

An unforgettable moment with BE Founders, Ir. Lee Suet Sen & Ho Huey Chuin.



If others can do it, we surely can too.”

RCCA To Siau Jen (Julie)

Co-founder & Managing Director,
Import & Distribution Company,
Jakarta, Indonesia

Rising from Tragedy, Walking Forward with Strength

Long before becoming a business owner, Julie’s life had been shaped by hardship. As the fifth of seven siblings, she lost her father at the age of seven in a devastating fire that not only took his life but also destroyed their family home.

From that moment on, survival demanded resilience. After school, young Julie went door-to-door selling homemade cakes to support her family. She also gave private tuition lessons to help cover her education expenses. Even during university, she continued working while studying.

With a Diploma in Accounting, she began her career as an accounting staff member. Through dedication and perseverance, she was later entrusted with the role of Operations Director. Around 15 years ago, together with six partners, she founded her own company engaged in the import and distribution of agricultural and plantation machinery across Indonesia. From humble beginnings, the company grew steadily over time.

A Simple Act of Support, An Unexpected Beginning

In February 2021, Julie joined BE International—not to build a new business, but simply to support her sister, Fung-fung, who wanted to advance in rank.

At that time, she was already running her own company and had no interest in direct selling. However, she respected her sister’s ambition to join as a form of support.

The first product she tried was AULORA Pants with KODENSHI®. She did not have any serious health concerns—she was simply curious. Yet after wearing them,



Through the Car Fund, we finally brought home our dream car.



Grateful for the guidance from our Founders and uplines.

Over the years, we have qualified for BE Lifestyle Travel 12 times, travelling the world with our team and enjoying unforgettable experiences.



she experienced a significant improvement in her sleep quality. Previously, she often woke up at 5 a.m. and struggled to fall back asleep.

When Results Speak Louder Than Words

As Julie shared her personal experience with friends, many became interested in trying the product. The responses surprised her.

Within just two weeks, Julie achieved the Ambassador rank with high PGS (Personal Group Sales).

Initially, she felt her role was complete—she had helped her sister. But when friends began asking about the business opportunity behind the products, she realised something bigger was forming.

After studying the BE International system carefully, she discovered a business model very different from conventional

businesses. With a registration fee of around Rp200,000, anyone could start a business with significant income potential.

That realisation changed everything.

Growing Beyond Her Comfort Zone

Julie describes herself as naturally introverted. She was not used to meeting many people, let alone being active on social media.

Motivated by the outstanding BE leaders, she began creating content, going live, and providing online education.

The pandemic brought additional challenges. Training sessions, product explanations, and business presentations were conducted entirely via Zoom. Face-to-face mentorship was extremely limited. When her upline later stepped down, Julie once again faced uncertainty.

However, guidance came through RCCA Jet Tan and RCCA Lee Siow Mei, who consistently travelled to Indonesia to mentor and support her team. Through perseverance and continuous learning, Julie eventually achieved the RCCA title.

A New Definition of Leadership

From someone who once avoided the spotlight, she is now trusted to serve as an emcee, product speaker, business opportunity presenter, and System Education trainer.

She now meets up to 30 people each week to mentor and support her team. She finds deep fulfilment in witnessing their growth—not only financially, but personally.

What she values most about BE is that no member is ever left to walk alone. The system emphasises continuous education, fair marketing structures, and a strong mentoring culture. Beyond selling products, BE builds character, leadership, and a mindset of service.



Honoured to receive the prestigious CCA recognition, Car Fund, and House Fund consecutively at BE Convention 2022.



Attended the Star Awards Night Nite.

Success Measured by Impact

Today, Julie remains grateful for the mentors who guided her, even though they were not her direct uplines.

For Julie, success is measured by impact, growth, and how many lives can be uplifted along the journey.

She lives by a simple belief:

“Even if we are born into an underprivileged family, we must strive to change our lives. If others can do it, we surely can too.”

Through BE International, Julie has proven that your background does not determine your future—your determination does.