

Highlighting 12 Women Shaping the Future of Print & Media in Singapore



PMAS celebrates the contributions of twelve female members in conjunction with *International Women's Day*.

Mentorship and giving back, Innovation and transformation, resilience and leadership in a changing industry. In a time of rapid digital change, Singapore's print and media sector continues to adapt, innovate and thrive.

Yet behind every press, production floor and customer project, there are dedicated people who keep the industry moving forward. Among them are many remarkable women whose leadership, resilience and determination often work behind the scenes.

In conjunction with International Women's Day, the Print & Media Association, Singapore (PMAS) is proud

to spotlight twelve female members from across our community – from packaging and commercial print, to technology, distribution and solutions. Each of them plays a different role: leading teams, building customer relationships, driving sustainability, introducing new technologies or nurturing the next generation of talent.

While their journeys are unique, they share a common spirit: the willingness to step up, to persevere through change and to contribute to something bigger than themselves. Through their stories, we hope to honour not only these twelve women, but also the many others in our industry who give their best every day.

This feature is a small tribute to their contributions – and an invitation to all of us to continue supporting, mentoring and creating space for more women to grow in print and media.



1. Josephine Low, K.P.P. Packaging Pte Ltd

For Josephine Low, the print and packaging industry has never been just about machines, materials or production lines. It has always been about people.

Over the years, Josephine has journeyed

alongside customers, colleagues and partners, helping ideas take shape — from a simple packaging concept to solutions that support global brands. Behind every completed project lies teamwork, problem-solving and countless conversations built on trust.

Having grown together with Singapore's print industry through periods of transformation and uncertainty, Josephine understands that resilience comes not from standing alone, but from lifting others along the way. Whether mentoring younger professionals, supporting industry collaboration through PMAS, or guiding teams through change, she believes leadership begins with giving.

As technology reshapes manufacturing and business models evolve, Josephine continues to advocate for renewal within the industry — encouraging more

women and young talents to see print and packaging as a space filled with creativity, innovation and opportunity.

To her, success is not measured only by business growth, but by the people who grow with you.

Key Focus in 2026:

In the year ahead, Josephine hopes to continue contributing to the industry by:

- ◆ Nurturing the next generation of print and media professionals
- ◆ Strengthening collaboration across the ASEAN print community
- ◆ Driving sustainable and future-ready manufacturing practices
- ◆ Creating opportunities for women to step forward into leadership roles
- ◆ Because when we give forward, the industry gains — and so do we all.





2. Genevieve Chua, OVOL Singapore Pte Ltd

Genevieve Chua has spent over three decades in the print and paper industry, working alongside printers and brand owners as the sector adapts to rapid change. As CEO of OVOL Singapore, she focuses on supporting customers with solutions that balance performance, sustainability and evolving market demands.

As a member of the Print & Media Association, Singapore EXCO since 2010, Genevieve has worked alongside fellow committee members to support industry development through years of transformation. She is a strong advocate for sustainable print, encouraging companies to build practical sustainability capabilities and to prepare early for changing expectations.

Beyond industry, Genevieve also serves the community as Chairperson of RSVP Singapore – The Organisation of Senior Volunteers. She believes that leadership is about stewardship, giving back experience and perspective, and gaining resilience, insight and stronger relationships in return.

Key Focus in 2026:

To support the print and media industry through current challenges by encouraging member companies to strengthen sustainability knowledge and initiatives, and to be recognised as Companies of Good, helping to elevate the industry collectively.

3. Stephanie Fang, Asiawide Print Holdings Pte Ltd

Stephanie has built her career around helping printers and brand owners bring their ideas to life.

