

PRESS RELEASE

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Newly launched Singapore Cooperation Enterprise to export Singapore's public sector expertise

12 July 2006 – The Ministry of Trade and Industry (MTI) and the Ministry of Foreign Affairs (MFA) announced today the launch of a new not-for-profit public company limited by guarantee that will be the key vehicle to market and export Singapore's public sector expertise. The newly-formed Singapore Cooperation Enterprise (SCE) will take the lead in sharing Singapore's public sector experiences and expertise with interested foreign governments, organisations or entities who value Singapore's development experience. In so doing, it also aims to open up business opportunities for Singapore-based companies in the private sector.

The Singapore Cooperation Enterprise will serve as the focal point for the sharing and export of the entire range of expertise across Singapore's 15 ministries and 66 statutory boards. Singapore has undergone a remarkable transformation since independence into a modern city with supporting world-class physical and business infrastructure.

Officially set up in May 2006, SCE is chaired by Mr Peter Ho, Head of Civil Service and Permanent Secretary for Foreign Affairs. Mr Peter Ong, Permanent Secretary for Trade and Industry, is the vice-chairman. Mr Alphonsus Chia, deputy chief executive officer of International Enterprise (IE) Singapore, has been appointed the chief executive officer of this new organisation. He will continue to be Senior Director of the International Business Development Division at MTI until further notice (See [Annex One](#) for their profiles).

Said Mr Peter Ho, chairman of SCE: "The role of SCE will be pivotal in strengthening Singapore's reputation as a trusted and reliable partner in international relations and economic development. SCE will function as a central clearing house and ensure that requests for Singapore's public sector expertise will be met with the highest standards on a cost-recovery basis and backed by Singapore's reputation, experience and expertise."

The "Singapore story" is well known in the developing world. Over the past three years, we have received over 100 requests from foreign governments for Singapore's assistance in areas such as airport management, education systems, e-government, infrastructure, and homeland security.

"SCE will offer customised, one-stop services to our foreign clients, attending to their needs from pre- to post-project completion. The private sector will also stand to benefit, as we introduce to our foreign clients, Singapore-based companies with established international track records who are able to deliver top quality services. Our access to IE's global network in over 35 locations worldwide will give us an added edge in market

connections and reach,” said Mr Alphonsus Chia, CEO of SCE, who also oversees IE Singapore’s International Operations Group.

SCE’s Board of Directors comprises: Mr Willie Cheng, chairman of the Science Centre Board; Mr Bobby Chin, chairman of the Singapore Totalisator Board; Mr James Koh Cher Siang, deputy chairman of the Housing and Development Board; and Mr Lam Chuan-Leong, Ambassador-at-Large and chairman of the Infocomm Development Authority of Singapore. (See Annex One for their profiles). Together with the chairman and vice-chairman, they will bring to SCE a wealth of business expertise and knowledge, creative ideas, and strong business ties.

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Singapore Cooperation Enterprise's Board of Directors



Chairman
Peter Ho Hak Ean

Peter Ho Hak Ean started his career as a naval officer. After holding various command and staff appointments in the Singapore Armed Forces, he transferred to the Administrative Service and was appointed Deputy Secretary (Policy) in the Ministry of Defence, Singapore (MINDEF) in 1989. In 1990, he was posted to the Ministry of Foreign Affairs as Deputy Secretary. In November 1995, he was appointed Permanent Secretary (Defence Development) in MINDEF, and, in July 2000, he was appointed Permanent Secretary (Defence). He assumed the appointment of Permanent Secretary (Foreign Affairs) on 15 July 2004. On 20 July 2004, he was appointed to the concurrent post of Permanent Secretary (National Security and Intelligence Coordination) in the Prime Minister's Office. On 1 April 2005, he was appointed Head, Civil Service, and Permanent Secretary (Special Duties) in the Prime Minister's Office, concurrent with his other appointments.

Mr Ho has also held a variety of other concurrent appointments. He was chairman of the Board of DSO National Laboratories from March 1997 to June 1998, chairman of the Maritime and Port Authority of Singapore from February 1996 to January 2003, and chairman of the Board of the Defence Science and Technology Agency from March 2000 to March 2002, and again from July 2002 to December 2003. He was also deputy chairman of the Board of the Infocomm Development Authority of Singapore from December 1999 to November 2003. He is currently a member of the boards of MND Holdings, the Institute of Defence and Strategic Studies, the Institute of South Asian Studies, the Lee Kuan Yew School of Public Policy, the Institute of Policy Studies, chairman of Value Innovation Tank Limited, and chairman of Singapore Cooperation Enterprise.

