



Dr Lim Wee Chai gives an interview with his product shown prominently on his right hand

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Top Glove's Dr Lim Wee Chai scores a knockout with his glove

We don't expect our nominees to be excessively eloquent and to have a fantastic command of the language. But chairman of Top Glove Dr Lim Wee Chai performed so well in this interview, from wearing his product to his use of numbers and clarity of expression, that we had to nominate him.

Read on for my assessment below.

We launched the **Hong Bao Media Savvy Awards** in 2018 to recognise local business leaders for their communications skills, and to showcase authentic and credible home-grown communicators.

Supported by the **Asia Pacific Association of Communications Directors**, we highlight shining examples for other local business leaders to follow, and to build a culture of excellence in communication, to maximise the potential of Asian companies in the Asian Century.

Nominations close October 31, 2020 at www.mediasavvy.asia.

Here are the top points about the interview:

- Show, not tell

Dr Lim wore a distinctive red glove during the interview. Even though the colour clashes with his suit, I think nothing works better than showing your product rather than telling people about it. What better way to do that than to wear it?

- Numbers

Dr Lim remembered to use numbers, and he mentions them throughout the interview. He stressed that his company pays a lot of attention to health – they employ seven nutritionists and two medical doctors, a team of 20 to service 20,000 employees in Top Glove.

And while talking about his ambition to make his company a Fortune Global 500 one, he said he he'd need to Research team – more than 600 researchers. And to grow 30 times they'd need to grow from 45 factories to 500, and to achieve a revenue of US\$35 billion by 2040.

Such figures paint a picture and make Dr Lim's vision more concrete than some far-off dream.

- Flagging

At 1:53 in the interview Dr Lim flags that his company has five Wells that it expects its employees to do - can you identify them?

- Not getting stuck in a difficult question

When led down a line of questioning by interviewer Melissa Goh on whether Top Glove is a family business, Dr Lim answers by talking about meritocracy, and saying employees would have the same opportunities as his children, and that “everyone is a child of the family”, and that everyone would be given a chance.

If you know Dr Lim Wee Chai, share this article with him and congratulate him on being nominated for the **Hong Bao Media Savvy Awards 2020**.

If you have what it takes, nominate yourself or your senior business leader for the **Hong Bao Media Savvy Awards 2020!**

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Our three core businesses are:

1. Media skills and executive presence training and coaching for senior business leaders
2. Live webcast production from our green screen studios, or on-location
3. Active investments in a portfolio of blockchain and fintech start-ups

We operate two Integrated Communications facilities, one in Singapore's Central Business District and another in Kuala Lumpur's Central Business District. These consist of green screen television studios for on-camera recordings and webcasts, adjoining training facilities for small groups of senior executives.

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