



ELIM CHEW

周士錦



A millionaire who is putting
social good into entrepreneurship

一个将社会福利
融入企业管理的百万富翁



What a life!
What a story!
Everyone should know Elim.

多有趣的人生！
多棒的故事！
大家都应该认识周士锦。

— Jim Rogers, legendary investor and author
吉姆·罗杰斯，著名投资者、作家



Elim Chew is the Founder and President of 77th Street (S) Pte Ltd, a streetwear fashion and accessories retail brand in Singapore which once boasted 16 shops all over Singapore as well as a 400,000 sq ft shopping mall in Xidan, Beijing. She co-founded a social impact business – FastFast, an app providing fast, on demand delivery services, while giving a source of income for single parents with 90% payout of the drivers' earnings. She is also involving in a number of food and beverage businesses, one of which is the popular I'm Kim Junior and GoroGoro Steamboat and Korean Buffet.

She is one of Singapore's most recognized and respected entrepreneurs and is humbled by Forbes Asia Hero of Philanthropy in 2010, Montblanc Businesswoman of the 2002 and Most Promising Woman Entrepreneur in 2001. Currently, she sits on over 20 boards and committees as public service, youth and community organisations such as being the Board of Director of School of The Arts and Singapore International Foundation.

周士锦是新加坡潮牌 77th Street 的创始人兼总裁，曾在新加坡拥有十六个零售据点，在北京西单开设四十万平方英尺的购物中心。她还共同创立了快递业务 FastFast，一个提供快递服务的应用程序，雇用单亲家长为司机，且支付他们高达九成的收入，旨在改善他们的生活。另外，她还开展多项餐饮相关业务，当中最受欢迎的餐厅是 I'm Kim Junior 和 GoroGoro 韩式自助式火锅。

她是新加坡最受认可和最受尊敬的企业家之一，2010 年被福布斯评选为亚洲慈善英雄，更是 2002 年万宝龙女性企业家及 2001 年最具潜力女性企业家的得主。目前，她身兼超过二十个公共服务、少年与社区组织的董事会和委员会的职务，当中包括了新加坡艺术学院和新加坡国际基金会的董事会。

Elim never did well in school and she never thought she would do well in life. No one thought she would be successful in the future. Yet, she is one of Singapore's most recognized and respected entrepreneurs.

Elim was greatly influenced by her teacher, who had full faith in Elim and these encouragements had instilled in her the confidence and passion in continuing to pursue her dream and her goal. The influence of her teacher led Elim tirelessly goes around to schools and corporations to plant a seed in young generation; by giving them motivation and inspire them by bringing new perspective in life.

Despite her busy schedule of running multiple businesses, she is also known for her passion in both youth and social entrepreneurship. With the belief in the potential of youths, Elim strives to help them realise their dreams by providing them an outlet to connect with like-minded peers, encouraging them to share their ideas and exchange their experience. As part of her on-going community campaigns, she launched a book "My Voice" in 2004 which features 77 earnest real life experiences written by youths from all walks of life.

周士锦在求学时期一直表现不佳，也从未想过她往后的生活是否会如意。没有人想过她有朝一日会成功。然而，她现在已是新加坡最受认可和最受尊敬的企业家之一。

士锦深受一位对她充满信心的老师所影响，是老师的鼓励为她点亮了心中追求梦想和目标的信心和热忱。也因为这位老师，让她不倦地到多家学校和公司去为未来的主人翁播種，透过全新的视角勉励及启发他们。

尽管业务繁忙，但她仍然因其对青少年教育和社会企业的热忱而闻名。凭借对年轻人发展潜力的坚信，她总是努力地帮助他们实现梦想，亦为他们提供与志同道合的同龄人交流的平台，鼓励他们分享自己的想法和经验。2004年，她将77封来自问题青少年的匿名信汇集成书籍——《我的声音》，想让大众更加理解来自各行各业的青少年的真实生活经历。

As a strong advocate for social entrepreneurship in Singapore, she believes that a successful business model not only could it be profit making, but also capable of creating a sustainable, inclusive and a better world.

While her retail business has come to an end in 2016, her passion remains. Elim has devoted herself in other projects including operating a number of food and beverage businesses; setting up a YouTube Channel Elim Chew TV to bring the light social issues; launching mobile app FastFast for speeding courier services; as well as publishing her biography "The Elim Chew Story" to reveal how this Singapore's most prominent entrepreneur and changemaker was made.

