



AGM
2024 – 2025

Agenda

| | |
|----------------------------|---------|
| Networking | 6:00 pm |
| Welcome Guest of Honor | 7:30 pm |
| MoU Signing Ceremony | 7:40 pm |
| AGM | 7:50 pm |
| Guest Speaker Presentation | 8:40 pm |
| Networking | 9:10 pm |



Chartered Institute
of Ergonomics
& Human Factors



MoU

Memorandum of Understanding

Forging a Collaborative Partnership in Advancing
Human Factors & Ergonomics Through Knowledge Exchange

28.03.2025



Ben Peachey
CEO

Chartered Institute of Ergonomics & Human Factors
(United Kingdom)



KC Yong
President

Human Factors & Ergonomics Society of
Singapore

Objective & Goals

Drive Human Progress Together

Enhance

the Living
Environment of
Singapore

1

Engage

with
Multi-Disciplinary
Design Industry

2

Coach

New Generation
of HFE
Professionals

3

Connect

with International
Partners to
Exchange
Knowledge

4

Raise

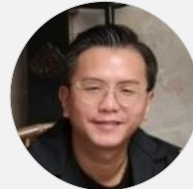
HFE Awareness
in Small Medium
Business

5

2024 - 2025 HFESS Executive Committee



KC Yong
Dell
President



Keynes Yeo
Greydient Lab
Honorary Treasurer



Dr Frank Qiu
USER
President-Elect



Gin Lu
Vertis
**Honorary Secretary
& Director Sponsorship**



Henry Low
Spark Systems
**Director
Social Media**



Kenny Chua
DSO
**Director
Mentorship**



Dr Angela Tan
SUSS
**Director
Membership & Education**



Lee Kok Hoo
DSO
**Director
HFE for Society**



Hakim Ahmadjirony
SMRT
**Director
Operation**



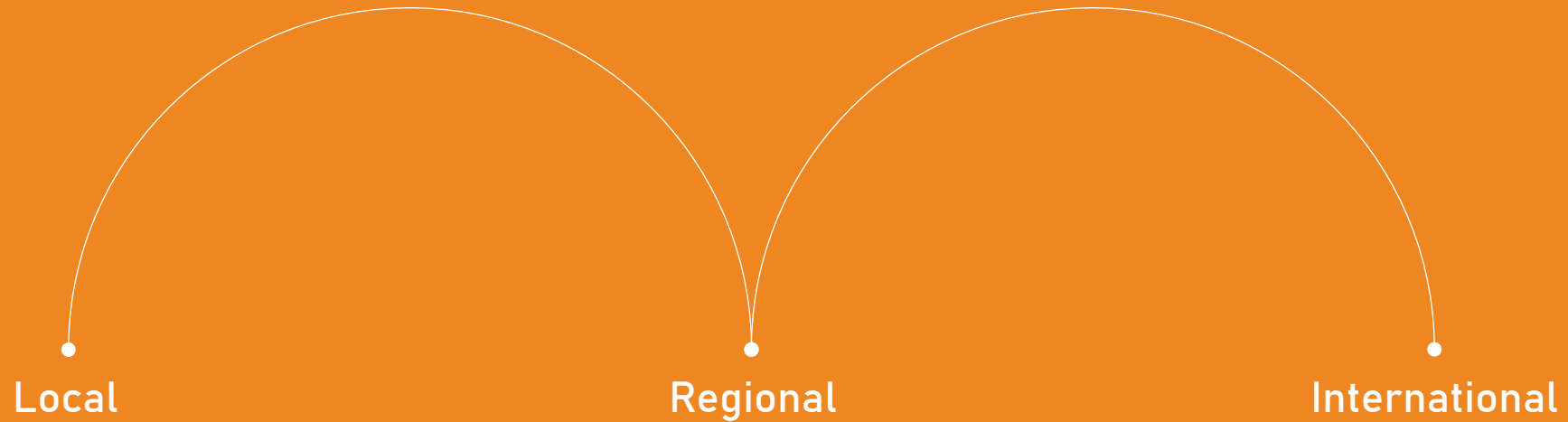
Dr Frederick Tey
DSO
**Director
ACED**

HFESS Executive Committee Members Background

HFESS Executive Committee Members Background

| Sector | Government Statutory Board | Industry | Business Owner | Education Institution |
|---------------------|-------------------------------|---------------------------|---------------------|----------------------------|
| Industry Type | Information Technology | | Maritime | |
| | Defence | | Consultancy | |
| | Health & Safety | | Business Management | |
| Technical Domain | Human Factors | Organizational Ergonomics | | Product Design |
| | Physical Ergonomics | Environment Ergonomics | | User Experience |
| | Cognitive Ergonomics | Health & Safety | | Human Computer Interaction |

Our journey starts from local...



