

## NEW CHIEF EXECUTIVE FOR SINGAPORE TOURISM BOARD

Ms Aw Kah Peng will be appointed as Chief Executive of the Singapore Tourism Board (STB) with effect from 1 January 2009. She will take over from Mr Lim Neo Chian, who will step down on 31 December 2008. While Mr Lim is stepping down to spend more time with his family and explore new challenges, he will continue in his role as Deputy Chairman of STB.

### Mr Lim Neo Chian

2 Mr Lim has 35 years of distinguished service in the public sector, holding key appointments including the posts of Chief Executive Officer and Chairman of JTC Corporation, Chief of Army in the Singapore Armed Forces, as well as CEO of China-Singapore Suzhou Industrial Park Development Co Ltd.



3 He was appointed Deputy Chairman and Chief Executive of the STB in October 2002. During his tenure at STB, he successfully steered Singapore's tourism sector through the SARS crisis in 2003, which enabled the sector to quickly rebound to pre-crisis levels by March 2004. He was awarded the Public Administration Medal (Gold) in recognition of his contribution during the SARS crisis.

4 Under Mr Lim, the STB achieved significant milestones including the launch of the Uniquely Singapore brand in 2004. This was followed by the launch of Tourism 2015, a strategic blueprint to position Singapore as a destination of choice for leisure travellers, business events and those seeking healthcare and education services. Other major milestones include the awards of Request for Proposals for the two Integrated Resorts at Marina Bay and Sentosa, as well as securing and organising the FORMULA 1™ race in Singapore.

5 Mr Lim Hng Kiang, Minister for Trade & Industry said: "In Neo Chian's six years with the STB, he has provided the leadership and drive behind the STB's bold initiatives to transform Singapore's tourism landscape. Under his stewardship, we have enjoyed four successive years of record growth in visitor arrivals and tourism receipts. MTI wishes to thank Neo Chian for his outstanding contributions to the STB and wish him all the best in his future endeavours, and we welcome Kah Peng onboard as Chief Executive."

### **Ms Aw Kah Peng**

6 Ms Aw Kah Peng, 41, has more than 17 years of experience with the EDB. She joined EDB in 1990 as an Industry Officer (Chemicals) in the Industry Development Division. She was subsequently posted to EDB's US and European offices, where she held several appointments as Centre Director (Chicago), Regional Director (Central US) and Regional Director (European Operations). Throughout her time in EDB's International Operations, Ms Aw was instrumental in cultivating strong investor relationships with top MNCs in significant growth clusters for Singapore.



7 Ms Aw was awarded a scholarship in 2000 to pursue the Sloan Programme at the Massachusetts Institute of Technology. Upon her return, Ms Aw continued to strengthen the growth and development of the energy and chemicals cluster, culminating in Singapore's two largest petrochemical cracker projects. These significant milestones have brought the chemicals industry in Singapore to its next lap of growth, towards becoming a global petrochemicals hub.

8 In view of her outstanding performance and leadership capabilities, Ms Aw was appointed Assistant Managing Director, Industry Development in February 2007. She currently oversees a diverse group of industries including Energy, Chemicals, Engineering Services, Biomedical Sciences, Logistics, Education, Professional Services, Consumer Care and Health & Wellness Business Growth.

9 Ms Aw's experience in the attraction and development of critical large investor projects, coupled with her extended industry links with the lifestyle and services clusters make for an excellent match with the STB's blueprint for future growth.

**MINISTRY OF TRADE AND INDUSTRY**  
**22 AUGUST 2008**