Elim aspires to "Be a Changemaker". Her extensive life experiences qualify her to be a dynamic speaker and lecturer, of which she is highly sought to discuss possibilities and potentials in youth empowerment to the society, social entrepreneurship and work excellence. She has set up the speaker circuit programme to share her experiences and inspire the students, youths, educators, civil servants, working professionals, churches and community on issues that are close to her heart.

周士锦长年投入新加坡社会企业的推动。她认为，成功的商业模式在赚钱之余，还能够创造一个可持续发展、包容和更美好的世界。

她决定在2016年关闭已成立二十八年的77 Street，但这个转变并未使她停下脚步。她转而开展多项餐饮相关业务，在优兔网设立“ElimChewTV”频道探讨社会问题，推出快递服务应用程式FastFast，以及出版自传《周士锦的故事》，以个人的真实故事牵引出自己成为新加坡杰出企业家和变革者背后的秘密。

周士锦立志成为一名肩负社会使命的变革者。她丰富的生活经历造就她成为一个充满魅力的演说家。她专于各种社会议题的可能性和潜力，主要演讲的专题有促进青年赋权、社会企业家精神和职业素养。她设立了讲师工程计划，将她的经历与学生、青少年、教育工作者、公务员、专业人士、教会、社区等分享她所关心的议题。



I always believe that the goal of an entrepreneur or a business should not just be purely making money. It should come with a greater purpose of wanting to give back.

我一直深信，企业不仅仅是为了赚钱，更应朝着更远大的目标前进 — 回馈社会。

— Elim Chew 周士锦



Social Entrepreneurship

社会企业家精神

ELIM WITH SOCIAL ENTREPRENEURSHIP

Besides being an entrepreneur for over 28 years, Elim is also an advocate for social entrepreneurship in Singapore. Elim is keen to use her own experience to add value to the community.

She understands the challenges in operating a social enterprise and her invaluable experience in the field can definitely provide insight for those who are interested in becoming social entrepreneurs.

周士锦的社会创业精神

除了身为一名超过三十年资历的企业家，周士锦还是新加坡社会企业家的倡导者。她热衷于运用自己的经验为社会创造更多价值。

她了解经营社会企业所面临的挑战，而她在这个领域的丰富经验绝对可为有兴趣成为社会企业家的人提供各种宝贵的意见。

“ I am open to anything that comes but I hope to raise a generation of righteous social entrepreneurs.

我对任何事情抱持开放态度，
但我希望能够培养出一代有正义感的社会企业家。”

SEMINARS AND WORKSHOPS ON RELEVANT TOPICS

- Story of the Entrepreneur – The Elim Chew Story
- The Sustainable Business Models for Social Enterprise
- Strategic Validation & Ideas Implementation
- Lean Startup on Social Enterprise
- “Be a Changemaker” – Social Entrepreneurship and Design Thinking
- Sustainability of Social Enterprises
- Mentoring & Networking

关于相关主题的研讨会和研讨会

- 企业家的故事 — 周士锦的故事
- 社会企业可持续发展的商业模式
- 战略论证与理念落实
- 社会企业的精益创业
- “成为一名变革者” — 社会企业家精神与设计思维
- 社会企业的可持续性
- 辅导与建立人脉

Social Entrepreneurship

社会企业家精神

KEY CONTRIBUTIONS AND AWARDS

- 2010 Forbes Asia Hero of Philanthropy
- 2008 Steering the development of the Social Enterprise Association at Ministry of Community Development, Youth and Sports
- 2007 Board of Director of *SCAPE Co. Ltd.
- 2006 Championed Pop and Talent Hub Arts Market (PaTH); the first social enterprise arts market and talent development platform in Singapore
- 2006 Founding member and former director of the Social Innovation Park
- 2006 Steering member of the Social Enterprise Committee at the Ministry of Community Development, Youth and Sports
- 2005 Co-Chair of Ministry of Community Development, Youth and Sports
- 2004 Ambassador for World Vision Singapore

主要贡献和奖项

- 2010 福布斯亚洲慈善英雄
- 2008 社会企业协会发展指导，新加坡社会发展暨青年与运动部
- 2007 董事会，社会企业摇篮 *SCAPE 股份有限公司
- 2006 倡导者，PaTH 商场 — 新加坡首个社会企业艺术市集及人才发展平台
- 2006 创始成员及前董事长，社会创新园区
- 2006 社会企业委员会指导成员，新加坡社会发展暨青年与运动部
- 2005 联合主席，新加坡社会发展暨青年与运动部
- 2004 新加坡世界宣明会大使

