

Bruce Lim



Chairperson and co-founder of Malaysian Patients' Organization for Primary Immunodeficiencies (MyPOPI), Treasurer and Board Member of IPOPI and Business owner of Modern Engineering Solutions Sdn. Bhd. in Malaysia.

Bruce Lim is a father to an affected son with Bruton's X-Link Agammaglobulinemia. Together with 6 families who share the same mission of supporting and representing people affected by Primary Immunodeficiencies in Malaysia and to improve their care and quality of life; formed MyPOPI in February 2014.

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 cooperation with the Asian Medical Students Association; organizing the 1st & 2nd Health Day in Malaysia collaboration with National Blood Centre, Hemophilia Society of Malaysia & Asian Medical Student Association, a blood & plasma donation drive, to thank donors and to raise awareness of PID & Hemophilia to general public; just to name a few.

Bruce was appointed the Co-Opt Board Members of International Patients' Organization for Primary Immunodeficiencies (IPOPI) in April 2015. Eventually elected as board member and treasurer of IPOPI.

In 2018, MyPOPI took its efforts up a notch by embarking on advocacy campaign collaboration with Malaysia Society of Allergy & Immunology by producing a white paper with patients' stories to be presented to the Ministry of Health Malaysia resulted in positive outcome & greater visibility that leads MyPOPI to be invited to participate in 2019 National Blueprint Workshop for Rare Diseases.

Bruce's active role in MyPOPI and IPOPI has enabled him to build up good relations with representatives from other international patient groups as well as developed some good working relationships with the public and private institutions such as the National Blood Bank, Medical Universities, Asian Medical Students Association, Hemophilia Society of Malaysia, to name a few.

Bruce began his career in Malaysia Oil and Gas industry with various local companies in 1997 and has held various positions of increasing responsibility in projects & sales before moving assuming regional sales & business head role with Multi-National Company (MNC) from 2005 till 2013. In 2013, with a leap of faith, he started his own business with Modern Engineering Solutions Sdn Bhd that provides engineering solution and supply of products to Oil & Gas, Aviation, Water Treatment, General Industries for various international renowned brands and principals from USA, Italy & Germany.

Bruce graduated with a Bachelor Degree (Hons) in Civil Engineering from the Oxford Brooke's University, England. He is married with two child and is currently residing in Kuala Lumpur, Malaysia.