Mr Ho holds a Bachelor of Arts (Honours) in the Engineering Tripos and a Master of Arts from the University of Cambridge in the United Kingdom.



**Vice-Chairman
Peter Ong Boon Kwee**

Peter Ong Boon Kwee was born in Singapore. He was awarded the Colombo Plan Scholarship to pursue his Bachelor of Economics at the University of Adelaide, Australia and graduated with first class honours. He graduated top of his Masters in Business Administration class from Stanford University, USA in 1993 as Henry Ford II and Arjay Miller Scholar.

Mr Ong was appointed Permanent Secretary of the Ministry of Trade & Industry on 15 March 2005. In this capacity, he oversees economic policy formulation in the Singapore Government. He last held the appointment of Permanent Secretary, Ministry of Transport and prior to that held the post of 2nd Permanent Secretary, Ministry of Defence. His previous postings include stints at Temasek Holdings (Private) Limited, a Government investment holding company, Ministry of Communications and Information Technology, Ministry of Trade & Industry, Ministry of Finance, and Ministry of Home Affairs. He currently sits on the boards of INSEAD Singapore National Council, DBS Bank Ltd, DBS Group Holdings Ltd and Value Innovation Action Tank Ltd. He is also the chairman of Maritime and Port Authority of Singapore, and vice-chairman of Singapore Cooperation Enterprise.

Mr Ong is married with two daughters.



Bobby Chin

Bobby Chin was the managing partner of KPMG Singapore from 1992 until his retirement from KPMG in September 2005.

He was admitted as a partner of KPMG Singapore in 1983. Mr Chin joined KPMG Singapore in 1974 after receiving his degree in accountancy from the University of Singapore. In 1975 he was seconded to the Manchester office in the UK and returned to the Singapore firm in 1979.

He qualified as a chartered accountant of the Institute of Chartered Accountants in England & Wales in 1979. In the first professional examination of the Institute, he was placed 10th in the order of merit. Bobby is a registered member of the Institute of Certified Public Accountants of Singapore, and an associate member of the Institute of Chartered Accountants in England & Wales.

In his term as the managing partner of KPMG Singapore, Mr Chin was a member of KPMG Asia Pacific Board, KPMG International Board and KPMG International Council which is the ultimate authoritative body of KPMG International.

During his professional career, he had undertaken various assignments in audit, corporate recovery, investigations, IPOs, and due diligence covering different industries including banking and finance, insurance, property, manufacturing, retail and trading.

Mr Chin is presently chairman of the Singapore Totalisator Board as well as Changi Airports International Pte Ltd. He also sits on the board of Singapore Cooperation Enterprise.



Willie Cheng

Willie Cheng was formerly a partner with Accenture, a global management and technology consulting Firm. Prior to his retirement, he was the country managing director of Singapore and managing partner of its Communications and High Tech practice in Asia. In his 26 years with Accenture, he was involved in the implementation of information technology and transformation of organisations for clients in several industries, and has worked on assignments in the US, the UK and Asia.

He continues to be involved in the IT and business community. He is a director of Singapore Press Holdings, NTUC Fairprice and SPH MediaBoxOffice. He sits on the advisory board of the Singapore Infocomm Technology Federation, and several committees of the Infocomm Development Authority of Singapore.

Mr. Cheng is presently chairman of the Science Centre Board. He also sits on the boards of two other government agencies - Accounting and Corporate Regulatory Authority, and Standards, Productivity and Innovation Board – as well as the board of Singapore Cooperation Enterprise.

He is also a director of and advisor to several charity organisations.



James Koh Cher Siang

James Koh Cher Siang was appointed as the deputy chairman of the Housing and Development Board in July 2005. Prior to his present appointment, Mr Koh was the Commissioner of Inland Revenue and chief executive officer of Inland Revenue Authority of Singapore since Apr 1997.