2022

2022 | Local

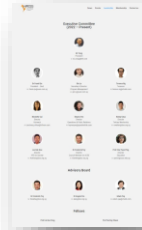
1

- HFESS Social Media Refreshed



3

- HFESS Website Updated & Refreshed



5

- Ergonomics & Hygiene 2022 Conference
- Hosted Ergonomics Distinguish Guest – Dr. Robert Bridges
- Collaborated with SPH to Raise Awareness of Good Ergonomics for Work-From-Home



7

- International Ergonomics Association Council Meeting
- HFESS for Society Volunteer Event



2022

APR

JUN

JUL

AUG

SEP

OCT

NOV

2

- HFESS Extended Leadership Team Fully Established

4

- HFESS Banner Design Refreshed
- User Experience Design Talk with SUSS Graduates



6

- Global Ergonomics Month – Raise Awareness



2023

2023 | Regional

1

- Lasalle Graduation Project Exhibition
- Inclusive Design Panel



3

- HFEM Conference 2023



5

- Launched of Special Interest Groups Initiative



- Launched of Mentorship Program Initiative



7

- MOU with SuperAI to promote SuperAI International Conference
- Initiated HFE Design Award
- Education Institution Membership

2023

APR

JUN

JUL

AUG

SEP

OCT

DEC

2024

Feb

- HFESS + SUSS Seminar: A Journey in Human Factors – Navigating Change & Complexity – by Ex-President of HFESS, Dr Chris Reid



2

- Dell Volunteer Work – HFE for Society
- President's Design Award
- Visiting of Enabling Village.
- NUS Division of Industrial Design Graduation Project Exhibition

4

- Institute of Ergonomics & Hygiene Conference 2023
- Singapore Good Design (SG Mark) Awards Ceremony & Design Singapore Gala Dinner 2023
- Kopi Chat with The Father of UX – Don Norman
- Design Future Forum organized by DesignSingapore Council



6

- Asian Conference on Ergonomics and Design
- Dr Frederick Tay elected as the President of Asian Council of Ergonomics & Design (ACED)

8

2024

2024 | International

1

- Visit to Singapore University of Social Sciences (SUSS) HF & Safety Lab



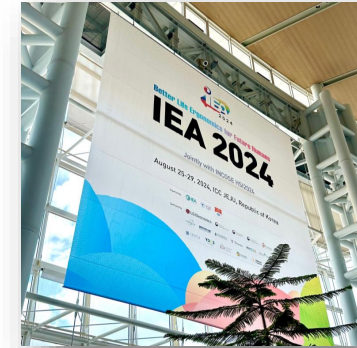
3

- Institute of Ergonomics & Hygiene Conference



5

- Established HFESS + SUSS Endowment Fund



2024

MAY

JUN

AUG

2

- SuperAI Conference



- HFESS Masterclass: Building a Mentally Healthy Team



4

- Design Business Chamber Singapore Award Ceremony



6

2024 | International

- Design Council Singapore Pro Series: Human Factors & Ergonomics for Society



SEP

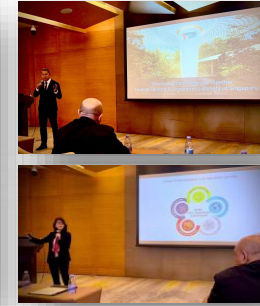
8

- Wellness Talk & Year End Networking



Nov

- Tsinghua University : International Conference on HFE & Interaction with AI System, China



