



Freda Liu

Journalist | Author | Speaker | Emcee

WHO is Freda?

Freda Liu is a vivacious persona who has lived and breathed business in the past decade with Malaysia's only business radio station and has conducted over 5000 interviews and some prominent names include Martin Cooper, author Stephen Covey, motivational speaker Nick Vijucic, former GE CEO Jack Welch, the Duke of York HRH Prince Andrew to Wikileaks founder Julian Assange.

At BFM, her show *Enterprise* provides the tools to help businesses succeed covering topics with the startup scene, personal development, technology to organizational development. While *HerVantage* talks about women of leadership and influence to showcase women representation in all strata of society from sports, the arts & sciences to entrepreneurship.

Freda is highly sought after as a moderator, emcee and trainer too. She has moderated and emceed many corporate events with major names like SAP, Microsoft and many others. She has also trained on personal branding and women empowerment with the likes of Accenture and Intel to name a few.

Freda has authored five books called "PR Yourself" and "Shake & Spear Your Business: The Romeo & Juliet Way," and "Everybody Loves Ray" (biography) "Bursting Fixed Mindsets" and her latest "In Your Skin" with the 6th coming soon called "Life's A Stage."

She was awarded the ASEAN Rice Bowl Awards for Malaysia Startup Journalist Of The Year and a nominee for MaGIC's Social Enterprise journalist. Freda is a member of the National Association of Women Entrepreneurs Malaysia (NAWEM) and the Malaysian Association of Professional Speakers (MAPS). She was also awarded the Kanebo Exceptional Award for Voice.

A big believer in social enterprises having come up with her series of videos and the judge for Chivas Regal's The Venture programme. A spokesperson for sustainability, she's also a World Vision Malaysia advocate for WASH (Clean Water & Sanitation). In addition, she's an ambassador for Women of Global Change KL Chapter.

Freda is a mentor for the Cherie Blair Foundation for Women. Majoring in Marketing with a Bachelor of Business from University of Southern Queensland, she has recently completed a Postgraduate Diploma in Design Thinking.



JOURNALISM

ENTERPRISE

Enterprise airs Mondays to Fridays. It caters to SMEs and managers covering the tools for organizations to build their business.

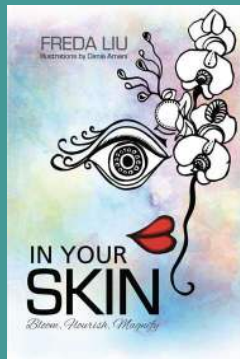
Your personalised news feed, curated and presented by the guys who deal with SME-related news on a daily basis: the producers behind all the Enterprise shows on BFM. Enjoy an hour of friendly, informative banter on everything you need to know in the world of building and growing your business, from seeking out capital to next generation business solutions, and tech-trends to office survival tips.



HERVANTAGE

HerVantage is a weekly show that focuses on women of leadership and influence in all strata of society from business, science, sports and everything else under the sun. Women need to be seen represented everywhere.

author



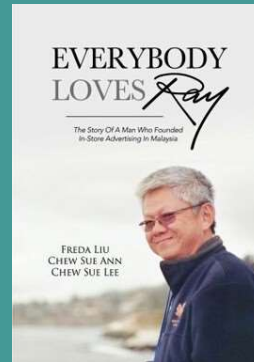
MARCH 2019

This book extracts gems from individuals who have forged their own path despite their insecurities to reach that stage of getting comfortable in their own skin



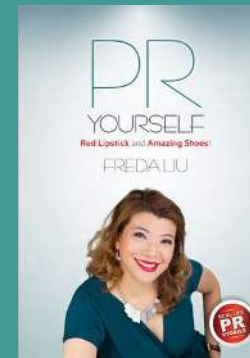
APRIL 2018

This book features 15 women entrepreneurs who have built successful brands in Malaysia in sectors ranging from fashion and food to education and healthcare.



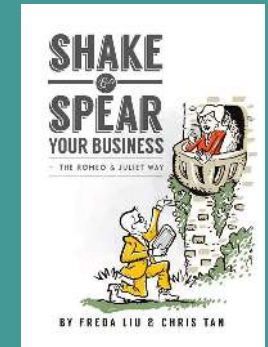
JUNE 2016

This book is about a description of the man who founded a successful in-store advertising business (PosAD) in Malaysia.
Be inspired by the man whom everybody loved and simply knew as Ray.



APRIL 2015

This book is an outcome of her experiences after having met many entrepreneurs who are shy about sharing their stories.