KEY PARTICIPATIONS

Schwab Forum for Social Entrepreneurship

City & Country: Davos, Switzerland

Date: Jan 2006, Jan 2007

Purpose of Visit: Forum Delegate

The International Practice Communion of Social Innovation
Entrepreneurship between Taiwan and Singapore

City & Country: Taiwan

Date: Nov 2012

Purpose of Visit: Invited Speaker

国际会议

施瓦布社会企业家论坛

国家：瑞士

日期：2006年1月、2007年1月

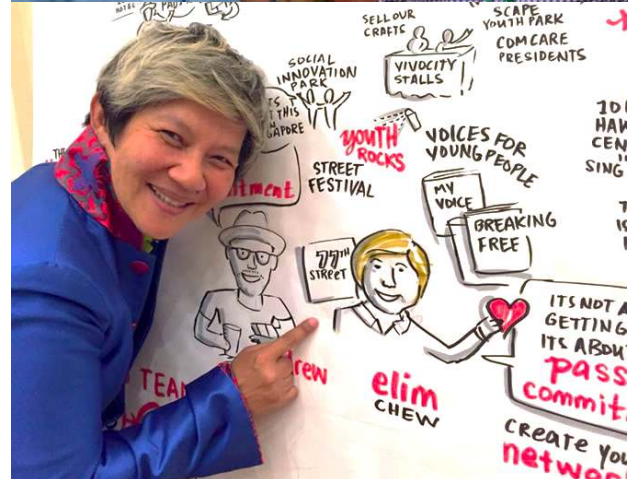
访问目的：论坛代表

台湾与新加坡社会创新企业家国际实践交流会

国家：台湾

日期：2012年11月

访问目的：特邀讲者



Entrepreneurship

企业家精神

ELIM WITH ENTREPRENEURSHIP

Being the founder of the streetwear brand 77th Street and the first fashion retailer to win the prestigious “Most Distinctive Brand” of Singapore Promising Brand Award, Elim definitely knows the secret to success.

Although the money she earned from 77th Street is more than enough to have her live out of the rest of her life without lifting a finger, she tirelessly goes around schools, corporations and communities to share her experiences and inspires people, public and private sectors to be changemakers in their own field, rather than waiting change to happen.

周士锦的创业精神

作为潮牌 77th Street 的创始人和第一家荣获新加坡最具潜力品牌奖中“最具特色品牌”的时尚零售商，周士锦，十分了解商场上成功的秘诀。

虽然她从 77th Street 的获利足以让她在往后的日子安稳度过余生，但她仍然不倦地到多家学校、公司和社会团体去分享及启发人们 — 与其等待变革的发生，不如成为他们各自领域中的变革者。

“ Go out there and get a lot of experience because it's only through experience will you know what you're passionate about and what you're good at.

But equally as important as doing well is doing good.

Always remember the less fortunate even when you're busy chasing success.

出去闯一闯，汲取多一些经验，

因为只有透过经验的积累，你才能够了解自己所热衷和擅长的是什么。

但是，做好事也同等重要。

当你忙着追逐成功之时，千万别忘了社会中的弱势群体。”

SEMINARS AND WORKSHOPS ON RELEVANT TOPICS

- Story of the Entrepreneur – The Elim Chew Story
- Expanding and Sustaining a Business
- Strategic validation & Idea Implementation
- Mentoring and Lean Start Up on Entrepreneurship
- “Be a Changemaker” – Bringing in Social Good into Business
- The Importance of Corporate Social Responsibility

关于相关主题的研讨会和研讨会

- 企业家的故事 — 周士锦的故事
- 企业拓展及永续经营
- 战略论证与理念落实
- 辅导社会企业的精益创业
- “成为一名变革者” — 社会企业家精神与设计思维
- 企业社会责任的重要性

Entrepreneurship

企业家精神

KEY CONTRIBUTIONS AND AWARDS

- 2016 “League Iconic Entrepreneurs” by All Ladies League Award
- 2013 Association of Small and Medium Enterprises (ASME) Award Regionalization Committee
- 2011 Member of the Advisory Board of Asia Centre for Social Entrepreneurship & Philanthropy
- 2008 Honoured as a Fortis Hero in the inaugural Fortis Heroes Search, Singapore – acknowledged as a business leader making significant impact in society, running business with a heart
- 2003 “Leadership and Mentoring Award” by Research Communications International, supported by ASME (2003)

