

Mr. Cheong Hai Poh

Executive Assistant Manager, Conrad Centennial Singapore



Mr Cheong Hai Poh is a highly accomplished and result-driven executive with more than 20 years of food and beverage experience. His achievements include Food and Beverage Manager, World Gourmet Summit 2004 and 2006 and People Excellence Award 2004, Spring Singapore.

As President of the Food and Beverage Managers' Association (FBMA) for the seventh consecutive year, Mr Cheong has contributed successfully to the growth of the association. He will continue to guide the direction and growth of the FBMA, making opportunities for a strong potential growth. Mr Cheong is also one of the pioneers involved in the formation of the Hospitality Alliance Singapore and is currently serving as the Chairman for the Alliance. He has served as judge for various industry-related competitions and was involved as one of the judging panelists in the recent Food and Hotel Malaysia 2007 - Culinaire organised by the Malaysian Food and Beverage Executives' Association.

Mr Cheong also holds various appointments including board member of the Service Excellence Advisory Panel as well as the Business & Service Academic Advisory Committee with Institute of Technical Education Singapore, council member of the Food & Beverage Industry Skills and Training Council (ISTC) initiated by WDA, Chairman of the Technical Working Group & Judging Committee of Hospitality Asia Platinum since 2002 and board member of the Service Excellence Advisory Panel with Institute of Technical Education.

He was recently appointed as member of the Working Group (WG)3 on Sustainable and Optimised Foreign Workforce by Ministry of Manpower and is a new member of the prestigious Confrérie de la Chaîne des Rôtisseurs Bailliage du Singapour.