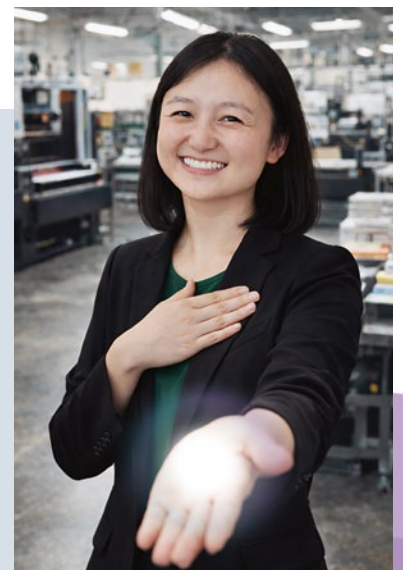
Whether she is working on complex print campaigns or everyday production needs, she brings a practical mindset and a strong customer focus. Over the years, Stephanie has learned to navigate tight timelines, new technologies and shifting customer expectations.

She believes that women bring valuable perspectives to the industry – combining attention to detail with the ability to manage multiple stakeholders and projects. Her advice to younger women is simple: be curious, keep learning and do not be afraid to speak up.

Key Focus in 2026:

In 2026, Stephanie hopes to focus on giving back through mentorship and by creating opportunities for others to learn, grow, and build confidence. She believes that guidance, encouragement, and exposure to new experiences can make a meaningful difference in shaping someone's journey.

She also hopes to be a positive and relatable role model, showing that growth comes from curiosity, resilience, and the courage to step forward. Her goal is to contribute to an environment where more individuals feel supported, empowered, and inspired to reach their potential.





4. May Sam, Fujifilm Business Innovation Singapore Pte Ltd

May is an avid advocate of digital print technologies, believing they will continue to push boundaries, evolve and complement existing technologies – particularly as digital transformation accelerates across the print industry.

As a woman in a traditionally male-dominated sector, May embodies quiet strength. She leads not by volume, but by conviction. Through steady relationship-building and thoughtful communication, she has cultivated trust among clients, partners, and colleagues. She believes credibility is built over time — through consistency, integrity and steadfast commitment to delivering on promises.

Key Focus in 2026:

Guided by the theme “Give to Gain,” May champions a collaborative approach to industry transformation. Drawing on her experience with a global technology manufacturer and within Singapore’s print industry, she works closely with Enterprises and Print Service Providers to drive digital adoption, unlock new revenue opportunities and build resilient business models.

Committed to mentorship and continuous improvement, May advocates greater representation of women in leadership and the development of future-ready talent – reinforcing that when we contribute meaningfully to the ecosystem, the entire industry progresses together.

5. Jane Lim, 2B Printing Solutions Pte Ltd

At 2B Printing, Jane plays a key role in ensuring that every job – from marketing collateral to customised pieces – meets the standards that customers expect. She is involved in day to day operations and works closely with her team to keep projects on track. Jane enjoys the tangible nature of print: the satisfaction of holding a finished piece that began as a digital file. She believes that even in a digital world, print continues to make an impact when it is done well. She encourages more women to explore opportunities across the print value chain, from production and colour management to sales and project management.

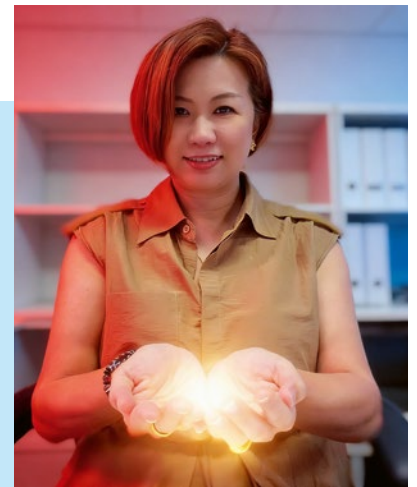
Key Focus in 2026:

In our industry, growth does not happen in isolation. When we give our time to mentor others, share knowledge across teams, and support collaboration within the print and media community, we create value that returns in meaningful ways.

At 2B Printing, I believe leadership is not only about managing operations — it is about building people, strengthening processes, and contributing to a culture of reliability and trust. When we give our commitment to quality and service, we gain long-term partnerships. When we give opportunities to others, we gain stronger teams.

The same applies across our wider industry. By encouraging more women to step confidently into roles across production, technical functions, and leadership, we strengthen the entire value chain.

When we give with purpose, we do not lose — we grow together.





6. Gladys Wong, Ricoh (Singapore) Pte Ltd

Gladys helps customers leverage digital printing and document solutions to streamline their work and expand their services.