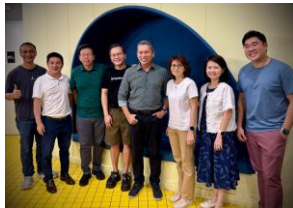
10

- Visit to Hong Kong Polytechnic University



Dec

7



9



2024 | International

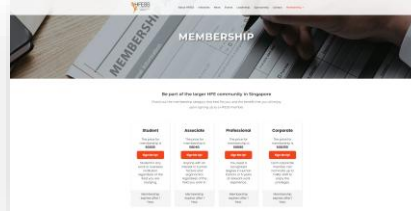
11

- MOU : Tsinghua University + HFESS



13

- Completed the Automation of Membership Process



15

- HFESS Leadership Planning



17

2025 Feb

Mar

12

- HFE : Titans of HFE Symposium



14

- Invited as Singapore Good Design Awards 2025 Judges



16

- MOU : CIEHF + HFESS



- The 32nd Ergonomics Society of Taiwan Annual Meeting and International Conference

2025 Highlights



Modernizing HFESS Website : Membership

Modernizing HFESS Membership Registration

| | | | |
|---|---|---|---|
| Student The price for membership is SGD20. Sign Me Up! Student in any local or overseas institution regardless of the field you are studying. Membership expires after 1 Year. | Associate The price for membership is SGD40. Sign Me Up! Anyone with an interest in human factors and ergonomics regardless of the field you work in. Membership expires after 1 Year. | Professional The price for membership is SGD80. Sign Me Up! You need a recognized degree in Human Factors or 5 years of relevant work experience. Membership expires after 1 Year. | Corporate The price for membership is SGD250. Sign Me Up! Each corporate member can nominate up to THREE staff to enjoy the privileges. Membership expires after 1 Year. |
|---|---|---|---|

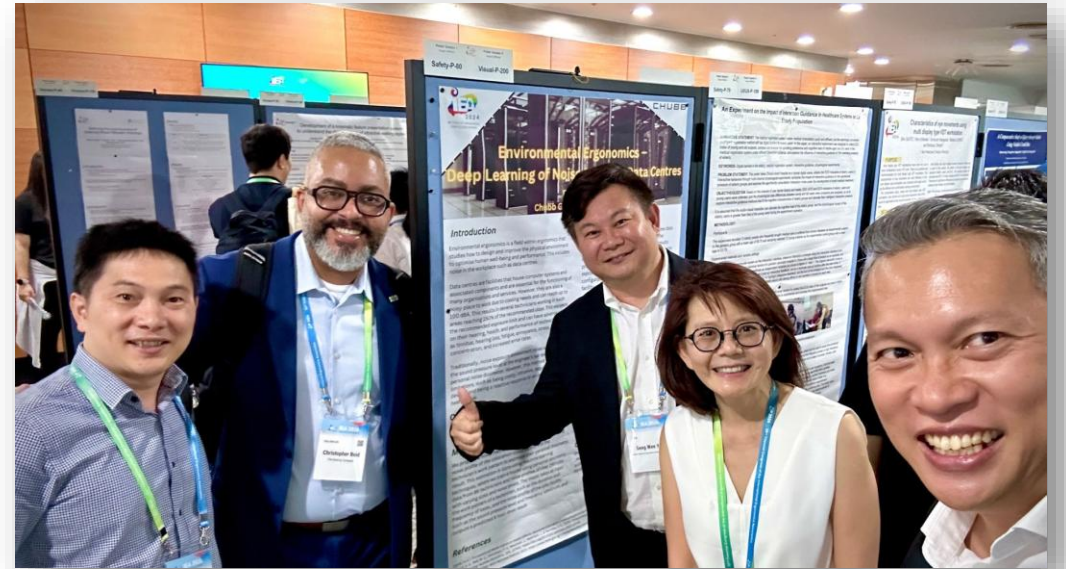
- **Make It Easy for People to Signup:** Clear & intuitive options for new members to easily choose the right fit.
- **Automated Renewal Process:** Streamlined, hassle-free renewals with reminders and instant confirmations.
- **Quality Membership Delivery:** Enhanced efficiency for committee members to focus on delivering high-quality events.

