

## **PARTNER OF LABOUR MOVEMENT**

### **Hana Lee**

Chief Executive Officer  
Paris Baguette Southeast Asia

*Nominated by Food, Drinks and Allied Workers Union.*

Paris Baguette Southeast Asia, under the leadership of Hana Lee, has established a strong partnership with the Food, Drinks & Allied Workers Union (FDAWU) since 2021. This collaboration encompasses sponsoring union membership fees, driving transformative initiatives for both business and workforce, and actively enhancing wages through workplace improvements.

Through the strategic use of the Company Training Committee grant, Paris Baguette significantly boosted productivity and streamlined work processes, resulting in wage increments that are above the prevailing Progressive Wage Model (PWM) requirements for impacted workers. Notably, the company also took steps to shorten the workweek for local operations management staff and extend similar benefits to local non-management employees. Additionally, the introduction of catered lunches, flexi-health benefits, birthday vacation benefits for ground management and Head office staff highlight the company's dedication to a rewarding and supportive work environment.

Moreover, Paris Baguette places a strong emphasis on learning and career development. The company partners with organisations like NTUC LearningHub to provide skills training in digital technologies and food waste management. They have also introduced comprehensive career development plans, including the creation of new positions to offer longer career runways for employees. Additionally, the company is committed to developing local leadership team by providing learning opportunities such as study tours to South Korea, facilitating knowledge transfer and exposure to the latest technologies and processes.

In line with their commitment to enhancing productivity and job satisfaction, Paris Baguette has redesigned roles for frontline operations and production staff. This strategic shift focuses on developing softer skills such as customer service and product display for frontline workers while implementing machinery automation to simplify tasks and improve productivity for production staff. These initiatives reflect Paris Baguette's dedication to fostering a supportive workplace environment while driving sustainable business growth and employee development.