

woman on our mind insider



Violet Lim Looking for that special someone in your life? The co-founder of Lunch Actually, Malaysia's first lunch dating company, may just be the person to help!

What inspired you to go into the matchmaking business?

While working with an international financial institution, I was surprised to meet many single, non-dating people who were married to their job! The lunch dating concept is popular in UK, US and Australia, and my husband and I thought it would work in Asia as well. I've always been involved in community service, so this allows me to combine business with my passion.

We didn't know there are matchmaking courses you can take!

I too never knew, until I searched the Internet! The Matchmaking Institute in New York City was started in 2003 to set standards and a code of ethics in the matchmaking industry.

You're the first Asian to be certified by the institute?

Yes, it's an honour! I learned a lot. Matchmaking is not rocket science, but there's definitely an art to it.

How do you identify potential matches?

All members fill in a comprehensive six-page form, and this information is entered into Soulseek, our in-house designed matchmaking system. It filters through our membership base and generates a list of potential matches, which our consultants go through to find the one most suitable.

Is the first date always lunch?

We favour the word "lunch" to emphasise that every date is short, sweet and simple. But it could be anything – brunch, afternoon tea, after-work coffee or drinks. We avoid the term "dinner", which might come across as too romantic.

Do you get more men or women signing up?

We have slightly more ladies, who are generally comfortable knowing that their dates have been pre-screened by us.

Any under-the-table stories that stand out?

One lady was very reluctant to go on the date. She's a lawyer, and the guy had an "unconventional profession". We assured her it was a good match and that he's actually a Masters Degree holder from a prestigious university. After much persuasion, she agreed. And guess what... they got married recently!

Lunch Actually is located at Plaza Damas, Sri Hartamas, Kuala Lumpur. Call 03-6203 2010 for more information. ■



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