



**HOUSING &
DEVELOPMENT
BOARD**

Our Ref : 770-20-08-0001
Date : 05 Feb 2016
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TO WHOM IT MAY CONCERN

RE: LIEW YONG SEONG

I had the pleasure of working with Yong Seong from 2006 to 2015 when he was the appointed marketing agent representing Advance Contech (Singapore) Pte. Ltd for HDB's in-house developed solution i.e. SE CAD structural engineering software. SE CAD is one of HDB's key innovations to promote adoption of precast technology so as to achieve greater productivity in building design and construction.

2 As SE CAD's marketing agent, Yong Seong's main responsibilities include:

- (i) Product sales and marketing trade shows;
- (ii) Post-sales technical support to clients;
- (iii) Customised trainings to suit different clients' needs and requirements; and
- (iv) Continual product improvement and enhancement works.

3 From my experience in working with Yong Seong, he has always been known to me as someone who goes the extra mile in whatever task assigned to him. I truly appreciate his efforts, passion and dedication in successfully marketing SE CAD and delivering high quality after-sales service to all the SE CAD customers. Yong Seong has made significant contribution in the enhancement of SE CAD to ensure that the product remains relevant and competitive in the market. In addition to regular environment scan and updates to HDB on the latest trend in engineering software technologies, he has also initiated several knowledge sharing sessions and technology transfer initiatives with industry professionals to better promote SE CAD. As a result, he has managed to sell SE CAD to design consultants in Malaysia.

4 A good example that exemplifies his commitment to the job was his involvement in the revamping of SE CAD software when Singapore announced in 2013 of the move to adopt Eurocode in replacement of the existing British Standards for the building industry. This was considered to have a significant impact to the local building design and construction approach. Yong Seong has worked closely with both my HDB team and the software developer, often beyond working hours, to provide technical inputs, test out and validate the software to ensure that the enhancement work successfully.



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5 Yong Seong is professional, hardworking and resourceful. His strong structural engineering technical knowledge, coupled with his extensive IT know-how, has helped bring SE CAD to the next level. Furthermore, he is proficient in English and Chinese as well as being able to converse in Bahasa Melayu. I am confident that he will be an asset to any company that hires him.

6 If you have any questions or would like to know more about Yong Seong, please do not hesitate to contact me.

Sincerely,

Er. Dr. Johnny Wong
Group Director, Building & Research Institute
Housing & Development Board

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