

# Special Session on Entrepreneurial Spirit ( Live from Singapore)



**Guest Speaker: Mr. Alvin Koh**

Course: Strategic Marketing Management (MKT703)

Jan 16, 2017 @ 11:00AM



**BIO:**

*Alvin is a quintessence of strength and passion – a giant residing in the body of a little man!*

*Born with ventricular septal defect (hole in the heart), his life was standing on the thin-line when doctors foretold his early mortality; that it was unlikely he will live beyond his childhood. His parents never hide this fact from him; he was told that it was not the length of life that matters but the intensity of living it fully.*

*The will to live propel him on, and through his earnest longing to survive has nurtured in him a sense of urgency and gratitude, seeded in him courage and strength to face reality through his formative years.*

*Accidentally, his affliction has given him the ability to tap on to the power of his subconscious mind. The hole in his heart finally healed itself when he was 13 years old.*

*Being the shortest and the tiniest in school he was constantly mocked by his peers. However, against the odd this little guy has beaten the "giants" around him into submission when he became the champion sportsman of his school!*

*Later, he went on to become a successful bodybuilder, got into Singapore's National Team and won several regional bodybuilding titles. In the arena of bodybuilders he was nick named: "The Giant Killer"!*

## **MasterTrainer** **ALVIN KOH**

*The sport of bodybuilding makes him truly aware of the term "No pain, No gain!" It has become his underlining life's principle ever since. By harnessing the strength of determination he found through sports, he channeled his energy into business subsequently.*

*With merely \$17,000, Alvin started his very first restaurant, and by 2004, leveraging on his ability to envision and perform, he convinced the authority in Singapore to charter a way to brand Singapore's cuisine internationally, through co-founding a prototype National Restaurant – The Singapore Heritage Restaurant. The slogan given to the campaign is: "Branding Singapore Deliciously".*

*In 2010, Alvin and his team have won the Merit Award for Best Emerging Enterprise – one of the most prestigious business award given by the government.*

*With all his experience in life and business, Alvin feels that it will be selfish of him if he does not share with others his success formulas and life's principles and motivations. Hence, 13 years ago he ventured into the seminar and training industry and is now one of the most inspirational and prolific speaker in the region.*

*Alvin majors in philosophy but trust his experiences in life far outweigh his knowledge through books.*

*He is the author of three books: Sexy Philosophy Healthy Recipes, The Paradox of Democracy, The Alfa Male and Philosophy In Vogue.*

*When interviewed, journalists often ask him: "what are the secret ingredients in your cooking?"*

*He replied: "A dash of spices and lots of courage to venture life"*

*His life stories were featured in over 72 press articles and 4 TV documentaries.*

*The Media call him: "The Sensual Chef"*