

## **APEA Award 2017**

<https://apea.asia/malaysia/hall-of-fame-my-2017/potential-excelerate/>



**Dato' Sri Dr. Sherwin Chew  
Chen Yee**

**Founder & Managing Director**

Touted as one of the inspiring and visionary new generation of young corporate leaders, Potential Excelerate Group Ltd (PE Group) Founder and Managing Director Dato' Sri Dr Sherwin Chew Chen Yee has earned recognition for his new model of business expansion and entrepreneurial skills.

Dr Sherwin has shown keen interest in entrepreneurship since he was a teenager. Born into a wealthy family, he picked up his early business acumen from his parents. When the 1997 Asian Financial Crisis hit his father's business, it left Dr Sherwin with a strong impression of the harsh realities of the business world and how to face it with tenacity and courage. He worked as a computer technician, shoes salesman and was also involved in direct sales during the early years. Dr Sherwin later ventured into the capital market and honed his entrepreneurial skills further by getting involved in private equity fund raising and investment activities via his partnership with global parties.

His diligence and determination to succeed saw him enjoying the fruits of his labour and a life of luxury in his early twenties. In his pursuit of excellence, Dr Sherwin's persistency and passion stood out. He stands tall among the crème de la crème due to his strong drive to excel and be innovative in what he does. However, Dr Sherwin had his fair share of failures and went through the ups and downs in life after attaining his first million Ringgit when in his early twenties. At his lowest point in life, he

decided to travel to Beijing to explore new challenges. During those five years, faced with financial breakdown and one of his most difficult moments in life, Dr Sherwin realised that when opportunities do not knock on your door, you have to go after them. The vibrant economic and corporate finance activities in Beijing inspired him to form his own company in 2012, leading to the setting up of the Potential Excelerate Group Ltd.

Founded in 2012, Potential Excelerate Group LTD (PE GROUP) is a leading private equity which focus is on the Asia-Pacific market. The objective of the company is to capture the four-mentioned sectors that have a high potential for growth, in the Asia-Pacific market. This is as the Asia-Pacific is a single market and production base, and is a competitive economic region within the global economy.

PE Group specialises in mergers and acquisitions besides participating in joint ventures with other companies. It sees tremendous opportunities in private equity investment as a channel to raise funds from the corporate market. PE Group's diversified investment in the investee companies are concentrated in ICT, Retail, Design & Art Creativity, and Green Technology.

In tandem with its tagline, 'Steps Towards Sustainability' PE Group believes in guiding its team and investee companies towards sustainable wealth creation. As such, it has initiated a unique global enterprise alliance that pools together expertise from different fields through resource integration and innovative business strategies.

PE Group's mission is to work together with its partners, stakeholders and investors to achieve wealth sustainability together. It recognises the untapped business opportunities in Malaysia and the fact that many of its local small and medium enterprises (SMEs) lack of financial and capital market knowledge on how to leverage on private equity to grow their

business. It will focus on SMEs and start-up companies in the Asia Pacific that have the potential for continuous growth and then provide these companies with the opportunity to expand their market coverage. All the target companies will be working closely with PE Group in all aspects of business. This gives them an in-depth, better understanding of the nature of the business and allows PE Group to develop focused strategies to accelerate the growth potential of the business. Its ultimate goal is to invest in 30 to 50 companies in Asia-Pacific ranging from ICT, Retail, Design & Art Creativity, and Green Technology.

With his guidance, PE Group was involved in diversified investments in four major sectors Internet, Communication & Technology (ICT), Retail, Design & Art Creativity, and Green Technology. Dr Sherwin believes that diversified investments are one of the key towards sustainability and will have a better risk management level. Dr Sherwin currently leads a staff that includes a management team that comprises young and dynamic professionals from various fields ranging from finance, international business, bio-technology to nuclear science to forge new frontiers in private equity investments. PE Group intends to become a world-class player in private equity in the coming future.

Dr Sherwin was interviewed by CCTV Chinese People Oversea Chanel 4, China in December 2015 and also one of the Top 10 ranking in the Top 100 esteemed Chinese Business Leaders' Nomination 2016.

Dr Sherwin always preaches “Don’t let anyone look down on you because you are young, but set an example for the believers in speech, in life, in love, in faith and in purity” to his people. He is also a strong believer in achieving wealth sustainability together with his team and investee companies based on the core values of transparency, integrity and accountability that PE Group stands by. Dr Sherwin is also an active philanthropist since 2010 and established the Sherwin Chew Foundation. He has a deep passion for social and community work, particularly for children and youths.