



# BUSINESS COACH of UNIEC

## UNIVERSITY ENTREPRENEURSHIP CHALLENGE 2022



**Datuk Seri Edmund Heng**  
Founding Director of EDM Group

- **A DYNAMIC, RESULTS-ORIENTED LEADER WITH A STRONG TRACK RECORD OF PERFORMANCE IN TURNAROUND AND HIGH-PACED ORGANIZATIONS**
- **POSSESSED MORE THAN 10 YEARS OF PROFESSIONAL KNOWLEDGE AND ENTREPRENEURIAL EXPERIENCE IN SKINCARE, HEALTHCARE AND SNACKS INDUSTRY**
- **SUPPORTED AND CREATED MORE THAN 10,000 BRANDS**
- **WAS HONORED THE JCI TEN OUTSTANDING YOUNG MALAYSIAN (TOYM) IN 2018 AND JCI TOP 20 OUTSTANDING YOUNG PERSONS OF THE WORLD (TOYP) IN 2021**