主要贡献和奖项

- 2016 标志性企业人物奖，全女性协会
- 2013 奖项区域化委员会，中小企业协会（ASME）
- 2011 咨询委员会成员，亚洲社会企业与慈善事业中心
- 2008 Fortis 英雄奖，Fortis 首届于新加坡表扬深具社会影响力的商业领袖奖项
- 2003 领导与辅导奖，中小企业协会（ASME）

KEY PARTICIPATIONS

World Entrepreneurship Forum

City & Country: Germany, Singapore

Date: Oct 2012, Oct 2013

Purpose of Visit: Invited Speaker, Forum Delegate

KIN Asean Forum

City & Country: Indonesia, Singapore

Date: Dec 2014, Oct 2015

Purpose of Visit: Invited Speaker

国际会议

全球企业家论坛

国家：德国、新加坡

日期：2012年10月、2013年10月

访问目的：特邀讲者、论坛代表

凯洛格创新网络东协论坛

国家：印度尼西亚、新加坡

日期：2014年12月、2015年10月

访问目的：特邀讲者



Young Entrepreneurship

青年企业家精神

ELIM WITH YOUNG ENTREPRENEURSHIP

周士锦的青年创业精神

Elim's 30 years' experience in entrepreneurship would certainly provide an insight for the youth in realising their potential.

周士锦三十年的创业经验可为年轻人提供富有洞察力的见解及帮助他们发掘自己的潜力。

Elim understands the problems youths face in fulfilling their dreams and she strives to help them realise their dreams amidst obstacles they might face. She tries to pave the way for youths by providing them an outlet to connect with like-minded peers, encouraging them to share their ideas and exchange their experiences.

周士锦十分了解年轻人在通往梦想的路上所会面对的问题，所以总是不遗余力地帮助面对种种挑战的他们实现梦想。她试着为他们提供与志同道合的同龄人交流的平台，鼓励他们分享自己的想法和经验。

“ This generation is made up of young people who are driven by purpose.
If you're driven by purpose, you can create change.

There are so many opportunities for you.

It's a matter of “will you take it up?”

这一代充满了目标导向的年轻人。

如果你是个被目标驱动着的人，你就可以成为变革的推动者。

你的机会很多，关键在于你愿不愿意接受而已。

SEMINARS AND WORKSHOPS ON RELEVANT TOPICS

- Story of the Entrepreneur – The Elim Chew Story
- Expanding and Sustaining a Business
- Strategic Validation & Ideas Implementation
- Mentoring and Lean Startup on Entrepreneurship
- “Be a Changemaker” – Bringing in Social Good into Business
- The Importance of Corporate Social Responsibility

关于相关主题的研讨会和研讨会

- 企业家的故事 — 周士锦的故事
- 企业拓展及永续经营
- 战略论证与理念落实
- 辅导社会企业的精益创业
- “成为一名变革者” — 社会企业家精神与设计思维
- 企业社会责任的重要性

Young Entrepreneurship

青年企业家精神

KEY CONTRIBUTIONS AND AWARDS

- 2016 Kaplan Industry Advisory Board – Hotels, Food & Beverage, Tourism & Events
 - 2015 Advisory Committee of Ngee Ann Polytechnic, School of Humanities and Social Sciences
 - 2012 Advisor, Entrepreneurship Advisory Council of School of Science & Technology Singapore
 - 2006 Member of the Board of Trustees, Council Enterprise Committee of National University of Singapore
 - 2011 Outstanding Young Singaporean – Commendation Award by JCI Orchid Jayceettes of Singapore
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- 2016 业界咨询委员，楷博学院 — 酒店，餐饮，旅游及活动管理科系
 - 2015 咨询委员，义安理工学院 — 人文社会科学学院
 - 2012 顾问，新加坡科技中学 — 企业家顾问委员会
 - 2006 理事会成员，新加坡国立大学 — 企业委员会
 - 2011 新加坡杰出青年，新加坡国际青年商会



Women Entrepreneurship

女性企业家精神

ELIM WITH WOMEN ENTREPRENEURSHIP

Being one of the most promising woman entrepreneur who have made a strong impact and presence in the ecosystem of Singapore, Elim's story is certainly inspiring. She is well known for her humility, and her willingness to reach out a helping hand to people who are in need.

