



**MIB COLLEGE**

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# OUR STORY

*2020 Edition*

A vertical magenta line is positioned to the right of the text, extending from the bottom of the page.

# Foreword

*We exist, to give.*

MIB College started from the humble beginnings of a confectionary shop to now an established baking and culinary college recognised by the Ministry of Higher Education.

Compassion, perseverance and passion for food—these are the values of the Yong Family, on which MIB College was built on. Now, three-generations later, as a brother and sister team, we want to carry on the legacy of our forefathers with a passionate and dynamic approach.



*Director Yong Mei Kei, and CEO Yong Lee Kwong.*

As Malaysians, we love food!

It is through food that we express our creativity, identity, emotions and compassion. Being in the education industry, we aim to introduce new and innovative ways in the way we think, eat, create and talk about food.



*Don Yong, aka Dr. Baker.*

As our late-father, Don Yong aka Dr Baker said, "Choose your job to be your passion. By doing what you love, you will be creative and happy for the next 50 years of your life. Then, for another 50 years, it will become your hobby. That, is a fulfilling life."

After all, all we really want is to inspire and help create a happier and healthier community.

By Director, Yong Mei Kei and CEO, Yong Lee Kwong

# About Us

We are a boutique college offering full time diplomas and part time certificates in baking and culinary, health and wellness, business, and sports.

For us here at MIB College, YOU are the priority, and we aim to serve you and the community as educators, enabling you to receive a holistic educational experience.





# We

*Students with their finished cakes. Our kitchens are set up in a way that encourages team-based learning - fostering teamwork and communication.*

# Are

*Chef Mei Kei demonstrating her dish at National Science Week, to an audience of 500, including Prime Minister Tun Mahathir.*



# MIB

*It always smells amazing when there are products fresh out the oven!*



*Diploma in Baking Science & Technology students with their sugarcraft showpieces.*



*Culinary students posing with their dishes after a Practical Exam.*

# Milestones of MIB



**1977**

**Denmark Cake House**



**1997**

**English Hotbreads  
School of Baking**



**2016**

**Malaysian Integrated  
Business College**

SEKOLAH PASTRI  
ENGLISH HOTBREADS

**1988**



**Sekolah Pastrri English  
Hotbreads**

**2004**



MALAYSIAN INSTITUTE OF BAKING  
Established 1987

**Malaysian Institute of Baking**

**2019**



**MIB College**

# History of MIB



When you attend MIB, you become part of an established institute with a rich background, stretching over 40 years, beginning with our roots in 1977, right here in Petaling Jaya New Town.

MIB's roots can be traced back to as early as 1966, where the Yong family ran Sun Weng Lock Confectionary.

The business grew through acts of kindness, especially during the hardship of the aftermath of the Emergency in 1969. Our forefathers made the selfless decision to distribute breads and cakes for those in need. That was a turning point for us, as word of mouth spread and trust was fostered between us and the community.

In 1977, the family-owned business branched out and set up Denmark Cake House, which eventually grew to become MIB College today.

In the 1980s, our co-founders, the late Don Yong and his elder brother Eddie were happily operating a family-run bakery known as English Hotbreads, which continued on from Sun Weng Lock, serving fresh breads, cakes and pastries on a ground floor shop lot right here in Petaling Jaya New Town when a new business opportunity presented itself.



**More than 50 years later, we are still situated at the same location - in Petaling Jaya New Town.**





Yong recalls, “We had many enquiries from friends and walk-in customers wishing to migrate to Australia and were looking for someone to teach them how to bake as this was listed as a desired skill then.

“Initially, we extended our service to include only short baking courses but as demand grew for baking skills from working adults intending to migrate overseas, we saw a new business opportunity in offering baking courses. We registered a new business - English Hotbreads School of Baking.”

After receiving international recognition from the prestigious City and Guilds International, London, MIB started to offer certificate courses targeted mainly at school leavers.

Thus a new era was ushered in, as MIB became the first baking school in Malaysia.

We went on to introduce our 2.5-year Diplomas, in Baking Science and Technology, and Molecular Gastronomy. Throughout the years, we refined the quality of our education - evolving from a purely skills-based short baking course, into a fully fledged full time diploma covering not just the skills, but the science and business aspects of baking and cooking.

After several name changes, we are now known as MIB College. We strive to uphold the legacy of our heritage, our co-founders’ philosophies, and our commitment to enabling and equipping the eager learners of today with the right skills and mindset to be future leaders.

**Thus a new era was ushered in, as MIB became the first baking school in Malaysia.**

# Our Alumni



Our alumnus Otto Tay is part of Team Malaysia, champions at Coupe de Monde de la Pâtisserie 2019.

## Otto Tay Chee Siang

BST11, Class of 2009

"My time at MIB was simply SUPERB! Not only was I trained in pastry making, I was taught leadership, management, teamwork and so much more. All the knowledge I gathered is proving to be very helpful to my career now.

Never will I ever forget the joy and tears of learning together with my big family of classmates in MIB."





## **Jun Soh**

BST06, Class of 2004

*Chief Operating Officer of English Hotbreads*

With the exposure and experience that I gained at MIB, I was able to apply my knowledge in product and business development, and now I run the operations of a leading food manufacturer.

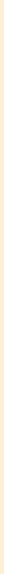


## **Gan Si Ni**

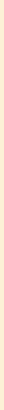
BST14, Class of 2010

*Operations Manager at Jenn Confectionaries*

MIB taught me a lot of basic skills, which provided me with the understanding and knowledge required when creating new recipes. The management subjects also gave me a lot of help, especially Kitchen Management!



**I am where I am because of  
MIB!**



***Dina Ahmed***  
*BST12, class of 2009*

*Baking instructor, freelancer in custom cake  
designing & event management*

# Testimonials

## **Brynner Eu**

*Founder of E-bakery brynnereu.com*

The continuous knowledge and advice from Mr. Don himself even though from far via telephone or WhatsApp, have been very helpful!

## **Ng Su Ann**

*BST21, Class of 2014*

MIB has taught me many life lessons, including people management and also the necessary skills needed. I've also learned to become a better person in MIB!

## **Nur Arifah Ahmad Shahrman**

*Self-employed cake designer*

I like MIB because it's the pioneering institution for baking in Malaysia. Here I've learned from the best chefs and lecturers. Studying in MIB has further enhanced my baking skills and understanding in the science of baking.

## **Mellisa Hamiza binti Othman**

*Businesswoman, Chef, Patissier at Mell's Deli & Patisserie*

I plan to open my own cafe in the near future and MIB has provided me the right skills and knowledge by learning from professional chefs and also by learning from experience.

## **Clarissa Khoo**

*CDP at Little Bourke*

MIB has helped me a lot especially in terms of building my products and my confidence. I improved my understanding of products, which helped me to innovate and troubleshoot problems in my baking classes.

# Awards & Achievements



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## Cake Challenge Malaysia 2019

Tan Chee Yin - Gold  
Chia Zhen Yin - Gold  
Jolene Ooi - Bronze  
Chin Yi Jie - Consolation  
See Mun Yee - Outstanding  
Chin Yi Jie - Silikomart Best Pick



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## MIB College

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46200 Petaling Jaya,  
Selangor Darul Ehsan.

**Telephone:**

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**Office Hours:**

Weekdays:  
9.00am - 5.30pm

Weekends:  
9.00am - 5.00pm

## Find us online

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MIB College

**Instagram:**

@mibcollege

**Website:**

[www.mib.edu.my](http://www.mib.edu.my)

**Email:**

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