

Newly elected retail association leader to uplift businesswomen

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Tay's new term in leadership will see her focusing on six areas under the theme 'Powered by You, We Serve Better'.

THE Malaysia Retail Chain Association (MRCA) has elected Sunrider International (M) Sdn Bhd regional operations director Shirley Tay as its new president for the 2020 to 2022 term.

Alongside Tay, joining MRCA's top leadership are Brilliant Merchandising Sdn Bhd chief executive officer Datuk Liew Bin as deputy president, KK Supermart & Superstore Sdn Bhd founder Datuk Seri Dr Chai Kee Kan, Simply Awesome Sdn Bhd managing director Valerie Choo Yoke Shiem and Bentley Music Sdn Bhd executive director Ken Phua as vice-presidents.

The voting for the election of MRCA's new office bearers was held at its 23rd annual general meeting (AGM), where ordinary members from the retail industry cast their votes digitally through voting



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The AGM was conducted in a hybrid session with 114 members in attendance.

Ordinary members joined the physical meeting while associate and affiliate members – those from industries complementing retail businesses – joined via teleconferencing.

Tay is gearing up to focus on six key areas with the tagline “Powered by You, We Serve Better” during her term.

Among her key thrusts are facilitating and enhancing networking and liaising among members for business development and expansion for mutual benefit, as well as elevating and uplifting women entrepreneurs by providing a platform for exchanging business ideas, synergising growth and providing more recognition to women.

Her other focus areas include building alliances for members in the food and beverage industry; educating, sharing and enhancing retail and business know-how and technology; assisting companies to recover from the pandemic through information sharing and connectivity, as well as setting up a pertinent information hub and an efficient secretariat for improved and up-to-date communication pertaining to retailing and related businesses.

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