

# Honouring the Legacy of **MR. GOH CHENG LIANG**

Pioneer of Asia's Paint Industry and Philanthropist  
(1927 - 2025)



Mr. Goh Cheng Liang, founder of NIPSEA Group and a pioneering industrialist who built a multinational enterprise with unwavering humility, passed away peacefully 12 August 2025, surrounded by his loved ones. He was 98.

Born in Singapore in 1927, Mr. Goh grew up in a modest shophouse with his parents and four siblings. He took on various jobs in his youth - from selling fishing nets to working in hardware stores - experiences that shaped his resilience and grounded outlook on life.

In 1949, he began mixing surplus paint from the British army, eventually launching his own paint business under the Pigeon Brand. This modest beginning marked the start of what would become a lasting legacy in the coatings industry. With remarkable foresight and unwavering perseverance, his partnership with Nippon Paint Holdings in 1962 laid the foundation for the global presence we have today. Guided by his vision, the business expanded beyond Singapore and across Asia - gradually transforming the company into Asia's largest and the world's fourth-largest paint manufacturer, with 148 companies across 28 geographical locations.

Though he often credited his success to luck, Mr. Goh was deeply respected by employees and business partners alike for his sharp business acumen and inclusive approach to life.

Beyond his business accomplishments, Mr. Goh was a man of remarkable humility and quiet conviction, steadfast in his belief that "wealth is drawn from society and must serve society." In 1995, he established the Goh Foundation to support causes close to his heart, particularly in healthcare and medical research. He played a vital role in advancing cancer care in Singapore, supporting the National Cancer Centre Singapore and the Goh Cheng Liang Proton Therapy Centre, among others. He also contributed to institutions such as KK Women's and Children's Hospital, National University Hospital, and Singapore General Hospital's ARiSE programme. In his ancestral hometown in Chaozhou, he funded infrastructure, schools, and clean water systems - always with the aim of uplifting lives.

Mr. Wee Siew Kim, CEO of NIPSEA Group, delivered a profound commemoration on behalf of employees worldwide: "Mr. Goh Cheng Liang's spirit remains the foundation of NIPSEA Group. He taught us that business success lies in setting our foundation - building enterprises with humility and uplifting people with benevolence. We pledge to perpetuate his legacy, driving our company's growth through relentless innovation and responsible stewardship to create shared well-being for society."