International Ergonomics Association Congress Korea











**Tsinghua University International Conference
on HFE & Interaction with AI System
China**



Asia Council for Ergonomics & Design Meeting





Asia Council for Ergonomics & Design





Engagement with International Postgraduates

**The 32nd Ergonomics Society of Taiwan
Annual Meeting & International Conference
Taiwan**



Prof Andrew Thatcher
(President of IEA)



Prof Chen Chun-Hsien
(Singapore's NTU)

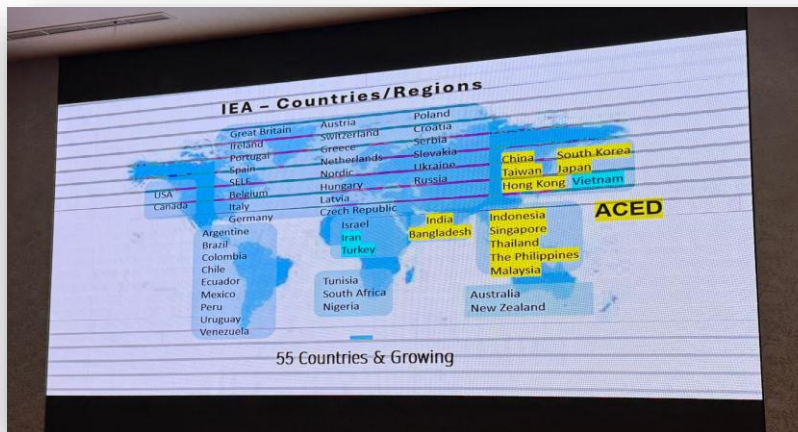



Assoc Prof Zhen Bin
(University of Alberta)



Prof Chris Su
(President of Ergonomics Society of Taiwan)







A group of approximately 18 people, mostly men, are posing for a group photo in two rows. They are all smiling and clapping their hands. They are wearing lanyards with identification badges. The background is a large screen displaying the ACED Council Meeting logo and text. The logo is a circular emblem with a globe-like design. The text on the screen reads "ACED COUNCIL MEETING TAIWAN, 2025". Below the main text, there is smaller text that is partially obscured but appears to include "errick Tey" and "For E". The setting appears to be a conference room or a stage.

ACED COUNCIL MEETING TAIWAN, 2025





Awarding Top Prizes To Young Researchers

HFESS Masterclass

Building a Mentally Healthy Team





MASTERCLASS

BUILDING A MENTALLY HEALTHY TEAM



MASTERCLASS COACH

HERY DENAIN

Corporate Trainer in Wellbeing & Mental Health
Mental Health Practitioner (UK)
Institute of Human Resource Professionals (Singapore)

For HFESS Member:

S\$60-S\$50

\$59

For Non-Member:

S\$60-S\$450

\$150

Non-member can join HFESS at

www.hfess.org to enjoy the discount.

Village Hotel Bugis

390 Victoria Street

16 Aug 2024 (Friday)

8.30am - 5.30pm

KEY TAKEAWAYS

- You are able to recognize manifestations of poor mental health
- You are able to implement mental health initiatives at work
- You are able to acquire basic skills to provide support to colleagues

RECOMMENDED FOR

- Company Policymakers
- Executives
- HR Managers
- Workplace Safety & Health Leaders
- Directors
- Managers
- Department Heads
- Team Leads

MODULES

- Mental health landscape in global workforce
- Work related risk factors of mental health
- How to recognize poor mental health at work
- What is pulse survey – designing one
- Mental Health First Aid Psychological Safety... and more.

