



**Asia-Pacific
Economic Cooperation**

2018/SCSC/WKSP1/003

Biographies of Speakers and Participants

Submitted by: Korea



**APEC-IEC-ISO Joint Workshop on
Developing Competence Requirements
and Career Path for Standards
Professionals
Singapore
23-24 January 2018**

Speaker and Participant Biographies

Akifumi Fukuoka (Mr.), Program Director, APEC Secretariat(af@apec.org)

Akifumi FUKUOKA is Program Director in APEC Secretariat for Sub-Committee on Standards and Conformance (SCSC) and Investment Experts' Group (IEC)

Adrian GOH (Mr.), Director, ISO Regional Engagement (Asia)(goh@iso.org)

Adrian GOH oversees the ISO REI-Asia Office which has the 3 key objectives - promoting communication, collaboration and partnership; advocacy; and supporting training and technical assistance. The REI-Asia Office supports 26 members in the region with less than a four-hour time difference with Singapore.

Adrian has been actively involved in international and regional standardization activities for more than 10 years. He has extensive experience in technical regulations, standards and conformity assessment - both in his current role as Director of ISO REI-Asia Office and past experiences as Co-Chair of PASC Working Group on Capacity Building and Trade Facilitation and Co-Chair of ASEAN Working Group on Harmonisation of Standards and Mutual Recognition Arrangements.

Adrian has been actively involved in ASEAN, PASC and other international and regional fora to drive collaborations and partnerships to promote the use of ISO international standards as well as strengthen capacity development and participation of developing countries. He had been involved in a number of capacity building initiatives and regional workshops for the region such as the ISO Institutional Strengthening Programme for Myanmar and standards in support of public policies workshop.

Amy SIM (Ms.), Manager, [Singapore] The Institution of Engineers, Singapore(Amy.sim@iesnet.org.sg)

Shiuh Ming is the General Manager of Standards Development Organisation (SDO) at the Singapore Manufacturing Federation and has been involved in standards work for the last 5 years. SDO appointed by SPRING Singapore to administer the Singapore Standardisation Program. She oversees the secretariat support provided to four Standards Committees involved in development, promotion and encouraging adoption of standards (both national and international standards) in domestic market. She served as the Secretary for the Biomedical Standards Committee, Manufacturing Standards Committee and Food Standards committee during the period of 2013 to 2014. She currently serves as the Secretary for the SMF-SDO Steering Committee since 2013.

Her experience general management which also includes liaison and interaction with international community via central secretariat and other SDOs (e.g. ASTM and NACE) and also close partnership with the national standards body, collaboration and cooperation and outreach and speaking engagements in the field of national standardization programs at various seminars and outreach platforms. She has co-ordinated and hosted two ISO Plenary meetings in Singapore and more than 90 seminars/industry dialogues and standards adoption workshops in the last 5 years.

She led the SMF-SDO in 5 Standards Initiative Education in form of sharing sessions with the students from Polytechnics (from April 2014 to Dec 2016) on food and biomedical standards.

Boon Chong TAN (Mr.), Chairman; Consultant, [Singapore] SMF SDO; Dietzel Univolt(bctan_sets46@yahoo.com.sg)

Boon Chong TAN joined MK Electric as Research and Development Manager in 1977.

In 1978, he began his involvement with standards through the NSB then, SISIR. When Singapore joined the IEC in 1990, he was the first person from industry to attend the IEC General Meeting in Beijing. Since then, he has regularly attended IEC General Meetings, Technical Committee meetings as well as those of various IEC Maintenance Teams. He is also currently an expert in IEC /TCSC23B MT4 (Plugs and Socket-Outlets) and MT5 (Switches).

After leaving MK, he joined Clipsal Singapore Pte Ltd in 1992 as General Manager - Products Development. In 2005, Schneider Electric acquired Clipsal and Mr Tan continued working with the organisation and after 2 years, he was promoted to Director - Standardisation & Certification. In 2014, he was appointed Chair at SMF-SDO and currently also works as a Consultant at Dietzel Univolt.

