

NEW CHAIRMAN AND BOARD MEMBERS APPOINTED TO THE SINGAPORE TOURISM BOARD

The Ministry of Trade and Industry (MTI) announced today several board changes at the Singapore Tourism Board (STB), including the appointment of a new Chairman. Mr Chaly Mah Chee Kheong, former Chief Executive Officer of Deloitte Asia Pacific and Southeast Asia and former Chairman of Deloitte Singapore, will take over from Mr Chew Choon Seng as the Chairman of STB from 1 January 2017. Mr Chew will be stepping down after completing a six-year tenure.

2. The other board changes are as follows, with all new appointments to take effect on 1 January 2017.

Appointment of New Board Members

- Mr. Allen Law, Chief Executive Officer, Park Hotel Group
- Ms. Joanna Flint, Country Director, Google Singapore
- Mr. Mohamad Saiful Saroni, Partner, PricewaterhouseCoopers LLP Singapore
- Mr. Prasad Menon, Former Chairman, Vistara Airlines

Re-appointment of Board Member

- Ms. Christina Ong, Co-Chairman and Senior Partner, Allen & Gledhill LPP

Stepping down of Board Members (upon completion of term on 31 Dec 2016)

- Ms. Deborah Ong, Assurance Partner and Risk & Quality Partner, Pricewaterhousecoopers Singapore
- Ms. Jessica Tan, Member of Parliament, East Coast GRC and Former Managing Director, Microsoft Singapore

Mr Chaly Mah Chee Kheong (马志强)

3. Mr Mah had served in Deloitte for over 38 years. Prior to his retirement on 31 May 2016, he was the Vice Chairman of Deloitte Global Board of Directors. He has extensive experience serving both multinational and local companies across a wide spectrum of industries, specialising in financial services, telecommunications and technology, real estate, private equity and manufacturing, which will be invaluable to STB. Mr Mah is currently the Chairman of the Singapore International



Chamber of Commerce, the Singapore Accountancy Commission, National University of Singapore Business School Accounting Advisory Board and is a board member of the National University of Singapore Board of Trustees, Singapore Economic Development Board and Sentosa Development Corporation.

Mr Chew Choon Seng (周俊成)

4. Mr Chew Choon Seng has been the Chairman of STB since 2010. Mr Chew led STB on the journey of Quality Tourism to achieve sustainable growth, and was instrumental in upholding high standards of corporate governance and promoting a culture of openness at STB.



5. During his tenure, he led STB to successfully champion and execute major initiatives including the strategic partnerships with Changi Airport Group (CAG) and Singapore Airlines (SIA), as well as the Golden Jubilee campaign in 2015 to boost visitor arrivals and drive tourism spend. He supported the promotion of Singapore as a leading destination in Asia for arts, entertainment and world-class sports events including BNP Paribas WTA Finals Singapore and HSBC World Rugby Sevens Series. He also guided the development of a vibrant Meetings, Incentives, Conferences and Exhibitions (MICE) scene in Singapore and growth of the regional cruise industry. Together, these efforts have reinforced Singapore's position as a vibrant city to live, work and play, and enhanced Singapore's standing as a world-class destination.

In Appreciation

6. Thanking Mr Chew for his contributions, Mr Loh Khum Yean, Permanent Secretary for MTI, said, "Mr Chew Choon Seng has played a key role in shaping our tourism strategies over the past 6 years and helped make Singapore a choice destination for both leisure and business travellers. I would like to thank him for his invaluable contributions and leadership during his time with STB. I wish him all the best in his future endeavours. I am confident that Mr Chaly Mah will continue to build on the good work and steer STB in its next exciting stage of development."

7. MTI also extends its appreciation to all outgoing board members for their invaluable contributions and welcomes the new board members.

(The write-ups of the new board members, and the full list of board members can be found in [Annex A](#) and [Annex B](#) respectively.)

Ministry of Trade and Industry 30 December 2016

For media queries, please contact:

Ms Carista Wee
Assistant Director, Corporate Communications Division
Ministry of Trade and Industry
Tel: 6332 7505 / 8180 0171
Email: Carista_Wee@mti.gov.sg

Ms Thaleia Tan
Manager, Corporate Communications
Singapore Tourism Board
Tel: 6831 3667 / 8118 5979
Email: Thaleia_Tan@stb.gov.sg

Annex A

New Board Members

**Mr Allen Law
Chief Executive Officer
Park Hotel Group**



Park Hotel Group owns and manages 15 hotels across Singapore, Malaysia, Indonesia, Maldives, Hong Kong, China, South Korea, Japan and Australia. As Chief Executive Officer, Allen leads the strategic management and expansion of the Group's properties under the luxury "Grand Park" and upscale "Park Hotel" brands. Since joining Park Hotel Group in 2004, Allen has been focused on growing the Group's portfolio, building its brands and strengthening its talent and operational capabilities.

