



Koh Choon Hui

Singapore's Representative to the ACWC for Children's Rights

Mr Koh Choon Hui was Managing Director of Roche Singapore Pte Ltd, a subsidiary of the leading Swiss Pharmaceutical & Life Sciences group, Roche Holding Ltd from 1999-2012. As recognition for his efforts to advance the children's development and community service, he was appointed as Singapore's Representative for Children's Right to the ASEAN Commission on the Promotion and Protection of the Rights of Women and Children (ACWC) in 2010. He established Roche Singapore in 1973 and was its Managing Director until 2012. He also established Roche Malaysia and served as Managing Director of the company from 1973 to 1988. He was also a board member of Roche Diagnostics Asia Pacific Pte Ltd and Roche Singapore Technical Operations Pte Ltd. Mr. Koh is an active volunteer and community leader. He has been Chairman of the Singapore Children's Society since 1978 and served on numerous other charitable/service organisations. For his contributions to the community, Mr. Koh was conferred the following National Day Awards by H.E. the President of the Republic of Singapore: Public Service Medal (PBM) in 1984; Public Service Star (BBM) in 1991; Public Service Star (Bar) BBM(L) in 2001; Meritorious Service Medal (PJG) in 2011. Mr. Koh was appointed a Justice of the Peace in 1998 and currently also serves on six different public affairs boards.