Chungha KOH (Dr./Ms.), Deputy Director, [Korea] KATS(chkoh@korea.kr)

Chungha KOH is deputy director in Korean Agency for Technology and Standards (KATS). She deals with the policy of human resources development for standard experts and standards education for young generations. Earlier, she was in charge of managing standardization projects in the area of smart cities, smart grid, smart health, intelligent transportation systems, etc. She has a doctorate degree in electrical and electronic engineering.

Dennis CHEW (Mr.), Director, IEC APRC(dch@iec.ch)

Dennis CHEW has been actively involved in international and regional standardization for more than 15 years.

He had served as the Secretary to the Singapore National Committee of the IEC and was previously Head (International Policy) at SPRING Singapore, which had oversight on Singapore's participation in APEC and ASEAN standards and conformance fora, including numerous initiatives to harmonise standards and regulations in the region.

As Regional Director, IEC-APRC, Dennis has been actively promoting the IEC and encouraging the use of IEC international standards and conformity assessment systems to both industry and government bodies in the Asia-Pacific region. This included sharing at national and regional seminars and meetings in Brunei Darussalam, Cambodia, China, Indonesia, Korea, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. He also represents the IEC at the WTO TBT regional workshops that are held in Asia. The IEC-APRC provides support to more than 50 IEC Technical Committees/Subcommittees.

Dickson CHEE (Mr.), Manager, [Singapore] SPRING Singapore(dslchee@gmail.com)

Dickson CHEE is currently the education executive for the Division of Surgical Oncology at National Cancer Center Singapore, where he serves as part of the main working committee for public events like Breast Cancer Awareness Day, as well as regional scientific conferences and workshops like the annual Sarcoma symposium and Peritoneal Surface Malignancy Training Course.

He is in charge of building the education and research capabilities of the department, and spearhead oncology programmes to develop a range of education and counselling materials.

He graduated from Nanyang Technological University with a degree in biological sciences and had the privilege to publish in local and international journals during his course of study.

He will be joining SPRING as a manager in the Standards department under the Quality and Excellence group.

Donggeun CHOI (Dr./Mr.), Principle Researcher, [Korea] KSA(dgchoi@ksa.or.kr)

Donggeun CHOI is principle researcher for policy research in Korean Standards Association (KSA) where he joined in 2000. He visited US NIST for standards education and policy study in 2012-2013. He was also attached to MOCIE in 2000 and KORCHAM in 2001.

His experience includes international cooperation, policy reserach, and education in the field of standardization in various committees of APEC, PASC, ICES and ISO. He has participated in around one hundred different international meetings including APEC, ISO, PASC, PASC.

He was project leader of Certified Standards Professional (CSP) in 2009-2014 in Korea. He was project leader of of APEC standards edcuation initiative which completed in 2007-2015, and publishes four APEC guidelines for standards professionals. He was Board Member International Cooperation of Education about Standardization (ICES) in 2012-2015 and now serves as Secretariat of ICES.

He has published research articles and policy reports in the area of standardization (governance, patents, education) and technology innovation in such journals as Technovation, Scientometrics, ASTM SNews, ISO Focus and SES Journal. He holds a PhD in Technology and Innovation Management.

Erik PUSKAR (Mr.), Program Manager, [USA] NIST (erik.puskar@nist.gov)

Erik PUSKAR is a senior standards specialist within the Standards Coordination Office (SCO) at the National Institute of Standards & Technology. Erik supports Federal agencies by monitoring developments in standards and conformity assessment internationally and works to provide US industry with the standards-related information necessary to effectively compete in the global marketplace. He leads the Office's impact assessment efforts as was responsible for helping to launch NIST's initiative on standards education. Erik serves on the ANSI International Policy Committee and is a former vice-chair of the ANSI Committee on Education (COE). He participates on the SES certification and awards committees and is past chair of the International Committee for Education About Standardization (ICES). Prior to SCO he was a program manager and business specialist with the Advanced Technology Program of NIST and has held other positions with the U.S. Government, international development organizations, and in consulting both domestically and internationally. He has also been an assessor for the Maryland Performance Excellence Award program. Erik holds a degree in economics from Rutgers University and a Masters Degree in public management and policy from Carnegie-Mellon University.

