



## **CORPORATE PROFILE**

Incorporated in 1998, Lianbee-Jeco Pte Ltd. (“Lianbee-Jeco”) is jointly established by two companies, Lian Bee Corporation Pte Ltd and Jeco Pte Ltd set up in 1966 and 1972 respectively, both with rich traditions and an established heritage in the retail, license and distribution of luxury goods and accessories in Singapore and the Asia Pacific region.

Led by the Company’s visionaries, Directors Mr. Sandy Liao and Mr. David Liao, Lianbee-Jeco is renowned for its stable of leather goods brands and manages boutiques and apparel counters through shop-in-shop concepts and concessionaire counters in all major department stores in Singapore and the Asia Pacific Region. As of 1<sup>st</sup> January 2008, the General Manager of Lianbee-Jeco Pte Ltd, Mr Ong Khee Meng was promoted to Managing Director to take over the helm from Mr Sandy Liao.

With more than 30 years of experience in handling branded men’s and ladies’ leather goods, Lianbee-Jeco has developed a stellar and strong market reputation in the region with many established international brand names within its portfolio.

Lianbee-Jeco is the exclusive Brand Representative of Braun Büffel, the time-honoured premium leather brand from Germany, in the Asia Pacific region, including China. Lianbee-Jeco is also the Master Licensee of Renoma in Singapore and Malaysia, and the Licensee of Pierre Cardin in Singapore.



Since its inception, Lianbee-Jeco has developed a strong distribution network of more than 220 retail points in the region spanning across Australia, China, Hong Kong, Indonesia, Korea, Malaysia, Philippines, Saudi Arabia, Singapore, Taiwan, Thailand and Vietnam.

In Singapore, with staff strength of approximately 100 employees under Lianbee-Jeco Pte Ltd, their existing Braun Büffel boutiques at Suntec City Mall, The Centrepoint and the world-class Singapore Changi International Airport's Terminal 2 Departure/Transit Lounge, cement Lianbee-Jeco's position as a market leader in the local fashion retail industry.

In the Asia-Pacific region, Lianbee-Jeco Pte Ltd's business associations through Distributorships and Licensees now stretch over nine countries with view to launch more business opportunities in new geographical grounds.

In December 2010, the Company saw a synergy in co-operating with Bonia Corporation and accepted Bonia Corporation's investment to become a shareholder. With this investment, Mr SS Chiang and Mr Daniel Chiang joined the board of Directors.

Lianbee-Jeco Pte Ltd together with the added strength and resources Bonia Corporation has to offer has solidified its position further as a strong force in the fashion retail scene for leather goods & accessories.

*- End -*