She works closely with print providers, corporate clients and internal teams to translate needs into workable solutions.

Gladys values collaboration and believes that good ideas can come from anywhere in the organisation. She has seen how diverse teams make better decisions and respond faster to change. Her message to younger women: do not underestimate your ability to contribute in technical and leadership roles – the industry needs your ideas.

Key Focus in 2026:

1. Advocate for Women in Tech-Driven Industries
Encourage more women to explore digital print, document solutions, and workflow automation as viable leadership paths not just back-end support functions.
2. Drive Collaborative Innovation
Create platforms that enable print providers, corporate clients, and internal teams to co-create smarter, scalable solutions.
3. Turn Technology into Business Expansion
Help clients see digital printing not as an operational cost but as a strategic lever to expand services, improve efficiency, and unlock new revenue streams.

Because digital printing, automation, and document workflows aren't just machines and systems. They are growth engines.

And growth needs women at the table.

7. Celine Binder – Printaid Offsetproducts Pte Ltd

Celine Binder is the Director of Printaid Offsetproducts Pte Ltd, a Singapore-based supplier of high-quality pressroom products, including offset and packaging printing inks, chemicals, colour-matching services, and consumables. She brings a global perspective and a passion for operational excellence to the company, leveraging her international background and hands-on leadership to streamline operations, expand product offerings, and strengthen market presence across Singapore and Malaysia.

Celine sees print not as a standalone product, but as part of a broader communication mix. She believes there is still plenty of growth ahead for companies that can combine strong craftsmanship with smart use of data, design and technology.

She encourages women to look beyond job titles and to focus on the impact they want to make.

Key focus in 2026:

To continue building strong, high-performing teams in both Singapore and Malaysia that works seamlessly together, enabling the company to deliver fast, consistent, and meaningful value to customers.





8. Jacqueline Lim, Tai Hing Pte Ltd

At Tai Hing, Jacqueline has played a key role in keeping the business agile, resilient and customer focused. She skillfully manages operational priorities while building long-term relationships, ensuring that the company remains a trusted and reliable partner to its customers.

Having witnessed the industry's evolution firsthand, Jacqueline recognises adaptability as a critical driver of sustainability and growth. She credits her team and mentors for their guidance throughout her journey, and she pays it forward by actively mentoring younger colleagues within the organisation and industry.

Her vision is to empower and advance more women into leadership and decision-making roles across the sector.

Key Focus in 2026:

"I believe that Strongest partnership are built without pressure, where Trust, Reliability and Shared Values carry the relationship forward across generations."

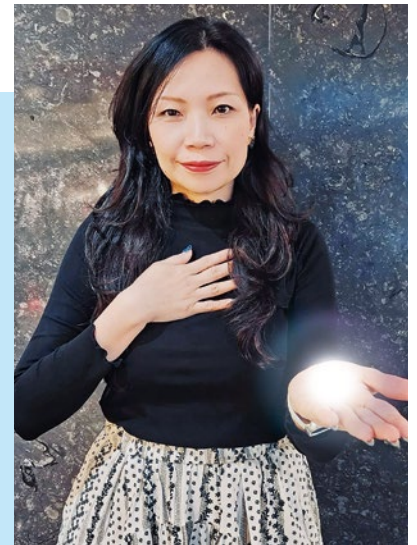
9. Esther Poh, Profoto Digital Services Pte Ltd

Esther Poh is the Deputy Managing Director at Profoto, bringing over 30 years of experience in the print industry. In her role, she provides strategic and operational leadership across the departments in the organisation, working closely with clients and internal teams to deliver high-quality print and build solutions to the prestige clients.

As a senior leader, Esther is deeply committed to talent development and organisational growth. She actively mentors emerging leaders in areas of strengthening both technical and interpersonal competencies, as such to building a resilient, future-ready teams.

Key Focus for 2026:

Driving succession planning, navigating market challenges through market diversification, and integrating sustainability into Profoto's core brand identity.