Jacqueline C. MONTEIRO (Ms.), Director, [Singapore] KaVo Kerr (APAC-Dental Platform)
(jcmnat18@yahoo.com)

Jacqueline C. Monteiro, has more than 25 years of Regulatory Affairs (RA), Quality Management System experiences in medical technology in Asia. She has held positions of regional leadership responsibility in Becton Dickinson, Medtronic, Bausch & Lomb, Philips and she is currently the Director of RA, APAC, Dental Platform, in KaVo Kerr Dental.

She has served 10 years, as Chairperson of the Biomedical Standards Committee (BMSC), under SPRING Singapore, and she currently serves as Advisor to the Biomedical and Health SC. For her dedication and significant contributions towards the Biomedical Standardization efforts in Singapore, on 12th August 2015, she received the Distinguished Partner Award from SPRING Singapore.

She was awarded the Community Leadership Award by the US Regulatory Affairs Professional Society (RAPS) on 11 September 2017. She is certified to RAPS RAC Global and has served as member of Examination Committee for the RAPS RAC Global Examination (2008 – 2016).

Jeffrey Strauss (Mr.), Assistant Director, [USA] Northwestern University
(j-strauss@northwestern.edu)

Jeffrey STRAUSS has served at Northwestern University for more than 30 years, Strauss is Associate Director, Wicked Problems and Technical Standards in the university-wide Buffett Institute for Global Studies. He manages a faculty working group and projects involving the design, development, and dissemination of complex and integrated interactive and other teaching materials/models for faculty teaching about operations in complex and uncertain environments, He also carries out outreach programs for managers and teaches periodic courses for undergraduate, graduate and continuing education students.

Strauss is a member of the American National Standards Institute (ANSI) Committee on Education, and the International Federation of Standards users (IFAN) standardization promotion and awareness working group. He has published in ASTM Standardization News, presented on standards issues in multiple conferences and workshops, and he helps design and coordinate NIST-sponsored industry-academic workshops presenting standards in pressing problem contexts and often including standards negotiation exercises. Strauss was host and Chair for the Americas for the International Cooperation for Education and Standardization (ICES) in 2017.

Jorge GARCIA (Mr.), Deputy Head of Mission, [Peru] Embassy of Peru in Singapore
(jgarcia@embassyperu.org.sg)

Jorge GARCIA is Deputy Head of Mission in Embassy of Peru in Singapore. Jorge was foreign service official of the APEC Directorate and Specialized Fora, Ministry of Foreign Affairs of Peru (January 2014-November 2016). Jorge served as Assistant to Peru's Senior Official to APEC and to the APEC 2016 SOM Chair. George studied Law in National University of San Marcos, Lima, Peru in 2004-2009, and Diplomatic Academy of Peru, Lima, Peru, 2012-2013.

Justin HO (Mr.), Manager, [Singapore] SPRING Singapore(dslchee@gmail.com)

Justin HO is a manager from the Standards, Productivity and Innovation Board (SPRING) Singapore.

SPRING Singapore is a statutory board under Singapore's Ministry of Trade and Industry, and is also Singapore's National Standardisation Body. Since joining in 2016, Justin has been in charge of corporate governance in the National Standardisation Programme. He is also overseeing the standards development organizations programme under the standardisation framework. Justin also attends the ASEAN Consultative Committee on Standards and Quality (ACCSQ) Working Group 1, which is in charge of the harmonisation of standards in ASEAN.

Manabu ETO (Prof./Dr.), Professor, [Japan] Hitotsubashi University(manabue@gmail.com)

Manabu ETO is a professor of Hitotsubashi University, Institute of Innovation Research. He became a professor at Hitotsubashi University ten years ago. His field of expertise is industrial technology policy and intellectual property / standardization strategy.

He had worked as an METI(Ministry of Economy, Trade and Industry) official for over 20 years. He had been a member of JISC(Japan Industrial Standard Committee) since 2004. He had served as Director of Management System Standard Promotion Division, Director of Conformity Assessment Division and others. After that, he served as Geneva representative of JISC for two years. He was the IEC Finance Committee(CDF) members during 2013-2016.

