

ANNOUNCEMENT

30th November 2018

Double win at Enterprise 50 Award 2018!



(Singapore - 30 November 2018) – SF Investment Holding Pte. Ltd. and Iron Chef Cuisine Pte. Ltd., which house the brands FOODLOFT® and COLLIN'S® respectively, both clinched the prestigious Enterprise 50 Award this year.

An achievement made even more impressive in their first year of participation, the E50 Award recognition will open up more doors and business opportunities for them where they can leverage on partners for the next phase of expansion.

Winning the E50 Award is an affirmation of not only the hard work that the team have put in over the last few years, but also signifies a mark of excellence in their business processes, operations and governance. It positions them at the top with the most elite SMEs in Singapore.



Standing from left to right: Mr. Collin Ho (Director and CEO of SF GROUP) and Mr. Alex Chia (Executive Chairman and Director of SF GROUP)

Both top leaders of SF Investment Holding Pte. Ltd. and Iron Chef Cuisine Pte. Ltd. respectively have expressed their pride at receiving the awards. Mr. Alex Chia, also Executive Chairman of SF Group, says, “This will boost confidence in us as we embark on our overseas expansionary plans. Our aim is to prosper not only in Singapore but regionally and eventually, internationally. We want to bring the brand to all parts of the world, igniting the world food scene with the flavours of Singapore food culture.”



Mr. Collin Ho, also Director and CEO of SF Group, adds, “Winning the award is a great validation of our internal policies in place, that we are doing things right. It gives us the confidence to keep on growing, keep on improving and keep on driving the company forward, knowing that our business philosophy and practices are spearheading the company in the right direction.”

The illustrious Enterprise 50 Award, first established in 1995, recognizes local and privately-held companies which have contributed to economic development in Singapore and abroad. This award is jointly organized by The Business Times and KPMG, supported by the International Enterprise Singapore, Singapore Business Federation, Singapore Exchange and sponsored by OCBC Bank.

- END -

Contact Information

Tel: 6509 0777

Donovan Ng, donovan.ng@collins.sg

Daniel Chen, daniel.chen@collins.sg