10. Yvonne Lee – All Green Adhesives Pte Ltd

Yvonne embodies the spirit of innovation and resilience that drives All Green Adhesives forward.

As an experienced professional in the adhesives industry, she champions green solutions that balance high performance with environmental sustainability.

Her collaborative approach in work has helped strengthen partnerships with clients and suppliers, and she consistently demonstrates commitment to innovation and improvement. She continuously raises the bar for product performance and quality of service.

This International Women's Day, we celebrate Yvonne's leadership, strive for excellence, and unwavering belief in building a greener and more sustainable future.

Key Focus in 2026

In 2026, All Green strives to continue to deliver one-stop adhesive solutions to its partners in the printing industry. In sustainability, All Green continues to discover novel solutions that allow for greener and more sustainable living.

11. Linda Tan – Messe Dusseldorf Asia Pte Ltd

Linda has been a driving force in the exhibitions and events industry for nearly three decades. Based in Singapore, she serves as Senior Manager at Messe Düsseldorf Asia, where she has played a pivotal role in shaping trade shows and fostering international collaboration since 1997. With a strong foundation in marketing, tourism, and hospitality, Linda combines strategic insight with hands-on expertise in event planning, business development, and stakeholder engagement. She is known for her reliability, thoughtful approach, and genuine commitment to service, consistently placing partners and exhibitors at the centre of her work.

Her career reflects the resilience and adaptability that International Women's Day celebrates. Linda has consistently championed innovation in trade fairs, helping businesses across Asia connect with global opportunities.

Beyond her professional achievements, Linda represents the values of leadership, collaboration, and empowerment. She has navigated a traditionally male-dominated industry with confidence, proving that women leaders not only belong at the table but also elevate the conversation.

Key Focus in 2026:

In 2026, she continues to focus on advancing innovation, expanding industry collaboration, and strengthening the Messe Düsseldorf Group's footprint in the region.





12. Sandy Lu, Roxcel Singapore Pte Ltd

Sandy Lu, Vice president, Sales Roxcel Singapore Pte Ltd and Managing director of ROXCEL Trading Malaysia Sdn.Bhd. Singapore being its Asia Pacific headquarters of ROXCEL Trading GmbH who is a global leader in paper, paperboard and pulp.

Sandy has nearly two decades of experience and bringing together deep market analysis, commercial acumen and cross-border leadership in a traditionally male-dominated industrial sector.

Across her roles, Sandy has combined technical market insight with hands-on commercial leadership, helping customers navigate volatility in global paper and packaging markets. She exemplifies data-driven decision-making, global perspective and resilience, inspiring younger female colleagues under her charge. To Sandy, leadership is about listening, connecting people across cultures and helping customers move forward with confidence.

Key Focus in 2026:

- ◆ Connecting Singapore & Malaysia to the World and sharing knowledge to her customers like building a bridge that brings international experience into practical solutions for Singapore and Malaysia, allowing her customers to adapt quickly and confidently.
- ◆ Making Innovation practical and relevant. By introducing new materials or solutions, the goal is to help customers work smarter, reduce waste, and improve efficiency. Sometimes the most impactful innovations are the ones that quietly reduce cost while improving sustainability.
- ◆ Preparing for Tomorrow Responsibly - from European regulatory changes to evolving traceability requirements, compliance deemed not as a burden, but as an opportunity to improve standards.
- ◆ Purpose-Driven Work – balancing performance with responsibility. Whether it is reducing plastic usage, increasing recycled content, or exploring new barrier coating technologies, every step towards sustainability matters. There is a strong responsibility to contribute to solutions that are not only commercially viable, but environmentally meaningful.

These twelve women represent just a small part of the talent within PMAS and the wider print and media community in Singapore. Their journeys remind us that the industry's strength lies not only in technology and investment, but in the people who lead, innovate and care for others behind the scenes. As we celebrate International Women's Day, PMAS invites our members to continue championing diversity, mentoring the next generation and creating workplaces where women can learn, lead and thrive – so that our industry remains vibrant for years to come.

***“Leadership is not about standing ahead,
but about bringing others forward.
When we give, we gain – together.”***

Josephine Low, KPP Packaging