He is teaching standardization not only at Hitotsubashi University, but also over 10 universities including Tokyo Institute of Technology, Yokohama National University, Kanazawa Institute of Technology and others. Also, he is a lecturer at the Ministry of Economy, Trade and Industry, the Ministry of Education, Culture, Sports, Science and Technology, the Ministry of Agriculture, Forestry and Fisheries, Japan Standards Association, Japan Intellectual Property Association, etc.

He is publishing several books on standardization. Also he is presenting research on standardization at several academic society every year.

Sek Seong LIM (Mr.), Vice President, [Singapore] Marsh (S) Pte Ltd (sekseong.lim@marsh.com)

Sek Seong LIM holds a title of Certified Business Continuity Professional (CBCP) awarded by the Disaster Recovery Institute International, US. He is working as a Vice President, BCM & Resilience Service Leader (Asia) in Marsh Risk Consulting, and is currently based in Singapore. He delivers business continuity, crisis and risk management services and solutions to customers. These services include risk assessment, business impact analysis, management system review and audit, development and implementation of response, recovery and resumption plans, conducting exercises, and assessment of preparedness, processes and programs; producing the relevant reports and recommendations for the projects based on the customers' requirements. He regularly presents in international and national seminars and events.

Sek Seong has worked and delivered consulting services in many sectors since May 1988 (more than 20 years). His experiences span from pre and post-sales support for IT and related hardware, software, services and solutions; to project and customer relationship management.

Sek Seong was involved in the development of national standards. His experience in this area including SS

507 BC-DR Standard for Service Providers (which formed the basis for the ISO 24762 Guidelines for Information and Communications Technology Disaster Recovery Services).

Sharifah AzLINDA Syed Abu Bakar (Ms.), Senior Assistant Director, [Malaysia] Department of Standards Malaysia, Ministry of Science, Technology and Innovation(azlinda@ism.gov.my)

Sharifah Azlinda is Senior Assistant Director at Department of Standards Malaysia (DSM) and started joined this National Standards Body of Malaysia in 2008. She is currently working under Standards Education Unit and responsible in assisting her team unit to explore, planning, develop and organise Standards Education Programme for school and university students, teachers and young professionals in Malaysia.

She has been involved in standards education programmed since 2014 where she began to concentrate and gives her full commitment in assisting the DSM to expand the Standards Education Programme at the national level and also to participate in the International Standards Olympiad.

She has extensive experience in national standardisation activities for several sectors such as plastic, rubber, information technology, logistics and consumer interest. Previously from 2008 until 2014, she was involved in international and regional standardisation activities such as IEC, ACCSQ (main), ACCQ WG 1 (Standards and Quality Working Group), APEC SCSC and PASC.

Shiuh Ming TAN (Mr.), General Manager, [Singapore] Singapore Manufacturing Association (shiuhming@smf-sdo.org.sg)

Shiuh Ming is the General Manager of Standards Development Organisation (SDO) at the Singapore Manufacturing Federation and has been involved in standards work for the last 5 years. SDO appointed by SPRING Singapore to administer the Singapore Standardisation Program. She oversees the secretariat support provided to four Standards Committees involved in development, promotion and encouraging adoption of standards (both national and international standards) in domestic market. She served as the Secretary for the Biomedical Standards Committee, Manufacturing Standards Committee and Food Standards committee during the period of 2013 to 2014. She currently serves as the Secretary for the SMF-SDO Steering Committee since 2013.

Her experience general management which also includes liaison and interaction with international community via central secretariat and other SDOs (e.g. ASTM and NACE) and also close partnership with the national standards body, collaboration and cooperation and outreach and speaking engagements in the field of national standardization programs at various seminars and outreach platforms. She has co-ordinated and hosted two ISO Plenary meetings in Singapore and more than 90 seminars/industry dialogues and standards adoption workshops in the last 5 years.

She led the SMF-SDO in 5 Standards Initiative Education in form of sharing sessions with the students from Polytechnics (from April 2014 to Dec 2016) on food and biomedical standards.

Siti MARIAM Mohd Din (Ms), Senior Principal Assistant Director, [Malaysia] Department of Standards Malaysia, Ministry of Science, Technology and Innovation (mariam@ism.gov.my)

Siti MARIAM began her career as Quality Management Executive in a private company in 1997. From year 1998 onwards she started leading a Quality Management Unit implementing ISO 9001. Since then she was also tasked with quality assurance initiatives involving other management system such as Information Security Management System (ISMS) and Capability Maturity Model Integration (CMMI).

