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cc: (bcc: NHB NASReg/NHB/SINGOV)
Subject: (EMBARGOED) Speech by Ms Mavis Kuek, Deputy Director, Corporate Communications & Design Center, TDB

**Speech by Ms Mavis Kuek, Deputy Director, Corporate
Communications & Design Center, Trade Development Board
on the occasion of the Handover Ceremony of the Design Collection
by the Singapore Trade Development Board to the National Library
Board,
Tuesday, 21 Mar 2000, NLB Courtyard**

Ms Ngian Lek Choh, Senior Director, Library Services,
Distinguished Guests, Ladies & Gentlemen

1. A very good evening to all of you. On behalf of the Singapore Trade Development Board, I am pleased to be here this evening to formally hand over the TDB Design Collection to the National Library.

2. When we started the collection, it was to help enhance and raise the level of design capability and professionalism in Singapore. Over the years, the collection has received very good feedback and is well regarded within the local design community and by many of our design students. By donating our collection to NLB, we are confident that we will be able to provide even greater value not only to the design community but to the general public at large.

3. In today's fast paced and networked global economy, design becomes an even more powerful communication tool. Besides building up a comprehensive collection on design, TDB also supports and promotes the design industry in other ways. We regularly organise events and seminars to raise the design awareness and to build up the design capabilities in Singapore. One such event is the International Design Forum. Through the years, the IDF has become a major highlight of the international design calendar and I am pleased to say that it has served as a successful platform for the exchange of new ideas and networking opportunities for many businesses, designers as well as aspiring

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designers.

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4. Another event which TDB organises is The Young Designers' Award, an annual competition for students. Our effort here is to promote creative thinking among young Singaporeans and to encourage them to focus on both the innovative and aesthetic qualities of the end product. Through this Award, students have the opportunity to exploit the value of design and to be rewarded for their efforts. It is after all a thriving business capable of shaping our world in more ways than we can possibly imagine.

5. The future for the design industry here and worldwide is therefore a very promising one. We are greatly encouraged by the enthusiasm of the National Library Board in sharing our vision to nurture this vibrant and creative industry. With such strong support, I believe we can firmly entrench Singapore as the design hub in the region.

6. We therefore warmly welcome any future public programmes on design organised by the NLB and look forward to an even closer working relationship with your organisation. Thank You.

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