LIMITED SEATS

- Book your spot now at gin@hfess.org



Design Council Singapore Pro Series: Human Factors & Ergonomics for Society





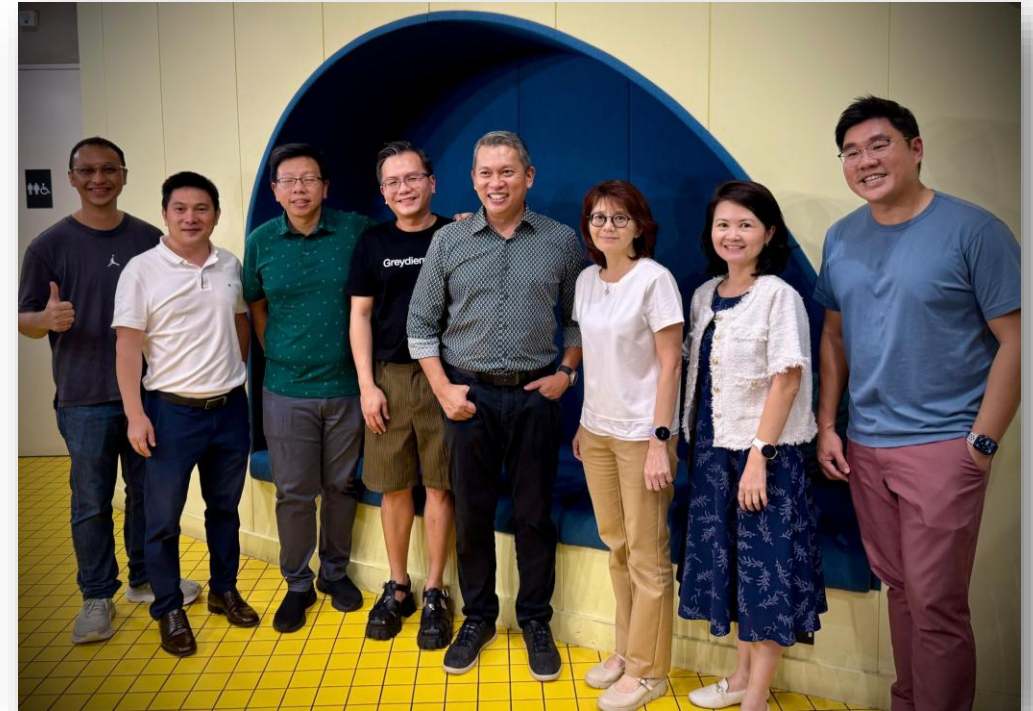
Ideas for make our living environment a safe & inclusive one.

Wellness Talk & Year End Networking

Wellness Talk & Year End Networking



Learn about Digital Dementia and find out practical ways to prevent it!



Achievements



10

EXECO
Members

No. of
Members

42

1 Education Institution
Member comprises

400+

Students

Fellows

5

Honorary
Fellows

6

6

International /
Asia
Conferences

3

Conference
Presentations

Institution &
Industry
Engagements

6

1

Masterclass

Strategic
Initiatives

3

2

Volunteer
Events

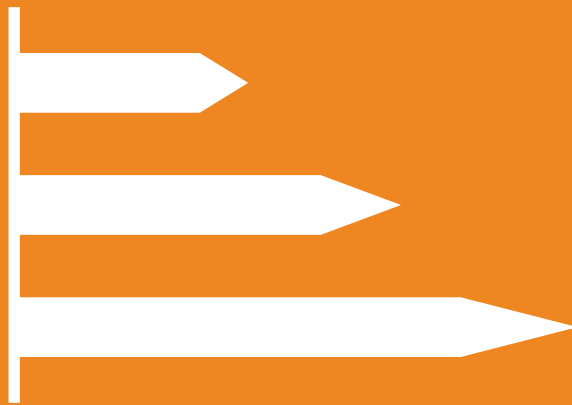
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Corporate
Members

2

MoUs

Upcoming Plans & Conferences



Upcoming Plans

- 1 Judging for Singapore Good Design Competition [Apr]
 - 2 Setup an External Advisory Board [Apr]
 - 3 Set up of ACED Conference Organizing Committee [Jun]
 - 4 Establish Partnerships with Temasek Polytechnic [Apr]
 - 5 Sign MOU with DBCS [May]
 - 6 Collaborate with NUS Alumni SHE Society: SHE Seminar 2025 [Sep]
 - 7 Visit Tsinghua University for Knowledge Exchange [Oct]
 - 8 Collaborate with SUSS to Organize Student Design Competition [TBC]
 - 9 HFE for Society (Volunteer Work) [TBC]
 - 10 Host Distinguished Guest : IEA President , Andrew Thatcher [AUG]
- and more...

Upcoming Conferences

- | | | |
|---|---------------------------------|---------------------|
| 1 | Japan HF Conference | 21 – 23 May 2025 |
| 2 | SuperAI Conference, Singapore | 18 – 19 Jun 2025 |
| 3 | IEH Conference, Singapore | 13 – 14 Aug 2025 |
| 4 | DBCS Good Design Award Ceremony | TBC |
| 5 | Singapore Design Week | 11 – 21 Sep 2025 |
| 6 | China HF Conference, Beijing | 28 Oct – 1 Nov 2025 |

and more...

HFESS + SUSS Endowment

Human Factors Endowment Fund

Partnership between HFESS and SUSS to:

- Grow our local Human Factors in Safety capability and talents
- Organize Human Factors events (e.g. seminars, conferences, etc.)

