

MR SIM KHENG YUEN



Mr Sim or CheguSim obtained his Master of Science degree, specialize in food fermentation from Universiti Malaysia Sabah (2010). He started to work as a Senior Food Science Lecturer at one of the local universities since 2012 and until date, he still actively conducts food science related speeches, workshops and trainings to various level of audients includes high school students, undergraduates, corporate personnel and public.

Besides, Mr Sim is also a certified Health Coach (Health Coach International, 2021) and HRDF Accredited Trainer (2024) who has great interest to helping clients achieve their best selves. He has trained and coached his clients to develop sustainable lifestyle which transformed their life quality. Mr Sim's previous and present collaborators include the University Tunku Abdul Rahman (UTAR), eShoplive Asia, DietChain etc.

With a background in food science and nutrition, he specializes in personalized wellness plans that balance physical activity, mindful eating and mental well-being for busy working adults. Committed to a holistic approach, Mr Sim empowers his clients to make sustainable lifestyle changes, helping them to increase productivity, job satisfaction and better engagement in the organization. Moreover, his expertise on healthy eating, weight management and stress management for targeted group is highly sought by organization that wish to commit to Environmental, Social and Governance (ESG) strategy.