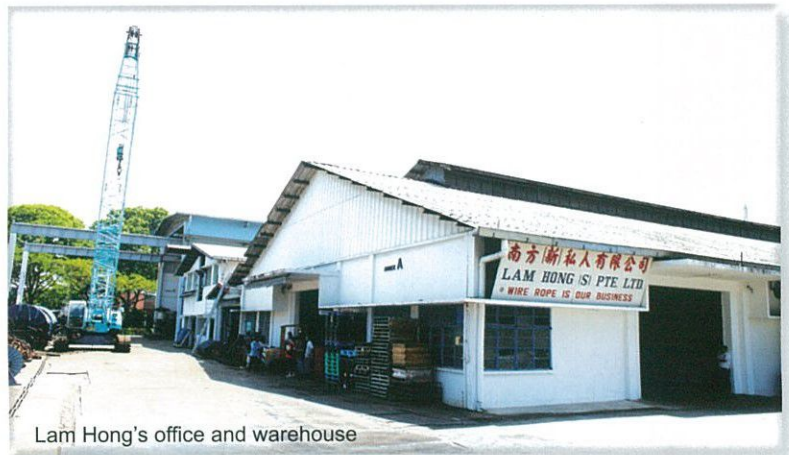
Trustworthiness is a virtue esteemed among Chinese businessmen. It is the key to a company's development, success and survival. This is not excluded for the shipping industry. Lam Hong's success is credited to its track record of providing excellent service and an extensive range of quality products, which travelled quickly with the word of mouth. Lam Hong regularly receives good customer feedback from the ship owner that seek Lam Hong for marine supplies when docked into Singapore. See's foresight led Lam Hong to stock up on supplies, which has helped many vessels attain scarce and obscure spare parts for emergency use. As a consequence, Lam Hong was able to deliver speedy services for customers with

urgent needs. With time, Lam Hong and See's name have come to be the brand name of guarantee customers have come to trust and rely on, locally and worldwide.

Expansion into the Jurong Hinterland

See first bought a factory and office space in Kallang Park in 1968. However, as the business was roaring, he soon bought another unit next to it to make it to a total factory space of 8,000 square feet. In 1980 Lam Hong expanded to an eight-storey building of 24,000 square feet at Tannery Lane.

See's acute sense of foresight did not stop there. While See was constructed the factory at Tannery Lane, he at the same time obtained a 65,000 square feet office cum factory in Jurong Industrial Estate. See decided to move his business from Town to Jurong, and rented out the whole 8-storey Building. During a time in which the industrial estate was still at its infancy. There was



Lam Hong's office and warehouse

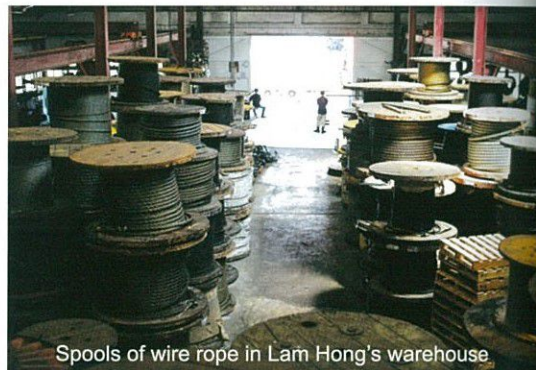
limited public transport and accessibility to the factory for his employees. However, See believed that Jurong Industrial Estate would eventually be an ideal place and bigger space to conduct his business.

As he had predicted, Lam Hong continued to enjoy a roaring business after its move to Jurong Industrial Estate. See was further granted incentives by the Singapore government for being the first marine and offshore supplies company to move into Jurong Industrial Estate. With the government incentives granted, Lam Hong was able to adjust itself comfortably to its new location. Gradually, many competitors too followed in Lam Hong's path and relocated their premises to Jurong.

Quality Products at Affordable Prices

Trading has become the mainstay for Lam Hong by the 1980s. Lam Hong directly imports from overseas supplies, ensuring its customers are supplied with the best products at the best prices. In addition, Lam Hong also takes safety with utmost importance, especially when dealing with its ship clients. Lam Hong imports only the most reliable and quality-checked products as to ensure that the safety of its clients is not compromised. As such, whenever a ship docks in Singapore, Lam Hong is sought out by the captain and ship owners to provide urgent ship supplies for necessary repairs. Lam Hong's reputation for providing quality and reasonably priced products with fast and efficient service has made it a household name among captains and ship owners.

