



TRAINER PROFILE

Song Xiu Hui (Camen)

- Member of MIHRM*
- Member of SHRM*
- HRD Corporation Certified & Accredited Trainer*
- IHA Certified Hypnotherapist*
- NCS Train the Trainer*
- Human Resources Practitioner*
- DOSH Certified OSHA Coordinator*

Song Xiu Hui, also known as Camen, is a passionate and dynamic trainer specializing in Personal Development, Leadership, and Human Resources Management. With a strong commitment to nurturing human potential, she has conducted numerous workshops and provided consultation services to SME Human Resources personnel, particularly in the area of Malaysia's labor law.

Drawing from her extensive experience as a Human Resources & Training Manager and HR Business Partner in both SME and multinational environments, Camen has played a vital role in helping organizations elevate their HR functions. Not only that, she has successfully guided teams toward achieving Corporate Social Responsibility (CSR) targets and meeting strategic business goals. Her expertise includes assisting SMEs and HR teams in establishing proper HR frameworks, ensuring compliance with the Ministry of Human Resources, and mitigating risks related to Industrial Relations (IR) disputes.

Her deep-seated passion for human transformation has driven her to focus on personal growth and experiential learning. With over 13 years of experience in coaching and facilitating team building, leadership, and personal development programs, she is known for her engaging, hands-on approach. Camen designs and leads both indoor and outdoor learning modules, customized to the unique needs of organizations. Her creative touch has brought to life memorable team activities such as Master Chef challenges, Treasure Hunts, and Corporate Adventure Races.

A Licensed and Exempted Trainer under HRD Corp (Human Resource Development Corporation), Camen is dedicated to continuously upgrading her skills in facilitation, coaching, and instructional design. She integrates contemporary tools like Design Thinking and Motivation via Metaphysics into her training solutions, enhancing the learning journey for her clients.

In addition to her HR and leadership expertise, Camen is a seasoned Business English Trainer with a flair for helping professionals refine their communication skills in corporate environments.

With an insightful understanding of both language and business dynamics, she delivers high-impact English language training tailored to the specific needs of individuals and company teams. She has worked with clients across sectors such as marketing, retail, and manufacturing, consistently helping them enhance communication effectiveness and earn CSR recognition.

Camen also has proficiency in Mandarin, English, and basic Japanese, and is committed to staying updated with evolving language trends and teaching methodologies. She frequently conducts language workshops and professional development sessions to ensure her programs remain relevant, practical, and engaging.

Achievement

- 1) Managed to increase the score for CSR and become the Top 3 Best CSR PracticeHotel. (Hotel Jen Puteri Harbour)**
- 2) Managed to make sure hotel being mentioned in Shangri-La Monthly CSR BestPractices. (Hotel Jen Puteri Harbour)**
- 3) Managed to assist in organizing the ERT Team in Hotel Jen Puteri Harbour andRamada Meridin, Amerald Resort Hotel and Suasana All Suites Hotel Johor Bahru**
- 4) General Secretary of JCI Iskandar Year 2024**
- 5) Local Treasurer of JCI Iskandar Year 2025**
- 6) Vice Secretary of Youth Malaysia Movement**

Professional Certification

- Member of SHRM
- Member of MIHRM
- HRD Corporation Train The Trainer
- Certified Numerology Consultant
- Certified Hypnotherapist by IHA
- Vice Secretary of Young Malaysia Movement Skudai (YMM)
- Local Secretary of JCI Iskandar

Clientele

Among the Clients she served:

TEAM BUILDING

- ✓ Huawei
- ✓ ALCON
- ✓ MOTOROLA
- ✓ Heng Leong Coffee Sdn Bhd
- ✓ NOKIA
- ✓ CelcomDigi
- ✓ CelcomDigi Sabah Region
- ✓ CelcomDigi Sarawak Region
- ✓ Nestrade Malaysia
- ✓ Nestle Malaysia

- ✓ Finese Moulding Sdn Bhd
- ✓ Cedalt Art Sdn Bhd
- ✓ LB Capital Venture
- ✓ FLEX Johor
- ✓ Dynatele
- ✓ Jungherich
- ✓ Classic Scenic
- ✓ Oracle
- ✓ Posdigi
- ✓ BNI Batu Pahat
- ✓ Nirvana
- ✓ Iboxchain
- ✓ Ctos
- ✓ KPJ Selangor
- ✓ Steelcase
- ✓ Dialog
- ✓ Family Store Melaka
- ✓ SHARP
- ✓ Leather Avenue
- ✓ Extreme Boardband Berhad
- ✓ APNA
- ✓ Family Mart Group
- ✓ Western Digital Kuching
- ✓ Western Digital WM
- ✓ Posdigi
- ✓ Extreme Boardband Berhad
- ✓ Mahsa Avenue International College
- ✓ KLC Consultation
- ✓ Yi Jia Restaurants & Group
- ✓ Mat Dou Tak Café
- ✓ PLC Consultation
- ✓ Kian Penang Sdn Bhd
- ✓ E-mercom Sdn Bhd
- ✓ MAHSA University
- ✓ Knauf
- ✓ NES Global
- ✓ Rexit Berhad
- ✓ Silverbells Gifts and Hamper
- ✓ LS Logistic Sdn Bhd
- ✓ Melodies Sdn Bhd
- ✓ PIL Industries Sdn Bhd
- ✓ Shell
- ✓ MBSB
- ✓ Pay Fong High School
- ✓ Mahsa University College
- ✓ Mahsa University – Faculty of Dentistry

