

NEW CHIEF EXECUTIVE FOR SINGAPORE TOURISM BOARD

Mr Lionel Yeo will be appointed Chief Executive of the Singapore Tourism Board (CE, STB) for three years with effect from 1 June 2012. He will be taking over the role from Ms Aw Kah Peng, who will step down on 31 May 2012 to pursue her personal interests, after more than 20 years of service in the public sector.

Ms Aw Kah Peng

2. As CE STB since 1 Jan 2009, Ms Aw made significant contributions to Singapore's tourism development and ensured that tourism continued to be a key economic pillar. This was a challenging period when Singapore faced the global financial crisis. Ms Aw successfully led the industry through the downturn. In 2010, the tourism sector made a sharp recovery and turned in a stellar performance of \$18.9b tourism receipts, a growth of 50 per cent over 2009.



3. During her tenure, Ms Aw strengthened STB's industry development strategies and efforts, partnering industry stakeholders to deliver many new and impactful initiatives. These included events such as the Singapore Takeout and the Asia Fashion Exchange, which have enhanced Singapore as a destination of choice for international tourists and created value for the industry. She also built on the world's first Formula One Night Race as a unique race combining sports with entertainment, business networking, client cultivation, and city profiling.

4. STB helped to support the successful opening of the two Integrated Resorts and the rejuvenation of Orchard Road. In addition, STB oversaw the development of the new Cruise Terminal at Marina South, which will be ready for its first ship call later this year. Ms Aw also led the launch of STB's new visitor-centric YourSingapore brand in March 2010, which underscores Singapore's ability to provide visitors with customised offerings. Abroad, STB led the national effort to showcase Singapore at the Shanghai World Expo in 2010.

5. These efforts have contributed to growth in the tourism sector. In 2011, Singapore had 13.2 million international visitors and Tourism Receipts of \$22.2 billion, a 13 per cent increase in visitor arrivals and 17 per cent increase in tourism receipts, respectively. The outlook remains upbeat for 2012, and STB has projected tourism receipts to reach \$23 – 24 billion, an increase of up to 8 per cent from 2011. To ensure the sustainable growth of the tourism industry, Ms Aw led the strategic shift to quality tourism with Tourism Compass, to focus on creating greater value for visitors and enhancing yield.

6. Ms Aw joined the Public Service in 1990, starting with the Singapore Institute of Standards and Industrial Research before moving on to the Economic Development Board (EDB) later in the same year. She spent about 18 years at EDB, including overseas postings in Chicago. Ms Aw joined STB in August 2008 as Chief Executive (Designate), before assuming the CE appointment in 2009.

Mr Lionel Yeo

7. Mr Lionel Yeo is currently Deputy Secretary (Development) in the Public Service Division (PSD) of the Prime Minister's Office and CEO and Dean of the Civil Service College (CSC). At PSD, he plays a key role in building whole-of-government capacity for innovation, service delivery and strategic planning. He has also positioned CSC as a learning partner to public sector organisations and grew its practice research and learning design capabilities. Mr Kwek Mean Luck, formerly Deputy Secretary (Industry) in MTI, will take over Mr Yeo's current portfolio at PSD and CSC.



8. In his 16-year public sector career, Mr Yeo has served in the Ministries of Trade and Industry, Finance, Information and the Arts, and Community Development. Among his more significant appointments, he was appointed Director (Taxation) in MOF in 2002, where he contributed to the formulation of taxation policies to keep Singapore fiscally secure and maintain an internationally competitive environment for enterprise. As Director (Trade) in MTI, he worked on foreign economic policy and led Singapore delegations in a number of trade negotiations, including the Trans-Pacific Strategic Economic Partnership Agreement (P4) that was successfully concluded with Chile, New Zealand and Brunei, and which has since been expanded into the Trans-Pacific Partnership (TPP), currently under negotiation.

9. Mr Yeo serves on the boards of the Urban Redevelopment Authority, the National Healthcare Group, and the Board of Governors of Raffles Institution.

10. In 2009, he was awarded the Public Administration Medal (Silver) in 2009 in recognition of his contributions to the Public Service. Mr Yeo has a BSc in Economics from the London School of Economics and an MBA from the Massachusetts Institute of Technology's Sloan Fellows Program.

MINISTRY OF TRADE AND INDUSTRY
7 May 2012