Beneficiaries

- Book prizes for top students in SUSS's BSc Human Factors in Safety
- Annual Human Factors Seminar (when we raise \$50K and above)



Total
Amount
Raised

\$53K


Total Amount Including Singapore
Government's Matching

\$132.5K

16 Donors

Translate to
\$4K / Year :

\$2.5K for 3 Book Prizes
\$1.5K for HFESS Events



From 2025, top 3 graduates
in SUSSs' BSc Human
Factors in Safety programme
will receive HFESS Gold,
Silver, Bronze Awards.

This is a significant
milestone
in HFESS history.



Special Thanks To Our Distinguished Donors

DIAMOND

\$10K and above

KC Yong

RUBY

\$6K

Rudi Lim Kang Ming

EMERALD

3K

Assoc Prof Chui Yoon Ping

USER (Frank Qiu)

CHUBB (Edwin Yap)

Dr Angela Tan

Dr Frederick Tey Lian Kheng

Nicholas Ang

PLATINUM

\$2K

Edwin Yap

Tan Lai Choo

Davy Lim See Leng

Alyssa Koh

Ng Eng Wan

Refruit (Eric Lee)

Anonymous

Anonymous

MoU



Institute of Human Factors and Intelligent System Interaction
Department of Industrial Engineering
Tsinghua University



MoU

Memorandum of Understanding

Forging a Collaborative Partnership in Advancing Human Factors & Ergonomics Through Knowledge Exchange

02.02.2025



Associate Professor Ma Liang
Director
Tsinghua University of
China



KC Yong
President
Human Factors & Ergonomics Society of
Singapore



Chartered Institute
of Ergonomics
& Human Factors



MoU

Memorandum of Understanding

Forging a Collaborative Partnership in Advancing
Human Factors & Ergonomics Through Knowledge Exchange

28.03.2025



Ben Peachey
CEO

Chartered Institute of Ergonomics & Human Factors
(United Kingdom)



KC Yong
President

Human Factors & Ergonomics Society of
Singapore

Recognition

Outstanding Member of the Year Award

Recognition

Outstanding Member of the Year Award

For members who have made extraordinary service and dedication to HFESS through leadership, organizing events, or initiatives that further our mission.



Henry Low
Spark Systems
Director
Social Media



Dr Angela Tan
SUSS
Director
Membership & Education



Keynes Yeo
Greydient Lab
Honorary Treasurer



Hakim Ahmadjirony
SMRT
Director
Operation



Lee Kok Hoo
DSO
Director
HFE for Society



Gin Lu
Vertis
Honorary Secretary
& Director Sponsorship

HFESS Ambassador Award

Recognition

HFESS Ambassador Award

For members who actively promote HFE locally and internationally.



Assoc. Prof. Chui Yoon Ping
SUSS
Deputy Dean



Dr Frederick Tey
DSO
ACED President



Dr Frank Qiu
USER
CEO



Dr Angela Tan
SUSS
Head of Programme



Keynes Yeo
Greydient Lab
Founding Partner



Edwin Yap
Chubb
Vice President

Appreciation Award

Recognition

Appreciation Award

For members & partners who have provided outstanding support or contributions to HFESS.

| | | | |
|----------------------|-------|--------------|------|
| Kenny Chua | HFESS | Aileen Tan | DELL |
| Dr Adam Roberts | HFESS | Steven Chng | DELL |
| June Lawan Tangsakul | HFESS | Audrey Tan | DELL |
| Lydia Soh | CHUBB | Mark Tan | DELL |
| Thad Pasquale | DELL | Lok Bin Kai | DELL |
| Jason Goh | DELL | Esther Tan | DELL |
| Celia Law | DELL | Nadya Wijaya | DELL |
| Zoe Ming | DELL | | |
| Jessie Ang | DELL | | |

HFESS Partnership Award

Recognition

HFESS Partnership Award

For organization or individual for their exceptional collaboration, contributions, and partnership with HFESS.

Ng Khai Seng
Dr Frank Qiu
Assoc Prof Chui Yoon Ping
Dr Frederick Tey
Edwin Yap
Keynes Yeo
Zephan Chan
Professor Zhang Wei
Associate Professor Ma Liang
Ben Peachey
Professor Andrew Thatcher
Professor Tina Tan
Professor Chris Su
Jason Goh
Thad Pasquale
Trina Bong
Lee Pei Xuan
Emily Ong
Victoria Tuh

DBCS, Singapore
User, Singapore
SUSS, Singapore
ACED, Asia
CHUBB, Singapore
Greydient Lab, Singapore
International Ergonomics & Hygiene
China Ergonomics Society
China Ergonomics Society
Chartered Institution Ergonomics & Human Factors (UK)
International Ergonomics Association
Hong Kong Polytechnic University
Hong Kong Polytechnic University
Dell
Dell
Design Singapore Council
Design Singapore Council
SG Enable
Singapore National Library

Recognition

HFESS Partnership Award

For organization or individual for their exceptional collaboration, contributions, and partnership with HFESS.

