

PARTNER OF LABOUR MOVEMENT

Sing Chye Heng Investment Holdings Pte Ltd

Nominated by NTUC U SME.

Sing Chye Heng Investment Holdings Pte Ltd has been a Labour Movement partner since 2022. Sing Chye Heng holds four operating business entities (Sing Soo Seng, Sing Tsu Fang, Young Hearts, and Jolly Land), which house three well-known lingerie brands – Pierre Cardin, Sorella and Young Hearts. The company has over 180 workers across 89 retail outlets and departmental stores such as BHG, Isetan, Metro and OG.

Since October 2022, Sing Chye Heng has sponsored NTUC memberships for all its confirmed workers as an extension of welfare benefits.

Sing Chye Heng has supported and implemented the Retail Progressive Wage Model in all its retail arms, benefiting more than 50 local retail workers.

Through the NTUC In Your Workplace programme, Sing Chye Heng has achieved 100 per cent of the 3Bs Checklist, aiming to cultivate Better Workplace, Better Worker and Better Work. Sing Chye Heng organises a TREAT Day on the last Monday of every month. A budget is allocated for each key department to replenish its pantry with snacks and treats for colleagues.

Sing Chye Heng has adopted the Tripartite Statement on Flexible Work Arrangements and the Tripartite Standard on Work-Life Harmony, which successfully boarded them on the Better Workplace campaign with NTUC U Women and Family.

Sing Chye Heng is supportive of training and upskilling its workers. They had fully sponsored one of its workers to upskill herself to obtain a Specialist Diploma in Human Resource Management.

With company-sponsored NTUC membership, its workers can tap into NTUC's Union Training Assistance Programme funding to upskill and reskill during their free time.

Union branch officials at the company have also actively participated in NTUC U SME's training programmes, such as 'Understanding & Applying the Employment Act' and 'HR Best Practices'.