



## **YONG SIANG CHING , CSW**

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### **Principal Consultant**

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An aerospace engineer by training, CHING has brought with him the adventurous spirit of an entrepreneur and the precision details of an engineer. Taking on the lead role of principal consultant, CHING is responsible for the overall growth and success of Wine & Co Consultancy's core business - Wine Experiences, Consultancy and Events. He is the key person on driving new initiatives and programs brought to Wine & Co Consultancy.

CHING possesses a strong passion for wine and is continuously upgrading himself through academic certification and hands-on exposures at winery visits and trade shows. CHING believes in providing the best quality, tailored services, customised to fit every individual. With his high expectations and standard set for the team, we can expect a dynamic and innovative approach towards offering the best solution.

With over 7 years of experience in the wine industry as a merchant, CHING holds a Level 3 (Advance) Certificate in Wine Spirits and Education Trust (UK) and has achieved a Diploma in Burgundy wines from Burgundy wine marketing board (BIVB). He has recently just attained the Certified Wine Specialist (CSW) from Society of Wine Educators (US).

Ching is also an experienced wine speaker/presenter who has done numerous wine appreciation talks, training and wine tours for both trade staff and corporate clients. He is currently involved with several key overseas consultancy projects and looks forward to the experience and exposure on each and every different Asia Pacific market. He is a regular wine blog contributor on [blog.omy.sg](http://blog.omy.sg). CHING is currently pursuing the Level 4 WSET qualification (Diploma) and a professional member of the Society of Wine Educators.