

Mr. Gary Loh Jwee Hong, BBA (Hons), has been in the franchise consultancy and management industry since 2002. Having successfully completed numerous local and China-based projects of different natures and from diverse industries, he is well versed to handle a wide range of franchise related matters from advisory to legal matters on franchise systems, as well as marketing of franchises and auditing of the franchisees.

A list of previous projects (non-exhaustive) under his charge include:

- BreadTalk (boutique bakery) in 2002,
- Cavana Chicken (fast food concept) in 2003,
- STAR Automotive Center (subsidiary of Singapore Technologies Kinetics in automotive repair and maintenance) in 2003,
- Charles & Keith (ladies fashion) in 2003/04,
- Megabite 大食代 (leading food court chain in Shanghai, China) in 2004/05,
- Berries World of Learning School (leading Chinese enrichment school) in 2005,

Prior to his experiences in the franchise consultancy and management industry, Mr. Loh was a Senior Officer with the Singapore Economic Development Board (EDB) where he spearheaded the Technopreneurship 21 (T21) initiatives, responsible for creating a conducive environment for start-ups and promotion of venture capital activities in Singapore, Mr. Loh was instrumental in the conceptualization of the highly prominent SEEDS (Startup Enterprise Development Scheme) Program.

During his stay at EDB, Mr. Loh handled more than 50 SEEDS companies which successfully garnered startup funding from the Board totaling more than SGD24 million. Today, Mr. Loh continues to be actively involved in assisting start-ups to apply for SEEDS funding from the EDB.