See believes that excellent service, coupled with good pricing and quality products are key essentials for building his business. He believes by doing so, customers will trust in him and his company. Lam Hong's expansion and growth throughout the years bear testament to his beliefs. Lam Hong has expanded its business globally across the seven continents in 20 odd countries. See's emphasis in putting his customers' priority first is the key to the success of his business, and the reason for his loyal following of customers. See's success led him to be interviewed by Mediacorp Channel 8's financial program Money Week in 1998. In the same year, he was also awarded the "30 Years Partnership" award from Jurong Town Corporation.



Spools of wire rope in Lam Hong's warehouse

Investment in Education in Singapore & Abroad

In 1960s, the older See returned to his homeland in Fujian, China, and decided to build a school



24 Oct 2009 – Nanyang Technological University Alumni Service Award



Various awards

there. Old See build the school in 1975 and passed away in 1976. It was See's way of fulfilling his father's dream. He continued to complete the school called Fu Tian Elementary School. It has 18 classrooms and regularly receives monetary support to fund its IT programs and maintain the cost of running the school.

His philanthropic support to the school has ensured that the next generation from his homeland could enjoy better opportunities to life, through better education.

See's best friend of 50 years and fellow Nanyang University alumnus, Liew Xing Hun, started the "Nanyang Overseas Literature Award". See was the first to support the cost of the scholarship with a generous donation of S\$100,000. See believed that overseas Chinese literature needed the support, and as an Overseas Chinese himself, it is even more meaningful that he support its cause and help develop and promote the Chinese culture to ensure its survival and preservation.

When Nanyang Technological University's (NTU) Confucius Institute was established in 2007, the institute incorporated the "Nanyang Overseas Literature Award" into a charity fund, and successfully raised S\$1 million, which was future matched dollar to dollar by the Singapore government. The fund successfully raised S\$2 million as a result. At the first Literature Award, whose recipient was acclaimed Singaporean author and commentator Fang Xiu, See received an award from the former Minister Mentor Mr. Lee Kuan Yew.

See has also been named honorary chairman and advisor to the Nanyang Sees' Clan Association. See has devotedly served his clan for the past two decades and even generously donated funds to support the clan's charity event, and a building to house the clan. Although age has caught up with See, and he has retired from active service in the clan, clan members still periodically seek his advice on matters.

See currently holds the position of Honorary Patron of See Clan Association; Vice President and Consultant of World See Clan



Appreciation of award from Mentor Lee Kuan Yew for the "Nanyang Confucius Insitute fund"

Association; Honorary Patron of Singapore Ship-Chandlers Association; Honorary Patron of Singapore Chin Kang Huay Kuan; Honorary Patron President of China Fu Tian Elementary School; Honorary director of the Public Free Clinic Society; Honorary Director of Singapore Ping Sheh (Singapore Amateur Beijing Opera Society); Chairman of the 5th division St John's Ambulance.



Managing director of
Lam Hong (S) Pte Ltd, Doreen See

The Dawn of a New Era

In keeping with the trends, Lam Hong continues to expand and reinvent itself to retain relevance in the industry. Today, the company has expanded a size of 3 factories, stocked with an extended range of marine supplies.

See's children have also joined him in his business, ensuring the continuation of his legacy. When See first took over Lam Hong from his father in 1970s, the company had only a signboard to itself. However today, Lam Hong is a well-established company and industry leader in marine and offshore supplies.

Doreen See, the eldest daughter in the family, is currently the managing director at Lam Hong. Having first joined her father's company in the 1980s, she has reinforced her father's believe in providing customers with excellent service and quality products. Under her leadership, Lam Hong has further expanded its business overseas. Today, Lam Hong enjoys a business presence in more than 20 countries across the world, and its overseas business revenue has superseded its domestic revenue.

See's others children too, enjoy successes in their careers. His second daughter, Jane serves as his personal assistant, while his third daughter Sharon works as a director and in charge of engineering consultant in Lam Hong. His forth daughter Sophie enjoys a successful career as an accountant, while his youngest daughter Susan is a piano teacher. His youngest son running his own business and is very successful.

See also has eight grandchildren and enjoys the domestic idyll he returns home to after his hard work at Lam Hong.

Lam Hong has been established for 64 years, and will continue to prosper and expand under the watchful eyes of the new generation of management See has groomed. See's conviction to putting his customers' needs as the utmost priority ensures his company is injected with new ideas, talents and vitality, which will ensure its survival in the toughest economic situations. There is no doubt that Lam Hong will continue to expand and emerge a stronger company than it already is today.