She joined Department of Standards Malaysia in 2007. She has worked in Accreditation Division, managing accreditation services and particularly in managing accreditation to MS ISO 17025 - General requirements for the competence of testing and calibration laboratories. She also led a team in Proficiency Testing (PT) Unit and assist in the initial establishment of the scheme for accreditation of PT Providers against ISO/IEC 17043 - General requirements for proficiency testing. She also worked in Strategic Management Division and involved in developing Strategic Plan for Department of Standards Malaysia for 2011-2015.

Beginning January 2013, she was attached to Standardisation Division and leading the work on APEC Sub-Committee on Standards and Conformance (SCSC), Pacific Area Standards Congress (PASC), WTO Technical Barriers to Trade (TBT), mandatory standards, ASEAN Consultative Committee on Standards & Quality (ACCSQ) and mandatory standards. At present she is heading the Standards Utilisation Section which manages activity to increase uptake of standards known as the National Standards Compliance Programme (NSCP) and Education about standardisation. She is also responsible for the management of mandatory standards.

Sivam ANURATHA (Ms), Principal Assistant Director, [Malaysia] Department of Standards Malaysia, Ministry of Science, Technology and Innovation(anuratha@jsm.gov.my)

Sivam ANURATHA served as an Accreditation Officer in The Department of Standards Malaysia since December 2003. She was then responsible for carrying out activities related to the Accreditation of Certification Bodies Scheme, under the Accreditation Division of the Department of Standards Malaysia, focusing mainly on management systems accreditation.

Since mid 2015, she was assigned to serve in the Standardisation Division of The Department of Standards Malaysia and is responsible for the Education about Standardisation programme. This programme is aimed at providing awareness on standards and conformance through education, mainly for the younger generation and young professionals in Malaysia.

Soi Min LOH (Ms.), Director, [Singapore] SPRING Singapore(Justin_ho@spring.gov.sg)

Soi Min has been working in SPRING Singapore since her graduation from university in 1993. Her current portfolio involves promoting the benefits of using standards; encouraging small and medium sized enterprises (SMEs) to adopt standards; building workforce standards and conformance skills and competency; planning and policy as well as international fora including ASEAN, APEC and Free Trade Agreements. Soi Min and her team works with associations, government agencies and institutes of higher learning to bring about enhanced awareness of the benefits of standards adoption and market access for SMEs.

Prior to this, Soi Min started her career in Corporate Communications to raise public awareness on the agency's work, including on standards and conformance. She was subsequently seconded to a listed food

and beverage SME as an investor relations manager. Upon her return, she led a team that successfully formulated and implemented industry plans and strategies to transform the food and lifestyle sectors under the Industry Development Group; before moving on to her current portfolio.

Soi Min graduated with a Bachelor of Business Administration (2nd Upper Honours) from the National University of Singapore in 1993.

Sunghyun PARK (Ms.), Senior Researcher, [Korea] KSA(soylinda@ksa.or.kr)

Sunghyun PARK is senior researcher for global standardization in Korean Standards Association (KSA) since 2011. She got involved in standardization by having worked at Korean Agency for Technology and Standards (KATS), National Standards Body of Korea, during 2004-2009.

She got experience international cooperation and education for standardization for several international/regional organizations such as ISO, IEC, PASC, COPANT, PASC and ICES. In particular, she managed cooperation with emerging countries which is mainly to strengthen their capabilities and Infrastructure under a project, International Standards Infrastructure Cooperation Program (ISCP). With this experience, she became a member of newly established ISO/DEVCO WG 1 on Standardization Areas of Primary Interest to Developing Countries in 2017.

She was Secretary of International Cooperation of Education about Standardization (ICES) in 2012-2013.

Taek-Yeon Cho (Mr.), Director, [Korea] KATS(tyjo@korea.kr)

Taek-Yeon CHO is Director for Standards Coordination Division in Korean Agency for Technology and Standards(KATS) where he joined in 2017. Cho was in charge of radioactive waste management from 2015-2017 at the Ministry of Trade, Industry and Energy. Cho was also responsible for international cooperation such Middle East and Southeast Asia as well as industrial and trade police at the Ministry of Trade, Industry and Energy. Cho's experience includes as a diplomat at the embassy of Papua New Guinea from 2012-2015 and at the embassy of Azerbaijan from 2007-2011.

