



**PET COACH**  
SINGAPORE

## **FOR IMMEDIATE RELEASE**

Animal behaviour experts launch welfare-focused consultancy service for Singapore pets

Singapore, 23 October 2023 – Two animal behaviour experts have launched [Pet Coach SG](#), a welfare-focused animal training and behaviour consultancy. The startup offers a holistic approach to pet behaviour modification, separation anxiety management, canine fitness and conditioning, and cooperative care for dogs and cats.

As animals become an integral part of many Singaporean families, there has been a greater focus on the welfare of pets. This extends to any treatment for problematic behaviours or habits that they might develop, as many pet parents want to treat such issues without putting their furry companions through a lot of strain or stress.

Key services offered by Pet Coach SG include (but not limited to):

- **Behaviour Modification:** Customised training programmes designed to address undesirable and often stress-related behaviours, ensuring harmony in the home environment.
- **Separation Anxiety Management:** Expert guidance and techniques to help pets overcome separation anxiety and build confidence at home.
- **Canine Fitness and Conditioning:** Tailored fitness plans to enhance physical health, vitality, and overall well-being.
- **Cooperative Care Techniques:** Teaching furkids to willingly participate in grooming, healthcare, and handling, reducing stress for both pets and owners.
- **Cat Behaviour Consulting:** Specialised consultations to decode feline behaviours, leading to enriched lives for both cats and their human companions.

Founders Chong Qiai and Webster Cheong have more than 15 years of professional experience in animal welfare as well as treating animal behaviour issues with humane or fear-free methods and have worked in organisations such as the Animal and Veterinary Service (AVS) and Mandai Wildlife Group. Together they spearheaded the launch of AVS's Centre for Animal Rehabilitation, the first dedicated facility for animal behavioural rehabilitation in Singapore. Both Qiai and Webster are multi-credentialed professional dog trainers with certifications such as the Certified Shelter Behaviour – Dog (CSB-D), Certified Professional Dog Trainer (CPDT-KA/KSA), Certified Separation Anxiety Trainer (CSAT), Fear Free Certified Professional Trainer (FFCP), and Accredited Dog Trainer (ADT), just to name a few. Qiai also holds a Master's in Applied Animal Behaviour and Welfare from the University of Edinburgh, while Webster has served as an appointed Animal Welfare Representative for Mandai Wildlife Group.

“We believe that animal behavioural issues can be solved with evidence-based methods and some patience,” said Qiai. “Pet owners can get frustrated when they can’t understand why their pets are behaving in a certain way, and they could turn to more severe methods of correcting the behaviour – doing so may potentially harm their pets in the long run or create other behavioural issues.”

“Pets are family members, and they should be treated as such – with care and understanding. That’s why we firmly believe in a welfare-first approach when dealing with their issues.”

#### About Pet Coach SG

Pet Coach SG is a welfare-first animal training and behaviour consultancy dedicated to enhancing the lives of pets and their owners. With a passionate team of skilled trainers and behaviour consultants, the company looks to merge expert knowledge and the latest science-based methods with unwavering compassion.

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