Mr Koh first worked in the Economic Development Division (Ministry of Finance), then in the Ministry of National Development and later in the Development Division, Ministry of Finance, and concurrently in Establishment Unit, Prime Minister's Office. He was appointed Permanent Secretary, Ministry of National Development in 1979. In 1987, Mr Koh was appointed Permanent Secretary, Ministry of Community Development and in 1994, Permanent Secretary, Ministry of Education.

Mr Koh is also the chairman of the Singapore Deposit Insurance Corporation Ltd. He holds directorships in several companies including CapitaLand Limited, Singapore Airlines Ltd, United Overseas Land Ltd, Hotel Plaza Ltd, and Singapore Cooperation Enterprise. He is deputy chairman of the National Kidney Foundation and a director of CapitaLand Hope Foundation at the same time.

He holds a Master of Arts from the University of Oxford and a Master in Public Administration from the Harvard University.



Lam Chuan-Leong

Mr Lam Chuan-Leong is an Ambassador-at-Large with the Ministry of Foreign Affairs. He is also the chairman of the Infocomm Development Authority of Singapore and the chairman of the Competition Commission of Singapore.

Mr Lam has held the appointment of Permanent Secretary at the Ministry of the Environment, the Ministry of National Development, the Ministry for Trade and Industry, and the Ministry of Communications and Information. From 1981 to 1984, Mr Lam was the Principal Private Secretary to the Prime Minister of Singapore. Previous to that he has served in the Ministries of Finance and Defence.

Mr Lam has served as chairman of the National Science and Technology Board, [now re-named as A*Star] and chairman of the Singapore Science Park Pte Ltd, Singapore Computer Services Ltd and Singapore Aerospace Ltd. He was also a board member of the Monetary Authority of Singapore, which plays the role of the central bank in Singapore and the Port of Singapore Authority. His company directorships included the Development Bank of Singapore, Health Corporation of Singapore and Pacific Internet Ltd. Presently, he is also a director on the board of Singapore Cooperation Enterprise.

Mr Lam's key areas of interest and expertise are in the application of general management theories, particularly in the context of complex systems. His career background has been in macro-economic management, trade and investment and science and technology policies. In the course of this, he has worked on micro-economic issues, particularly in regard to regulation, monopolies, competition policy, pricing and market efficiency, privatisation of government services, transport economics, and the relationship between the public and private sectors on key projects.

Mr Lam graduated from the University of Singapore with First Class Honours in Physics. He completed his MBA in Harvard Business School. In 1991, Mr Lam was an Eisenhower Fellow, under the USA Eisenhower Fellowship Programme. He was a Singapore President Scholar.

Singapore Cooperation Enterprise



Alphonsus Chia **Chief Executive Officer**

Mr Alphonsus Chia is the chief executive officer of Singapore Cooperation Enterprise (SCE). He is concurrently deputy chief executive officer of International Enterprise (IE) Singapore (formerly the Singapore Trade Development Board) and will continue to be senior director of the International Business Trade Division at the Ministry of Trade and Industry (MTI) until further notice.

IE Singapore is an agency under the MTI responsible for developing Singapore's external economic wing. Its mission is to help Singapore-based companies grow and internationalise successfully.

Mr Chia oversees IE Singapore's International Operations in over 35 locations worldwide. This global network covering Southeast Asia, South Asia, North Asia, the Middle East, Europe, and the Americas, helps the Singapore business community to navigate through international markets, and find partnership and investment opportunities. Mr Chia also oversees Corporate Resources including Corporate Planning, Corporate Events and Resources, Infocomm and Security Management, and Finance.

Prior to joining IE Singapore, Mr Chia held senior management positions in leading organisations, Singapore Airlines (1987-2000) and Reed Exhibitions (2001-2004). With Reed Exhibitions, Mr Chia was chief operating officer (Asia Pacific South) and president (China) and was actively involved in charting the strategic directions for Reed's offices in China and the region. He was also a key negotiator for the company's joint ventures and acquisitions. With Singapore Airlines (SIA), Mr Chia was chief executive of SilkAir and before that, vice-president (Market Planning). He is familiar with the nuts and bolts of managing overseas operations, having served as general manager (Belgium & Luxembourg) and general manager (France) from 1992 to 1996.

Mr Chia graduated from the National University of Singapore in 1982 and was a gold medal winner of the NUS' inaugural APEX-MBA programme in 1998.