

ASIA PACIFIC ENTREPRENEURSHIP AWARDS 2009

An inspirational role model with a relentless pursuit of betterment, David Low plays a pivotal role in **Futuristic Store Fixtures** as the CEO since its inception in 2005. Artfully managing a team of people with diverse talents from production floor to the management board, blending multi-cultures in a harmonious environment, Low continually instills in his people a sense of ownership through generous sharing of his vision, wisdom, experiences and his personal life at timely moments to create a kindred spirit amidst a corporate climate.

Having undertaken a herculean task in bringing Futuristic to where it is today, witnessing the birth of two retail store fixtures manufacturing facilities in China and Malaysia, Low is not prepared to rest on his laurels. Educated in the School of Hard Knocks as the affable Low put it, he fully understands the importance of opportunities, and creates the same for his people.

Developing people is one of his best investments. He constantly encourages his team to inject new ideas to bring the business to new heights. Not one idea is a poor idea he will tell you, with his signature dimpled smile. Forward thinking and visionary, he is the anchor of a sailing ship in the big sea. Navigation is not easy but these challenges keep his adrenaline pumping. From getting all dirty in the manufacturing floor to disputing management's views in the boardroom to clinching million-dollar deals, it is all done in good faith.

Armed with sheer determination, pointed focus on retail store fixtures and incessant innovations, Low has in four years brought Futuristic to a global presence through fine fixtures in high street stores of renowned labels. From lingerie to bookstores to toiletries and cosmetics, Futuristic sets foot in 2,300 stores and counting, scratching the globe from the US to Down Under.

Despite his busy schedule, Low heads to the pool everyday. He advocates his team to do the same for the health of Futuristic largely lies on the health of its people. Apart from keeping fit, he attributes his personal success to his open and transparent dealings. He believes in a win-win situation and ensures his partners receive their fair share of gains in all transactions. Wealth is only created when shared as he often says.

Gearing Futuristic to be the preferred store fixtures company for mass-retail brands, the portfolio of clients is already a good testament of his vision. Low positions his team to strive in ensuring the brand outlives him.



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