

Bruce Lim



Chairperson and co-founder of Malaysian Patients' Organization for Primary Immunodeficiencies (MyPOPI) established in 2014; Appointed the Co-Opt Board Member in April 2015 and now Treasurer and Board Member of IPOPI; Business owner of Modern Associated Engineering Sdn. Bhd.; and he is married with two children and currently residing in Kuala Lumpur, Malaysia.

Bruce has led a new and young organization on various projects to increase the awareness for Primary Immunodeficiencies in the country, for example TV, radio, newspaper and magazine interviews, the first PID walkabout and national roadshows. In 2017, MyPOPI took its efforts up a notch by collaborating with National Blood Centre of Malaysia, Hemophilia Society of Malaysia & Asian Medical Student Association Malaysia to organized 'HEALTH DAY', a blood & plasma donation drive, to thank donors and to raise awareness of PID & Hemophilia to general public. MyPOPI partnering with Malaysia Society of Allergy & Immunology (MSAI) doctors to prepare advocacy white paper title "A hidden health threat – Expert Recommendations for Better Management of Primary Immunodeficiency (PID) in Malaysia" and presented to the Ministry of Health, Malaysia.