



ENTREPRENEURSHIP IS LIKE A BUILDING.
WITHOUT A STRONG FOUNDATION, IT WILL
COLLAPSE.

UP CLOSE & PERSONAL

Why did you choose to enter the metal industry?

It stems from a variety of reasons. I have always been interested in the industry and have always had a keen interest in innovation, which I feel that the metal industry allows me to develop.

Can you tell us about your most challenging obstacle to date?

Rather than say that there was a single most challenging obstacle, I would like to instead assert that there were a few notable ones. One such obstacle we faced was the need to remain competitive in this industry, and in fact, is something most companies face all the time, which demands constant innovation and breakthrough products. Not only that, rising competitive costs requires us to dig deep into our experience as well as expertise accumulated over the years in order to anticipate consumer demand and come up with a stronger portfolio and greater capabilities.

MEN OF STEEL

MR SPENCER KWA KOK LEONG

Seng Huat Metalplex Pte Ltd

With a strong reputation in the metal industry, Mr. Spencer Kwa today helms Seng Huat Metalplex Pte. Ltd – a wholesaler and distributor of non-ferrous metals – by leveraging on his extensive experience in the field.

Founded more than 3 decades ago, the company was one of the earliest pioneers in Singapore's niche metal industry, having begun by importing, exporting, and delivering a limited array of metals. In 2005, when Mr. Kwa joined the company, he started to push for greater innovation and diversification – strengthening their stock capacity and product list with high-quality non-ferrous metals such as brass, naval brass, bronze, copper, copper tungsten, copper tubes, and stainless steel.

Aiming to further their reach within the local market, Mr. Kwa also enhanced the company's wholesale and distribution service channels with precision and fabrication cutting services. Coupled with value-added packing services, the move made it easier to meet a growing diversity of customer demands.

Today, Seng Huat Metalplex caters to numerous MNCs and conglomerates in Asia largely spread over semiconductor, marine, aerospace, communications, and manufacturing

industries. Mr. Kwa highlights the in-house team's experience and expertise as a cornerstone of the company – allowing them to fulfil not just the customer's requirements, but provide additional technical advice for tricky issues as well.

Drawing inspiration from his grandfather and role model, Mr. Kwa places great emphasis on discipline and a conscientious approach. Even with the multi-million dollar success of Seng Huat Metalplex, he remains a proponent of philanthropy, noting that contributing back to society is crucial for all businesses.

Indeed, his firm and principled philosophy are what guides him in the leadership of the company. As he often explains, "Entrepreneurship is like a building. Without a strong foundation, it will collapse."