While the Group expands through acquisitions and hotel management services, the hotels seek to extend the service philosophy of providing "Loving Hospitality" through service delivered from the heart to all customers, guests and the community. In recognition of its business and service excellence, Park Hotel Group was honoured Best Regional Hotel Chain for five consecutive years from 2012 to 2016, amongst other accolades. In addition, Allen is the first Vice President of the Singapore Hotel Association, Chairman of SHATEC (Scholarship Board) and Executive Committee Member of Orchard Road Business Association. He is also a council member on the Singapore SkillsFuture Council and panel member on the Singapore Tourism Board (STB) Hotel Industry Expert Panel.

**Ms Joanna Flint
Country Director
Google Singapore**



Ms Joanna Flint has been at Google for eight years and is the Country Director of Google Singapore since 2014. She currently leads Google's sales and business development operations in Singapore managing a team supporting 10 industry sectors. She is responsible for revenue, commercial strategy and external partnerships.

Prior to Google, she was a Senior Consultant at OgilvyOne Asia-Pacific from 2004 to 2008, providing strategic counsel in digital and CRM to Ogilvy's flagship clients. Before that, she had been in the aviation industry for 10 years, working in a range of global commercial and marketing positions in British Airways from 1997 to 2001 and as a Global Sales and Digital Marketing Manager in Singapore Airlines from 2001 to 2004.

Ms Flint graduated from the University of Manchester in 1995.

Mr Mohamad Saiful Saroni
Partner
PricewaterhouseCoopers LLP Singapore



Mr Mohamad Saiful Saroni has been a partner in PwC LLP Singapore since 2012. He started in PwC as an associate in 2000 and has over 16 years of experience in the audit industry, three of which were spent on secondment to the PwC US Firm in San Francisco office. He is also the Firm's partner contact as it relates to all US Accounting and Auditing matters as well as US-bound cross border security transactions. Saiful's areas of specialty are in the Energy, Utilities and Mining as well as Technology and Transport sectors. He is actively involved in the audits of SEC registrants.

Saiful also sits on the Boards of Mercy Relief and Building and Construction Authority. He is an Audit Committee Member of the Singapore Anti-Narcotics Association and the Persatuan Pemuda Islam Singapura. He is also on the Woodlands Citizen Consultative Committee.

He graduated with a Bachelor of Accountancy from Nanyang Technological University (Honours). He is a member of ISCA, as well as a member of the American Institute of Certified Public Accountants.

Mr Prasad Menon
Former Chairman
Vistara Airlines



Mr Prasad R. Menon is a Chemical Engineer from the Indian Institute of Technology, Kharagpur. He has over 45 years of diverse experience in some of the premier multinational and Indian companies.

Prasad Menon started his career with the Imperial Chemical Industries (ICI) and served for 20 years, followed by another 11 years at Nagarjuna Group. In October 2000, Mr Menon took over as the Managing Director of Tata Chemicals and in October 2006, Mr Menon took over as the Managing Director of Tata Power, the largest integrated private power utility in India. He has championed sustainability as a key strategic initiative in the organisation.

He subsequently served on several Tata Boards, including being the first Chairman of Tata-Singapore Airlines in India.

He has deep interest in the NGO / Development areas, and has been associated with organisations in the fields of environment, sustainability, wildlife conservation and academia.

He retired from all Tata Boards in January 2016, and currently serves as a Director on the Boards of Axis Bank, SKF India, Sanmar Group, and a Singapore-based Infra Fund Daestrums Capital.

He is also involved with the following development agencies – Chairman of the Wildlife Trust of India, Member of the Governing Council of Centre for Environmental Education, Member of the Governing Council of Kaivalyadham (a leading Yoga foundation), and Head Held High (a skilling initiative).

Annex B

STB Board Members (as at 1 January 2017)

Chairman

Mr Chaly Mah Chee Kheong
Former Chief Executive Officer of Deloitte Asia Pacific and Southeast Asia
Former Chairman of Deloitte Singapore

Members

Mr Lionel Yeo
Chief Executive Officer
Singapore Tourism Board (STB)

Mr Aaron Boey
Former President, Global Denizen™
Former Executive Vice President & President, Commercial Operations Asia Pacific
Levi Strauss & CO

Mr Allen Law
Chief Executive Officer
Park Hotel Group

Mr Alvin Lim
Director, International Relations
Ministry of Finance (MOF)

Ms Christina Ong
Co-Chairman and Senior Partner
Allen & Gledhill LPP

Ms Joanna Flint
Country Director
Google Singapore

Mr Lim Ming Yan
President & Group Chief Executive
Capitaland Limited

Mr Mohamad Saiful Saroni
Partner
PricewaterhouseCoopers LLP Singapore

Mr Ng Lang
Chief Executive Officer
Urban Redevelopment Authority (URA)

Mr Prasad Menon
Former Chairman
Vistara Airlines

Mr Quek Swee Kuan
Chief Executive Officer
Sentosa Development Corporation (SDC)