Female entrepreneurs often struggle to escape the corporate stereotypes; doubting on family stability, personality and beliefs. But, Elim made a break through from all stereotypes with her peculiar fashion sense.

周士锦的女性创业精神

在新加坡极具影响力、最具潜力的女性企业家之一周士锦，其人生经历是个鼓舞人心的故事。她素以谦逊及乐善好施闻名。

近年来，女企业家努力在商界中摆脱性别的刻板印象，当中还背负着家庭、人格和信仰的质疑和纠结。但是，周士锦却以她独特的时尚触觉突破了所有成见。

“ Women need to have more confidence in themselves,
be more supportive of each other
and bringing each other into business.
女性们应该对自己更有信心，
她们可以互相支持，鼓励彼此踏入商界。”

SEMINARS AND WORKSHOPS ON RELEVANT TOPICS

- Story of the Woman Entrepreneur – The Elim Chew Story
- Expanding and Sustaining a Business
- The Power of Women
- Mentoring and Lean Start Up on Entrepreneurship
- “Be a Changemaker” – Bringing in Social Good into Business
- The Importance of Corporate Social Responsibility

关于相关主题的研讨会和研讨会

- 女性企业家的故事 — 周士锦的故事
- 企业拓展及永续经营
- 女性的力量
- 辅导社会企业的精益创业
- “成为一名变革者” — 社会企业家精神与设计思维
- 企业社会责任的重要性

Women Entrepreneurship 女性企业家精神

KEY CONTRIBUTIONS AND AWARDS

- 2016 “League Iconic Entrepreneurs” by All Ladies League Award
- 2005 Former Vice-Chairman of Woman Entrepreneur of the Year Award by Association of Small and Medium Enterprises (ASME)
- 2002 Montblanc Business Woman Award
- 2002 Her World Young Woman Achiever Award
- 2001 “Most Promising Woman Entrepreneur of The Year” by ASME

主要贡献和奖项

- 2016 标志性企业人物奖，全女性协会
- 2005 年度女性企业家奖副主席，中小企业协会（ASME）
- 2002 万宝龙女性企业家奖
- 2002 Her World 青年女性成就奖
- 2001 最具潜力女性企业家，中小企业协会（ASME）

KEY PARTICIPATIONS

ASEAN Women Entrepreneurs Forum

Country: Hanoi, Vietnam

Date: Mar 2016

Purpose of Visit: Invited Speaker

World Economic Forum (All Ladies League)

Country: India

Date: May 2016

Purpose of Visit: Invited Speaker

Citibank – Partnering Women to Achieve Aspirations

Country: India

Date: Mar 2017

Purpose of Visit: Invited Speaker

国际会议

东协女性企业家论坛

国家：越南

日期：2016年3月

访问目的：特邀讲者

世界经济论坛（全女性协会）

国家：印度

日期：2016年5月

访问目的：特邀讲者

花旗银行 — 女性实现合作共赢

国家：印度

日期：2017年3月

访问目的：特邀讲者





Be grateful for every little thing that comes your way and life will be full of little thrills along the way.

对生活中所遭遇的
每一件小事怀抱感恩之心，
那你前进的道路上就会充满了激情。

— Elim Chew 周士锦



The Story Exchange, 28 Oct 2011
故事交流, 2011年10月28日
<https://youtu.be/Yt2f2Kn8Fvs>



Canon Thinkbig, 28 Dec 2011
佳能 Thinkbig, 2011年12月28日
<https://youtu.be/UodWmWZYpnc>
<https://youtu.be/plvYjihCYzs>



U@live at National University of Singapore, 11 Nov 2015
新加坡国立大学 U@live 讲座, 2015年11月11日
<https://youtu.be/L9ro186Jst8>



Channel NewsAsia, 9 May 2016
亚洲新闻台, 2016年5月9日
<https://youtu.be/OKbrjRS0hTI>



Creative Mornings Singapore, 28 Aug 2013
新加坡创意早晨讲座, 2015年8月28日
<https://youtu.be/FFvQAckszXo>



TEDx Talk, 1 Jun 2016
TEDx 演讲, 2016年6月1日
<https://youtu.be/qCpF3Q0SSKA>

How 77th Street's Elim Chew sold UK style to Singapore

20 December 2010 Business



Returning to Singapore in the 1980s after three years in London, Elim Chew was shocked.

"There was nothing here. I couldn't even find coloured hair products. Nobody had coloured hair," she remembers.

