

# SIM KHENG YUEN

Mr Sim or cheguSim is currently the Senior Food Science Lecturer at the Faculty of Science, Universiti Tunku Abdul Rahman (UTAR). He obtained his MSc, specialize in food fermentation from Universiti Malaysia Sabah (UMS) in 2010.

He has great interest in Traditional Chinese Medicine as he came from a family who has run the TCM business for more than 4 decades. He strongly believes that a good eating habit and invaluable TCM concept are essential to improve our quality of life. Aside from his academic duty, he is passionate and work hard to promote the concept of healthy eating to communities. Since 2018, he has been invited to various media platforms to share his thoughts for health-related topics.

He has trained and coached his clients to develop sustainable eating habit which transformed their health and life quality. His expertise is helping employers increase productivity, job satisfaction and engagement in the organization by implementing healthy lifestyle and balanced workplace nutrition.



## CONTACT

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 [www.asim.my](http://www.asim.my)  
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## CONDUCTED TOPICS

- Promoting healthy eating at workplace and in life
- Strategies for sustainable healthy eating and behavioral changes for working adults
- Guides to improve healthy eating and mental health at workplace
- Guides to support a health and wellness environment in the workplace: A path to sustainable business practices

## CLIENTS

CCCD, Universiti Tunku Abdul Rahman (UTAR)

HSB Reclaimed Rubber Sdn Bhd

## CAREER EXPERIENCE

### FOOD SCIENCE LECTURER

2011- 2013

School of Sustainable Agriculture (UMS)

- Designed and conducted teaching modules for food bioprocess, value added of agro-based product.
- Obtained and completed several internal and national research grants for food microbiology and food science studies.

### FOOD SCIENCE LECTURER

2013-2016

Faculty of Agro-Based Industry (Universiti Malaysia Kelantan UMK)

- Designed and conducted teaching modules for food and agro-based related subjects.
- Obtained and completed several internal and national research grants for agro-based related studies.
- As part of the consultation member for local agro-based entrepreneur projects

### SENIOR FOOD SCIENCE LECTURER CUM TRAINER

2016 -PRESENT

Faculty of Science, UTAR

- Designed and conducted teaching modules for food and agriculture related subjects
- As internal consultant for student start-up entrepreneur project
- As trainer for health and wellness at workplace related modules.

## ACADEMIC QUALIFICATION

- Master of Science (Biotechnology), Universiti Malaysia Sabah, 2010

## PROFESSIONAL QUALIFICATION

- HRD Certified Trainer, 2023
- HRD Accredited Trainer, 2024
- Certified Health Coach, Health Coach International, 2021
- Member of Nutrition Society of Malaysian (NSM), till present

# Passion and Responsibilities

Health & wellness talk



8TV live show



Product campaign



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**ASIM 家**

company campaign



Online / offline fasting coaching course

Community service