

DATO' ROGER WONG KEN HONG

Managing Director of KGW Logistics

From earnest albeit humble beginnings, Dato' Roger Wong has grown the KGW business to become a Third Party Logistics service provider, facilitating the movement of parts and materials from suppliers to manufacturers and, then, moving the finished products from manufacturers to distributors and retailers. The company covers the full gamut of the logistics business, with transportation, warehousing and freight forwarding. A major player in the Asian region, KGW's core business now comprises of international sea and air transportation, and specialises in trans-pacific trade between Malaysia and North America.

What was your original idea when you started out as an entrepreneur?

I had known that I always wanted to be an entrepreneur. However, I didn't start out as one. Upon graduation, I had two job offers: one in logistics and the other in a travel agency. I picked logistics believing that this field

would be more challenging and would give me the know-how to fulfil my dreams of becoming an entrepreneur. After two years, I quit as I felt that my potential was not being realised. I took three months to evaluate worst-case scenarios and examine the possibilities of my own company. Then I put fear aside and started my very own logistics company. I was 24.

What is the most important trait that brought you the success you have had?

I am very self-motivated by nature. I trust my own abilities and I carry out my work with confidence. At the same time, I understand that arrogance is a cause for one's downfall, so I am conscious to be humble.

What is your favourite memory of surmounting a difficult phase in your business?

Back in 2009, the economic crisis was hurting the company's cash flow as a lot of payments due were delayed. I started questioning the feasibility of my business model and wondered about what would come next. Finally, I decided to quit worrying about matters outside of my control and find ways to improve the overall situation. I went to work with the confidence of being able to turn things around. This had a trickle-down effect on the staff who showed plenty of motivation. The overall working environment improved, as did their performance and, slowly but surely, we managed to become stronger and even more successful than before.

What has been the biggest reward in entrepreneurship for you?

Freedom is my biggest reward. I mean this in terms of the ability to implement my ideas freely but sensibly, as well as making my own strategic decisions. Seeing my very own ideas and decisions carried out successfully is truly rewarding.

What is your biggest desire for your organisation?

It's very gratifying to see people in my organisation grow with the company. Human resource has to be the most important asset to a company and my responsibility, as the leader, is to help them realise their fullest potential. A great yardstick is when members of staff who have been with us for a while measure their progress to their first day, and realise how much of a success they have become. This reflects well on the company too.

How are you transmitting your values of entrepreneurship to your successor(s)?

I believe in giving my team a chance to develop their potential and become leaders one day. Respect is earned and I'm here to help guide them, one step at a time. Hard work is so often underrated, but that's what one needs to commit to in order to become a success. For me, the phenomenon of success is 90 per cent hard work and 10 per cent luck.

