

## **APPOINTMENT OF NEW CHAIRMAN AND BOARD MEMBERS FOR THE SINGAPORE TOURISM BOARD**

The Minister for Trade and Industry has appointed a new chairman and two new members to the Singapore Tourism Board (STB). Two members of the Board have also had their terms extended. The appointments took effect on 1 January 2011.

Mr Chew Choon Seng, Chairman of Singapore Exchange, has succeeded Mr Simon C Israel, Executive Director and President of Temasek Holdings, as Chairman of the Board. Mr Chew's career with Singapore Airlines spans 28 years, and includes appointments in Tokyo, Rome, Sydney, Los Angeles and London. Mr Chew is the Chairman of Singapore Aircraft Leasing Enterprise, the Airline's leasing associate, and Deputy Chairman of Singapore Airport Terminal Services Ltd, and SIA Engineering Company. He also serves as a Director of Singapore Exchange Ltd, Virgin Atlantic Limited, Virgin Travel Group Limited, and is a member of the Board of Governors of the Singapore International Foundation. With his illustrious background and vast experience in the civil aviation and tourism industries, Mr Chew's leadership will be invaluable to STB. Mr Chew will serve as Chairman of STB for three years.

Mr Simon C Israel's third term as Chairman of STB ended on 31 December 2010, after seven years of distinguished service. Under Mr Israel's leadership, STB has reached new heights. Singapore has seen record tourist arrivals and the tourism landscape has undergone significant transformation including the development of premier iconic tourist attractions such as the Singapore Flyer, Formula One (F1) night races and the Integrated Resorts. The Ministry of Trade and Industry and STB express their utmost appreciation to Mr Israel for his immeasurable contributions to the tourism industry in Singapore.

The Ministry of Trade and Industry and STB welcome two new members to the Board. They are:

- Mrs Deborah Ong — Assurance Partner and Human Capital Partner, PriceWaterhouseCoopers Singapore
- Ms Jessica Tan Soon Neo — Managing Director, Microsoft Singapore

Brief write-ups on the new members are attached in [Annex A](#).

Two members of the Board have also been re-appointed. They are:

- Mr Mike Barclay — Chief Executive, Sentosa Development Corporation
- Mr Steven Lim Kok Hoong — Chartered Accountant & Independent Director and Chairman, Parkway Trust Management Limited

The STB Board comprises 11 members and the current list of members is at [Annex A](#).

**MINISTRY OF TRADE AND INDUSTRY**  
**4 JANUARY 2011**

## **SINGAPORE TOURISM BOARD**

### New Board Members

**Mrs Deborah Ong**  
**Assurance Partner and Human Capital Partner,**  
**PriceWaterhouseCoopers**

Mrs Deborah Ong has worked at Pricewaterhouse Coopers Singapore for 20 years, and has been a Partner at the firm since 1993. Mrs Ong is a Member of several Boards of Directors, including the Ngee Ann Polytechnic Council, the CPA Australia Council and the Girl Guides Singapore Council. She also serves as Chair of the Ngee Ann Polytechnic Business & Advisory Committee.

**Ms Jessica Tan Soon Neo**  
**Managing Director, Microsoft Singapore**

Ms Jessica Tan Soon Neo is currently the Managing Director of Microsoft Singapore, and a Member of Parliament for East Coast GRC. Prior to her career at Microsoft, Ms Tan also held several positions at IBM Singapore. Ms Tan is a Member of the Boards of Directors of several organisations, including the National Trust Council, St Joseph's Institution International and Institute of Systems Science.

Members of the Singapore Tourism Board

**Chairman**

Mr Chew Choon Seng  
Chairman  
Singapore Exchange

**Members**

Ms Aw Kah Peng  
Chief Executive  
Singapore Tourism Board

Mr Mike Barclay  
Chief Executive  
Sentosa Development Corporation

Mr Lim Kok Hoong Steven  
Chartered Accountant and Non-Executive Chairman & Member of Audit  
Committee  
Parkway Trust Management Limited

Mr Aubeck Kam Tse Tsuen  
Chief Executive Officer  
Media Development Authority

Mr Patrick Pitcher  
Chairman  
Patrick Pitcher Consulting

Mr Vinodh Coomaraswamy  
Partner  
Shook Lin & Bok LLP

Mrs Diana Ee-Tan  
Member of Academic Board and Scholarship Panel  
SHATEC Institutes

Mr Benson Puah  
Chief Executive Officer, The Esplanade Co Ltd  
Chief Executive Officer, National Arts Council

Mrs Deborah Ong  
Assurance Partner and Human Capital Partner  
PricewaterhouseCoopers

Ms Jessica Tan Soon Neo  
Managing Director  
Microsoft Singapore