Cho graduated from Chunnam University of Korea with degree in Geography in 1987 and in 1997 completed international economics at the Budapest University of Economics in Hungary. Cho also has a master's degree in e-logistics in 2007 at Myungi University in Korea.

Yi ZHOU (Dr./Mr.), Assistant Professor, [Singapore] SIT(zhouyi@singaporetech.edu.sg)

Yi ZHOU is an Assistant Professor at Singapore Institute of Technology (SIT). He was a lecturer at Singapore University of Technology and Design and Singapore Polytechnic before joining SIT. Dr ZHOU has been a council member of Institution of Engineers, Singapore (IES) since 2012 and currently serves as chairman of Electrical, Electronic and Computing Engineers Technical Committee and deputy chairman of Railway and Transportation Technical Committee. Dr. Zhou served as member in Technical Committee on Building Facilities and Service and Technical Committee on Environment for quality and standard development with SPRING, Singapore. Dr. Zhou received Merit Award by SPRING Singapore in 2017 in recognition of invaluable contributions towards quality and standards in Singapore.

Yimin RAO (Ms.), Senior Engineer, [Singapore] JTC Corporation(rao.yimin@gmail.com)

Ms Rao Yimin plans for electrical power requirements and innovative systems for new or upgraded business parks and industrial estates. As an electrical engineer, she works with building consultants on innovative solutions for new buildings and retrofitting of existing JTC facilities and work with partners and research institutes on construction-related projects that promote energy efficiency, smartness and constructivity. JTC Corporation (JTC) is the lead agency in Singapore to spearhead the planning, promotion and development of a dynamic industrial landscape.

Yimin has been actively involved in developing Singapore Standards since 2013. Expanding her experiences in her work, she participates and contributes in the Singapore national committees. She has been instrumental in promulgating and use of standard specifications in her work; by checking the submission and questioning on relevant points to ensure benefits and advantages of standard specifications are being derived and shared in the building development chain. Yimin has participated in the IEC YP Workshop in 2016. After the Workshop, she has been actively involved in IEC SEG 9 on Smart Homes/Office Building Systems.

Yong Tian CHEW (Mr.), Professor, [Singapore] National University of Singapore(mpecyt@nus.edu.sg)

Yong Tian CHEW is an adjunct professor in the Department of Mechanical Engineering, National University of Singapore (NUS). He joined NUS since 1978 and held several administrative positions besides his research and academic activities in the fluid mechanics area. He is also active in the professional engineering institutions both locally and internationally. He has retired and is now helping the department to introduce new modules in professional engineering area. An area that he thinks is important to engineering students is the appreciation of codes and standards for their future career development. He works closely with Singapore Standard Council and SPRING on this.

Yongsang CHO (Dr./Mr.), Executive Director, [Korea] i-Scream Edu(zzosang@gmail.com)

Yong-Sang CHO is executive director of 'i-Scream edu' for R&D division regarding intelligence information technologies, and worked for research fellow at Korea Education & Research Information Service (KERIS) and National Standards Coordinator for Smart Media in Korea.

He has over 20 year-experience in developing learning-related technologies, such as information system modeling, innovation of content and standards. Prior to his role as CIO of i-Scream edu, he has investigated and research standardization to support nationwide learning content and service in fields of K-12 as well as higher education.

He has conducted standardization projects for metadata, content packaging, learning analytics in ISO/IEC JTC 1 SC 36 and EPUB3 in JTC1/SC 34 JWG7 as a project leader. Also he is a convenor at JTC1/SC34 JWG7 (EPUB3), JTC1/SC36 WG4 (Management and Delivery) WG8 (Learning Analytics Interoperability). In addition, He has diverse experiences in standardization activities within ISO, IMS Global Learning Consortium and International Digital Publishing Forum through liaison officer, editor and convenor activities. Recently he is focusing on intelligence technologies, such as artificial intelligence, machine learning and deep learning, to make innovation in learning, education and training domain.