Professor Robert
Professor Eric Wang
Prof Rosemary Seva
Dr Yin Shangqing
Dr Kelvin Ng
Rudi Lim Kang Ming
Nicholas Ang
Tan Lai Choo
Davy Lim
Alyssa Koh
Ng Eng Wan
Eric Lee
Hery DeHaan
Afzan Yas Mohamad Ramli
Prof Halimanhtun Khalid
Prof Shamsul Bahri Md Tamrin
Assoc Prof Ng Yee Guan

Ergonomics Society of Taiwan
Ergonomics Society of Taiwan
Philippines
Singapore
Singapore
Singapore
Singapore
Singapore
Singapore
Singapore
Singapore
Singapore
Malaysia
Malaysia
Malaysia
HFEM, Malaysia
HFEM, Malaysia

Recognition

HFESS Partnership Award

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| | |
|--|----------------|
| International Ergonomics Association | Global |
| Asia Council for Ergonomics & Design | Asia |
| China Ergonomics Society | China |
| Tsinghua University | China |
| Chartered Institute Ergonomics & Human Factors | United Kingdom |
| Hong Kong Polytechnic University | Hong Kong |
| Ergonomics Society of Taiwan | Taiwan |
| USER | Singapore |
| Singapore University of Social Science | Singapore |
| Greydient Lab | Singapore |
| International Ergonomics & Hygiene | Singapore |
| Design Business Chamber Singapore | Singapore |
| Dell Experience Design Group | Singapore |
| Design Council Singapore | Singapore |
| Singapore National Library | Singapore |
| Refruit | Singapore |

Special Thanks...

2024 - 2025 HFESS Executive Committee



KC Yong
Dell
President



Keynes Yeo
Greydient Lab
Honorary Treasurer



Dr Frank Qiu
USER
President-Elect



Gin Lu
Vertis
**Honorary Secretary
& Director Sponsorship**



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Spark Systems
**Director
Social Media**



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DSO
**Director
Mentorship**



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DSO
**Director
HFE for Society**



Hakim Ahmadjirony
SMRT
**Director
Operation**



Dr Frederick Tey
DSO
**Director
ACED**

HFESS Advisory Board



KC Yong
Dell



Dr Frank Qiu
USER



Edwin Yap
Chubb



Dr Angela Tan
SUSS



Assoc. Prof. Chui Yoon Ping
SUSS



Dr Frederick Tey
DSO

Distinguished Partners

Distinguished Partners



USER



CHUBB®

Greydient lab

Digital Product Design Consultancy
Singapore | Bangkok



Chartered Institute
of Ergonomics
& Human Factors



trigger design



objects.experience.brand



epoch
design studio



Welcome...

2025 - 2026
HFESS Executive Committee

2025 - 2026 HFESS Executive Committee



KC Yong
Dell
President



Lim Chee Koon
NOK
Special Interest Chair
AI & Data Analytics



Keynes Yeo
Greydient Lab
Honorary Treasurer



Dr Frank Qiu
USER
President-Elect



Gin Lu
Vertis
Honorary Secretary
& Director International Relation



Dr Adam Roberts
Singapore-ETH
Special Interest Chair
Aging & Disability



Julius Pang
Temasek Polytechnic
Special Interest Chair
Humanity-Centered Design



Henry Low
Spark Systems
Director
Social Media



Kenny Chua
DSO
Director
Mentorship



Dr Angela Tan
SUSS
Director
Membership & Education



Eric Lee
Refruit
Special Interest Chair
Wellness



Lee Kok Hoo
DSO
Director
HFE for Society



Hakim Ahmadjirony
SMRT
Director
Operation



Dr Frederick Tey
DSO
Director
ACED

Special Thanks to All Members of



Join HFESS





2026

Asia Council for Ergonomics & Design Conference

Thank You