- ✓ Ericson
- ✓ G One
- ✓ TTS Cosmeceuticals Sdn Bhd
- ✓ CIMA Wholesales Sdn Bhd
- ✓ CIMA Lighting Sdn Bhd
- ✓ Aestary Furniture Construction Sdn Bhd
- ✓ Ericsson
- ✓ MYCC
- ✓ Confusion Secondary School
- ✓ Millenium Battery Sdn Bhd

EMPLOYMENT ACT

- ✓ AEM International Sdn Bhd
- ✓ Breakthrough Academy
- ✓ Flash Express Sdn Bhd
- ✓ Western Digital Kuching
- ✓ Faire Edu
- ✓ Faire Holding
- ✓ ERA Alfa Education
- ✓ Jinko Solar
- ✓ Nutriscience Global Sdn Bhd
- ✓ Dawn Bridge Sdn Bhd
- ✓ NutriHub Marketing Sdn Bhd
- ✓ Lavender Bakery Corporate Group
- ✓ Veli Delicious Group Bhd
- ✓ Uncle Raymond Tuition Center
- ✓ Family Store
- ✓ Jin Xuan Food Industry Sdn Bhd
- ✓ Utama Concrete Industries Sdn Bhd
- ✓ Asia Recruit Management Group
- ✓ New Power Plastics Industries
- ✓ Sigma Hardware Sdn Bhd
- ✓ CRRC KL Maintenance SdnBhd
- ✓ Dental Group
- ✓ Hangu Beauty Management Sdn Bhd
- ✓ Confidence Travel & Tour Sdn Bhd
- ✓ Public Courses

SUCCESSION PLANNING

- ✓ Breakthrough Academy
- ✓ NCS Foods
- ✓ AEM International Sdn Bhd
- ✓ Faire Edu
- ✓ Jen Hotel Puteri Harbour
- ✓ Amerald Resort Pengerang

- ✓ Suasana Suite Johor Bahru
- ✓ Ramada Medini Hotel
- ✓ Faire Holding
- ✓ Family Store
- ✓ MEP Enviro

MANAGING SEXUAL HARASSMENT AT WORKPLACE

- ✓ NCS Foods
- ✓ AEM International Sdn Bhd
- ✓ Faire Edu
- ✓ Breakthrough Academy
- ✓ Jen Hotel Puteri Harbour
- ✓ Amerald Resort Pengerang
- ✓ Suasana Suite Johor Bahru
- ✓ Ramada Medini Hotel
- ✓ Era Alfa Education Center

PERSONAL DATA PROTECTION ACT

- ✓ AEM International Sdn Bhd
- ✓ Faire Edu
- ✓ Jen Hotel Puteri Harbour
- ✓ Amerald Resort Pengerang
- ✓ Suasana Suite Johor Bahru
- ✓ Ramada Medini Hotel
- ✓ NSW Automation Sdn Bhd
- ✓ Public Course

ANTI BRIBERY AND CORRUPTION

- ✓ AEM International Sdn Bhd
- ✓ Faire Edu
- ✓ Jen Hotel Puteri Harbour
- ✓ Amerald Resort Pengerang
- ✓ Suasana Suite Johor Bahru
- ✓ Ramada Medini Hotel
- ✓ Maju NS Seri Sdn Bhd
- ✓ Vanzo Asia Sdn Bhd
- ✓ Asia Poly Industry Sdn Bhd
- ✓ SHH Furniture Sdn Bhd
- ✓ Tiong Nam Group
- ✓ Paragon Car Carpets & Components Sdn Bhd
- ✓ Paragon Metal Sdn Bhd
- ✓ Paragon Carpetmarker Sdn Bhd
- ✓ Paragon Carpet Distributor Sdn Bhd
- ✓ Paragon Union Berhad
- ✓ GP Batteries Sdn Bhd and GP Energy Technology Sdn Bhd
- ✓ SECO – Sen Heng Group

RECRUITMENT & SELECTION BASED ON COMPETENCIES

- ✓ Flash Express
- ✓ Faire Edu
- ✓ Jen Hotel Puteri Harbour
- ✓ Amerald Resort Pengerang
- ✓ Suasana Suite Johor Bahru
- ✓ Ramada Medini Hotel
- ✓ Jinko Solar
- ✓ Flash Express Sdn Bhd
- ✓ Public Class

