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KH Marque CEO Shu Fei Zeng Receives 2026 Global Recognition Award for Building Southeast Asia's Traceable Biofuel Supply Chain



KH Marque CEO Shu Fei Zeng Receives 2026 Global Recognition Award for Building Southez

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Shu Fei Zeng, founder and CEO of KH Marque, earned a 2026 Global Recognition Award for building a traceable used cooking oil supply chain across 11 countries, supplying low-carbon feedstock to aviation and energy companies while achieving greenhouse gas savings of up to 93 percent.

New York, NY, United States, April 6, 2026 -- [Shu Fei Zeng](#), founder and chief executive of KH Marque, has received a [2026 Global Recognition Award](#), an international distinction honoring leaders who have delivered measurable impact in their industries.

The award recognizes Zeng's work converting Southeast Asia's fragmented used cooking oil sector into a transparent, commercially scalable supply chain that now serves as a credible standard for sustainable

biofuel sourcing worldwide. Her selection covers four award categories: Revenue Growth, Startup of the Year, Leadership, and Research.

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Zeng founded KH Marque in 2021 after more than two decades of senior leadership at commodity trading firms Vitol and Glencore. Within three years, the company became Southeast Asia's largest used cooking oil collector, supplying traceable, low-carbon feedstock to some of the world's largest aviation and energy companies.

From Trading Floors to Feedstock Infrastructure

Zeng's background in global energy commodity trading gave her a precise understanding of where large-scale supply chains are most vulnerable to failure. She identified a critical bottleneck in the renewable aviation fuel sector, not in demand, but in the integrity and traceability of feedstock supply. She founded KH Marque specifically to address it.

The company's founding premise was straightforward: collect used cooking oil at the grassroots level, certify it with full traceability, and deliver it to global buyers who cannot afford the reputational and regulatory risk of supply chain fraud. Zeng built collection networks across Southeast Asia, formalized partnerships with thousands of small food businesses, and educated vendors who had previously discarded used cooking oil, unaware of its commercial or environmental value.

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That work earned Zeng the title of Chief Trailblazer of the Year at the 2025 S&P Global Energy Awards, where judges cited her discipline in scaling a sustainability-driven business model under complex regulatory conditions across multiple jurisdictions.

Technology Built for Compliance

Zeng's leadership extends beyond commercial operations to applied research and proprietary technology. Her team developed the UCO Tracker, a software platform providing real-time traceability and carbon-intensity reporting for every batch of feedstock moving through KH Marque's network.

The platform was built in direct response to the regulatory demands of the European SAF mandate and the requirements of global aviation buyers pursuing Net Zero commitments. The TITAN Business Awards recognized this contribution with platinum-level honors, naming Zeng as Innovator of the Year and Sustainability Leader of the Year, a dual distinction reflecting the connection between her technical development work and her commercial leadership.

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Buyers of KH Marque's used cooking oil achieve greenhouse gas savings of 88-93% compared to fossil-derived alternatives. This figure earned the company a finalist position for SME of the Year at the Reuters Global Sustainability Awards.

Evaluation Process and Scoring

Global Recognition Awards evaluates nominees through a panel of independent industry experts who screen all applications against criteria including innovation, leadership, service, and social responsibility. Shortlisted candidates are assessed using the Rasch model, a psychometric measurement framework that converts evaluator scores into a linear scale, enabling precise comparison across candidates who excel in different disciplines.

Zeng scored at the highest tier across every dimension assessed, including vision and strategy implementation, ethical decision-making, originality of research methodology, international collaboration, and real-world impact, each rated at the maximum level of five, denoting world-class standing.

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Industry Response

"Shu Fei Zeng represents exactly what this award stands for. She identified a systemic gap, built a credible solution, and delivered measurable impact at a global scale, making her an unambiguous choice for this recognition," said Alex Sterling, spokesperson for Global Recognition Awards.

KH Marque now operates across 11 countries and has formalized livelihoods for thousands of small collectors across Southeast Asia. Zeng's profile has been featured on Business Insider and Yahoo Finance, where her record of guiding teams through consistent growth has positioned her as a trusted partner for global energy majors and a credible voice on the future of feedstock supply chains.

Few founders in the energy sector have simultaneously achieved commercial scale, supply chain integrity, and documented environmental impact across 11 countries in under four years. Global Recognition Awards notes that her record places her work in a category that merits serious attention from the broader industry.

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About Global Recognition Awards

Global Recognition Awards is an international organization that recognizes exceptional companies and individuals who have made significant contributions to their industries.

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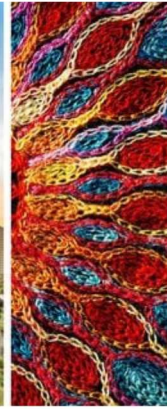
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