

## **DR SIM QUAN SENG**

### **FOUNDER AND CHAIRMAN OF THE CNS GROUP**

***Vision & Mission :  
Impacting Lives Through Education***



*"I am an educator-at-heart, an entrepreneurial leader and a pragmatist who questions, disrupts and challenges the status quo."*

Dr Sim Quan Seng is the Founder and Chairman of the CNS Group. He is a respected member of the Malaysian corporate scene, admired for his entrepreneurial charisma and passion for education.

### **Early Life**

*"I knew that the only way I was going to live my dream was through a solid education and hard work."*

Dr Sim Quan Seng, the sixth of nine children, was born in 1950 in Pontian, Johor, a small fishing village located over 300km southwest of Kuala Lumpur. His father, Sim Koon Kwee, was a house builder by profession and his mother, Mrs Sim, was a homemaker.

Dr Sim Quan Seng's father was his role model who taught him integrity, a value he greatly cherishes. His mother was the family's pillar of strength and her sudden passing when Dr Sim Quan Seng was 14, became the impetus for him to pursue his studies with great vigour.

He pursued his early education in Pontian and later at the Technical Institute at Maxwell Road, Kuala Lumpur and the Technical College in Kuala Lumpur (now known as the University of Technology Malaysia). He then went on to pass his CEI Part 2 (U.K.) professional examinations in Mechanical Engineering.

In 2016, Dr Sim Quan Seng was awarded the Honorary Doctorate in Education by Southwest State University, Kursk, Russia, recognising his vast experience in the education industry and his contributions to the private education sector.

### Corporate Career

*"I told my boss, 'You need only to tell me once what you need me to achieve'."*



Dr Sim Quan Seng (standing, third from right) with the IJM Corporation Berhad Board of Directors in April 1997. He served on the Board from 1996 to 1998.

Dr Sim Quan Seng started as a technical assistant with the Johor State Government and subsequently joined IJM Corporation Berhad (formerly Mudajaya Construction Sdn Bhd) where he led IJM's Industries Division.

In 1996, he was appointed to the IJM Corporation Board of Directors. He served the Board until 1998 when he opted for early retirement to fully pursue a personal endeavor close to his heart – education that would impact lives.

## **Passion for Education**

*"Great education is the only hope for a better world."*

In 1986, Sim co-conceived a new concept for kindergartens that created a niche in Malaysia's early childhood education scene and became an industry game changer.

Unheard of at that time, each centre had a swimming pool and a gym. Known as Child Enrichment Centres (CECs), the premises featured learning spaces that focused on creativity and self-discovery.

Classes were kept small to a maximum of 25 individuals, and music and computer subjects were offered as part of a curriculum that was benchmarked against early childhood education (ECE) practices in Singapore, Taiwan, China, the United Kingdom and Australia. These centres were subsequently rebranded to Real Kids (R.E.A.L), part of the Real Education Group.

By 2016, R.E.A.L had become a leading brand name in Malaysia. In 2020, Dr Sim Quan Seng divested his interest in R.E.A.L. He continues to be an influencer and disruptor in the Malaysian early childhood education.

## **Entrepreneurial Stewardship**

*"Personal Mission : Aspire to Develop Teachers and Entrepreneurs"*

In 1997, Dr Sim Quan Seng founded the CNS group. Its business focus will be on education and entrepreneurship development.

### **Thought Sharing**

*"Civilisations were built because of the written word. I believe that it is important to share what I know with others – writing is one good way to achieve this."*

Dr Sim Quan Seng is an avid reader with a spirit to write. He has authored and published the following books: The R.E.A.L Story; Drinking Coffee, Telling Stories and Making Money vol. 1 & 2; Multiple Intelligence; and Teaching - A Noble Profession and Soaring towards Greater Heights. Dr Sim Quan Seng also shares his thoughts and leadership perspectives on digital platforms.

### **Devoted Family Man**

"A family is not defined by its genes; it is built and maintained through love."

Dr Sim Quan Seng is a devoted family man to his wife Chang Yu Min, his three children (Jenny, Kenny and Leslie) and his grandchildren.

### **Aspirational Mission**

Dr Sim Quan Seng is deeply committed to uplifting the quality of life for the communities that the CNS Group operate for and within. This includes being an equal opportunity employer, upholding gender equality at work, and promoting diversity at the workplace.

Personally, he wants to share his skills and knowledge to inspire and develop teachers and entrepreneurs alongside creating better recognition for women. A teacher-at-heart, Dr Sim Quan Seng is most passionate about creating lifelong educational opportunities that start from preconception and extend into one's sunset years.