It was a huge contrast with the urban street fashion which had surrounded and captivated Ms Chew while she was training in the UK's capital city.

Back in Singapore, she determined to bring some of London's edgy styles to the streets of the city state. At the time she was running her first business, a hair salon. It was a good marketing tool, she says. "I was wearing very funny clothes."

"People came up to me and said 'I like your bracelet, I like your vest, I like your jacket, can you sell it to me?' And I just called a price and they would buy it off me."

The popularity encouraged her to begin trading in her hair salon but within a year she had opened up her own retail outlet. Her company, 77th Street, is now involved in both the retail and wholesale ends of the fashion industry across Asia.

Top Stories

Turkey slams EU in row over Netherlands

Top EU officials had called on Turkey to avoid "excessive statements and action" in the dispute.

1 hour ago

UK Parliament clears way for Brexit

1 hour ago

Anger over UK ship's damage to pristine reef

4 hours ago



BBC, 20 Dec 2010

英国广播公司, 2010年12月20日

<http://www.bbc.com/news/business-12010512>

INTERNATIONAL BUSINESS

Building a Business Model to Help Solve Social Issues

Global Manager

By SONIA KOLESNIKOV-JESSOP MARCH 27, 2016

Elim Chew is founder and president of 77th Street, an alternative clothing retailer in Singapore. She sits on more than 20 boards and committees of public service, youth and community organizations.

Q. You started your career as a hairstylist and then moved into fashion retailing. What do you remember of the early days?

A. I was never academic. I studied hairdressing in London, and when I came back to Singapore I set up a small salon. People liked how I dressed and kept on asking me about my clothes, literally buying them off my back. My sister was still living in London and I would fax her requests — can you imagine, in those days there was no email — and she would send me more stuff. A year after I'd opened my salon, I borrowed some money from my family to open 77th Street, my first shop, and the business grew from there.



The New York Times, 27 March 2016

纽约时报, 2016年3月27日

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Central News Agency, 7 March 2015
中央通訊社，2015年3月7日
<http://www.cna.com.tw/news/ahel/201503070219-1.aspx>



Lianhe Zaobao, 11 June 2011
聯合早報，2011年6月11日
<https://www.zaobao.com.sg/finance/people/story20110611-33967>



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中央通訊社，2015年3月7日
<https://www.seinsights.asia/article/3290/3273/4924>



周士錦——她是龐克族，更是「新加坡社企教母」：一手經營龐克潮牌，一手解決青年就業問題

教育 案例 | 2017.06.30 讚 158 社群小集 編輯審議

這方傳來爽朗的招呼聲，回想上次見到 Elim 是在幾個月前社企流的五週年論壇上，聽到當時她的分享，心中有許多的激盪，那時就默默期待有機會一定要到新加坡取經。這次有機會到新加坡走一趟，特別與 Elim 相約在她開的餐廳裡訪談，短短兩小時的訪談時間，對於國際社會企業感覺又有了更多的想像。



Asian Entrepreneurship | Asian Entrepreneurship Chronicles

Elim Chew's Lessons on Entrepreneurship

January 22, 2015

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Ms. Chew is Founder and President of 77th Street (S) Pte Ltd, the leading youth and young adults streetwear fashion and accessories retail chain in Singapore with 13 outlets locally and a shopping mall in Xidan, Beijing called 77th Street Plaza. She is humbled by awards such as Most Promising Woman Entrepreneur in 2001 by the



The Asian Enterprise Magazine, 22 Jan 2015

亚洲企业杂志, 2015年1月22日

<http://www.asianentrepreneur.org/elim-chews-lessons-on-entrepreneurship/>



City News Singapore, 11 Apr 2010

新加坡城市新闻, 2010年4月11日

<https://www.citynews.sg/2010/04/elim-chew-forbes-philanthropy-hero-path-champion/>



City News Singapore, 4 Oct 2016

新加坡城市新闻, 2016年10月4日

<https://www.citynews.sg/2016/10/the-elim-chew-story-up-close-and-personal/>



My business philosophy is to always think big and think global. But it's not enough to just think big.

You have to go out and make it happen.

There's so much you can achieve if you do.

Because I believe the power to create the biggest change in our lives and in the world lies in our hands.

我秉持着“宏观”和“世界观”的商业理念。

但拥有宏观并不足够。你必须付诸行动。

若是如此，这当中你可以达成的太多。

因为我相信在这世上和我们生活中最大的改变力量就掌握在我们手中。

— Elim Chew 周士锦

