



**Mr Eng Tok Ching Kenny**

Director, Gardenasia

Director, Nyee Phoe Group

Immediate Past President, Kranji Countryside Association

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Kenny Eng is the Director of Gardenasia - the hortitainment arm of the Nyee Phoe Group - and a thought leader in the farm entertainment space. Growing up amongst gardens and greens as part of Nyee Phoe's 4th generation, the legacy and values of his family's century-old horticulture business - being evergreen, upholding quality and setting trends - have always been deeply ingrained in the aspiring entrepreneur's mind.

In 2000, Kenny realigned the company's direction to create holistic experiences as a means to introduce a naturally-inspired perspective to life. This vision, termed as 'HortiTainment', is what drives Nyee Phoe's journey till today. Kenny continues to actively develop naturally-inspired lifestyle experiences, and specialised products and services with a natural touch, for a diverse clientele.

Gardenasia aims to draw people closer to nature through curated experiences that are naturally inspired. As experience consultants, we draw upon various lifestyle pillars – Eat, Work, Play – to create a holistic 'GA Experience'. These include our 'farm to table' bistro, ready to eat & ready to cook products by The Local Farm, GAKids programmes, eco-ambassadors Titoy and Morchoo, and our expertise in farmers' market events; and running a 2-hectare venue along Neo Tiew Crescent, with a Farmstay.

One to keep his cultural roots and heritage close to his heart, Kenny took up the position of Kranji Countryside Association's (KCA) President in March 2014 till 2019. Under his leadership, KCA was instrumental in organising the 2016's RASC Conference in Singapore, and the ongoing quarterly Kranji Countryside Farmers' Market.

Previously, Kenny was a council member of the National Youth Council, a \*Scape Co Ltd board member, and part of the Singapore Youth Olympic Games Organizing Committee. He holds a Science (honours) degree in Real Estate from National University of Singapore.