

# Leng Joo lauded for creative achievement

He is only 2nd Asian among 14 worldwide to receive award

**By Malminderjit Singh**  
msingh@sph.com.sg

THE managing director of City Developments Ltd (CDL) Kwek Leng Joo, known for his business acumen and distinguished public service, was yesterday honoured for his creative achievements.

The avid photographer received the prestigious American Creativity Association's Lifetime Creative Achievement Award received the prestigious American Creativity Association's Lifetime Creative Achievement Award at a gala dinner yesterday, making him only the second Asian recipient amongst 14 global recipients since the award was launched in 1994.

Mr Kwek's commitment to public service is well known as he is a strong advocate for Corporate Social Responsibility (CSR), youth development and the arts.

As the managing director of CDL, the property pioneer of close to 50 years old recognises creativity and innovation as an integral strategy to sustain market leadership and grow the business. "A business cannot thrive and progress without creative ideas and innovations. There is no limit to creativity in work and in life," he said.

In explaining the decision to honour Mr Kwek, Associate Professor Kirpal Singh, director of the Wee Kim Wee Centre at the Singapore Management Universi-

ty, and vice-president of the ACA, said: "Mr Kwek has done a tremendous job both being a highly acclaimed photographer himself but more importantly promoting high standards in photography through several different means.

"He has also been creative in the ways in which he guided his company, CDL, to recognise significant issues way ahead of most

others so as to carve a niche as well as garner global support. CDL's green commitment is universally recognized for its creative approaches and achievements."

Three other individuals were honoured at the gala dinner yesterday as they were conferred the Champion of Creativity Award. They are former senator in the Malaysian parliament Ghazi

Sheikh Ramli, founder of the Singapore-based food and herbal remedies company Cerebos Pacific John Bittleston, and Singaporean medical doctor and serial inventor Dr Ting Choon Meng.

Dr Ting founded Health-STATS International – a Singapore-based bio-monitoring device company, which has developed four medical devices for monitoring hypertension.