HUMAN RESOURCES AUDIT WITH COMPLIANCES

- ✓ Extreme Boardband Berhad
- ✓ Family Store (11 outlets)
- ✓ Open DC Berhad
- ✓ Fibon Berhad
- ✓ BS Metal
- ✓ LT WorldGlass Sdn Bhd
- ✓ Xin Heap Lee Sdn Bhd
- ✓ Fibon Berhad
- ✓ Sidney Industries Sdn Bhd
- ✓ CRRC KL Maintenance Sdn Bhd
- ✓ Nulutex Sdn Bhd
- ✓ WYC Dance & Art Studio Sdn Bhd
- ✓ Hong Huat Automobile Sdn Bhd
- ✓ Public Class

RETIREMENT MANAGEMENT

- ✓ Ye Hey (Malaysia) Logistics Service Sdn Bhd
- ✓ Jen Hotel Puteri Harbour
- ✓ Amerald Resort Pengerang
- ✓ Faire Group

ENGLISH COMMUNICATION

- ✓ Jen Hotel Puteri Harbour
- ✓ EFL English Nusa Bestari
- ✓ EF English
- ✓ Ramada Medini Hotel
- ✓ Private companies working adults
- ✓ Young children from international schools

MANAGING POOR PERFORMANCE WITH PERSONAL IMPROVEMENT PLAN

- ✓ Jen Hotel Puteri Harbour
- ✓ Amerald Resort Pengerang
- ✓ Lavender Bakery Corporate Group
- ✓ MTD Group Industries Sdn Bhd
- ✓ Leading Quantum Consultancy Sdn Bhd
- ✓ Public Courses

BUSINESS MANDARIN COMMUNICATION AND WRITING

- ✓ Extreme Boardband Berhad
- ✓ Breakthrough Academy
- ✓ Jen Hotel Puteri Harbour
- ✓ Amerald Resort Pengerang
- ✓ Ramada Medini Hotel
- ✓ EFL English Nusa Bestari
- ✓ JCI Iskandar
- ✓ Jia Sheng Electrical Engineering Sdn Bhd
- ✓ Private companies working adults
- ✓ Private tuition for young children
 - International Schools and Secondary Schools

PERFORMANCE IMPROVEMENT PLAN

- ✓ BS Metal
- ✓ Global Glass
- ✓ Uncle Raymond Tuition Center
- ✓ Nutriscience Global Sdn Bhd
- ✓ Dawn Bridge Sdn Bhd
- ✓ Nutrihub Marketing Sdn Bhd
- ✓ Extreme Broadband Sdn Bhd
- ✓ Public Courses

CONSULTATION

- ✓ Faire Group
- ✓ Dawn Bridge Sdn Bhd
- ✓ Uncle Raymond Tuition Center
- ✓ Nutriscience Global Sdn Bhd
- ✓ Nutrihub Marketing Sdn Bhd
- ✓ Extreme Broadband Sdn Bhd
- ✓ AEM International Sdn Bhd
- ✓ Avant Empower International Pte Ltd
- ✓ Family Store (13 outlets)
- ✓ Hasilwan Sdn Bhd (Group)
- ✓ Aras Kejuruteraan Sdn Bhd
- ✓ LT WorldGlass Sdn Bhd
- ✓ BS Metal Sdn Bhd
- ✓ Xin Heap Lee Sdn Bhd
- ✓ WYC Dance & Arts Studio Sdn Bhd
- ✓ Nulutex Sdn Bhd
- ✓ Sigma Hardware Sdn Bhd
- ✓ Talent Houz Sdn Bhd
- ✓ Hong Huat Automobile Sdn Bhd
- ✓ H&H Group Sdn Bhd
- ✓ Hangu Beauty Management Sdn Bhd
- ✓ SK Auto Parts Sdn Bhd
- ✓ Feiyu Beauty Sdn Bhd
- ✓ Kien Hing Berhad
- ✓ Qin Ear Pro Sdn Bhd
- ✓ Talent Houz

- ✓ Tung Sheng Jewellery Sdn Bhd
- ✓ Confidence Travel & Tour Sdn Bhd
- ✓ Fibon Berhad
- ✓ Jin Xuan Food Industry Sdn Bhd
- ✓ Kein Heng Sdn Bhd
- ✓ MDA Advisory Group

EXCELLENCE CUSTOMER SERVICE

- ✓ Faire Edu
- ✓ Jen Hotel Puteri Harbour
- ✓ Amerald Resort Pengerang
- ✓ Suasana Suite Johor Bahru
- ✓ Ramada Medini Hotel
- ✓ Memorial Park
- ✓ Family Store
- ✓ Public Classes

TRAIN THE TRAINER

- ✓ Jinko Solar
- ✓ G Hotels Penang (Kelawai and Gurney)
- ✓ Maxell Melaka
- ✓ Public Class