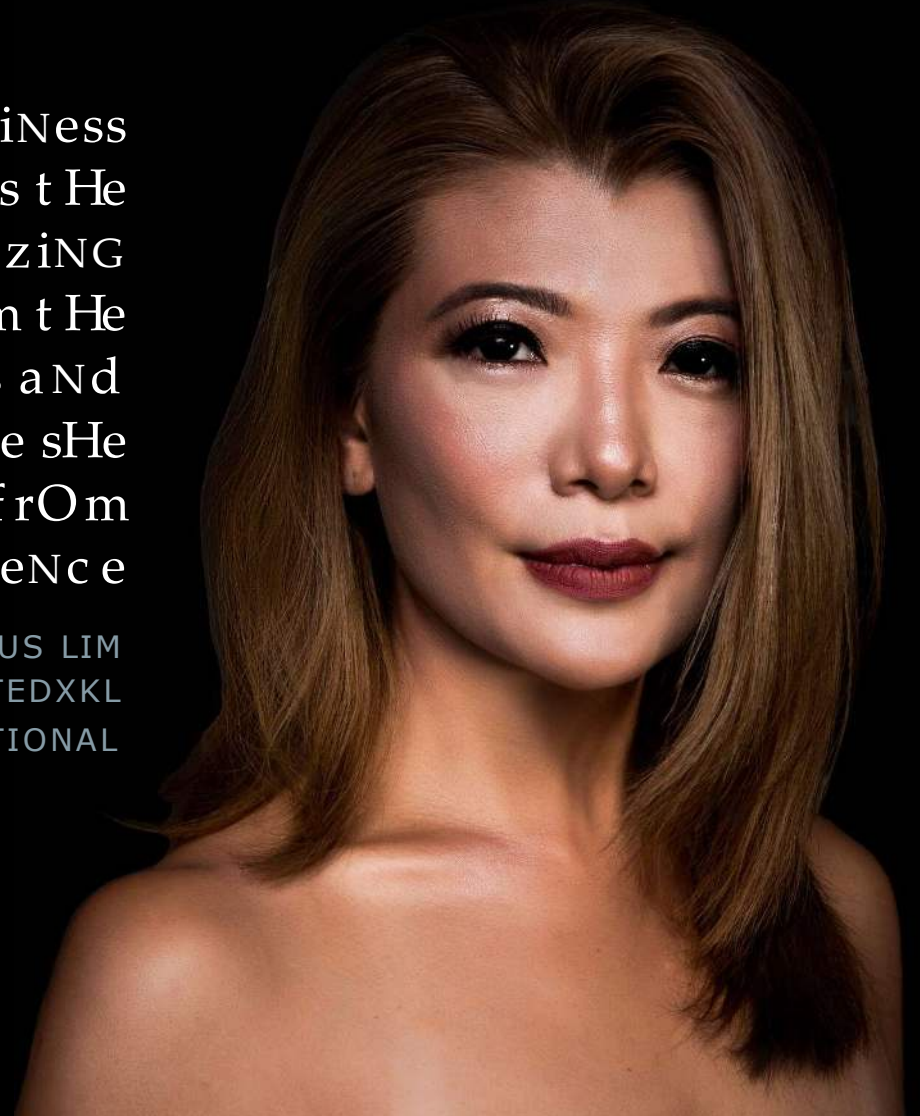
SEPTEMBER 2013

This book aims to explore the mindset within the world of business by busting common myths with real stories found in corporate Malaysia.

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Freda NOt just ta lks busiNess
but sHe kNOWs busiNess. SHe Ha s t He
abil ity t O Offer amaziNg
iNsigHt s NOt ONly fr Om t He
cOUNTless eNt r epr eNeUr s aNd
busiNess peOpl e sHe
Has iNt er viewed, but a l s O fr Om
Her persONal experieNce

DANIEL CERVENTUS LIM
FOUNDING CURATOR OF TEDXKL
FOUNDER OF MONAD INTERNATIONAL





Speaker

Freda's KeyNote talk reflects the content of one of her books, "Bursting Fixed Mindsets - How 15 Women Broke the Million Ringgit Mark". In her talk, she outlines lessons learned from 15 accomplished business women who she has interviewed. Through this and similar talks, she has inspired countless women to take charge of their own lives and encouraged them to think and act big and bold.

Some of the advice Freda gives in her speeches include:

- The importance of taking the initiative
- Speak with authority
- Build your personality, build your brand

MODERATOR

Freda is one of the most sought-after moderator in Malaysia as a professional moderator. From an international conferences to expert panels, her trademark: preparation, passion and energy!



EMCEE

Freda is a talented presenter who has been on many stages over the past decade. She is quick witted and brings her professionalism in every opportunity

PassiONs

Freda is also a big advocate for social enterprises and is a mentor for the government body Malaysian Global Innovation & Creativity Centre (MaGIC) for social enterprises. She has also recently been appointed judge for The Venture (by Chivas Regal), a global competition for social enterprises.

She graduated with a Bachelor of Business majoring in Marketing from the University of Southern Queensland. She enjoys running and trail walking and has completed her first full marathon. She believes in embracing the Wheel of Life paying attention to all details of life from family, career, spiritual, friendships, finance, personal development, fun to fitness. Freda is a single mum with an adorable teenager called Jude.

