

**FOR IMMEDIATE RELEASE**

24 February 2012

**TWO SENIOR EXECUTIVES CONFERRED NATIONAL HONOURS  
FOR ECONOMIC CONTRIBUTION TO SINGAPORE**

1. President Tony Tan today conferred the Public Service Star (Distinguished Friends of Singapore) and the Public Service Medal (Friends of Singapore) on two senior business executives for their outstanding contributions to Singapore.
2. Mr. Giovanni Bisignani, former Director General and CEO, International Air Transport Association (IATA), received the Public Service Star, while Mr. Stephen Felice, President and Chief Commercial Officer, Dell Inc., received the Public Service Medal.
3. Mr. Leo Yip, Chairman of the Singapore Economic Development Board (EDB), congratulated the two executives on being conferred the Public Service Star and the Public Service Medal, two of Singapore's most prestigious awards for international business leaders.
4. "Mr. Bisignani and Mr. Felice have been instrumental in the development of Singapore's aviation and information technology industries respectively. Their strong support has enabled Singapore to grow our competitive advantage in these sectors, and to enhance our position as a leading business location for international companies. Singapore is fortunate to have their deep friendship. I offer my heartiest congratulations to the two recipients, and we look forward to forging deeper partnerships with them in the years to come," said Mr. Yip.
5. Eminent leaders in their own fields, the two recipients have not only contributed significantly to Singapore's industry development efforts, they have also been strong proponents for Singapore's position as a Global-Asia hub for international companies.

**Mr. Giovanni Bisignani, former Director General and CEO, IATA**

6. Mr. Bisignani's relationship with Singapore began before his days at IATA, when he helped set up STMicroelectronics' first plant in Singapore in the 1970s. During his decade-long term as IATA's Director General and CEO, Mr. Bisignani played a key role in the deepening of Singapore's relationship with IATA, and in turn contributing to Singapore's growth as a premier aviation hub and a major player in the international civil aviation arena.

7. Under Mr. Bisignani's leadership, IATA's operations in Singapore continued to expand. Today, Singapore is home to IATA's Asia-Pacific headquarters, processing more than US\$240 billion in net sales in settlement activities for the region over the last five years. IATA's regional training centre in Singapore is also the association's most important, training around 2,000 participants annually. Mr. Bisignani also championed for Singapore to become a centre for the next generation of aviation leaders and executives through IATA's partnership with Nanyang Technological University to offer courses in aviation management.

**Mr. Stephen Felice, President and Chief Commercial Officer, Dell Inc.**

8. Mr. Felice played a pivotal role in the growth of Dell's business operations in Singapore. Under Mr. Felice's leadership, the Singapore office expanded from a 200-person team, to a critical operation employing more than 1,000 staff responsible for managing Dell's global procurement, supply chain and logistics partners. The company's Singapore Design Centre also took on the design and development of printing and imaging products, and computing peripherals.

9. Mr. Felice also generously contributed his expertise to Singapore's economic development through his active participation in the work of the Economic Strategies Committee in 2009. As an EDB board member, from February 2010 to January 2012, Mr. Felice made valuable contributions to Singapore's industry development strategies. He was a strong advocate for Singapore to develop differentiating capabilities and talent in the IT services sector, especially in data analytics and business intelligence.

10. Initiated by EDB in 1998, the Public Service Star (Distinguished Friends of Singapore) and Public Service Medal (Friends of Singapore) recognise senior executives for their significant contributions to the economic growth of Singapore.

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Enclosed: Annex A – Comments from Award Recipients  
Annex B – Citations of Award Recipients

**ABOUT THE EDB**

The Singapore Economic Development Board (EDB) is the lead government agency for planning and executing strategies to enhance Singapore's position as a global business centre. EDB dreams, designs and delivers solutions that create value for investors and companies in Singapore. Our mission is to create for Singapore, sustainable economic growth with vibrant business and good job opportunities. EDB's 'Host to Home' strategy articulates how we are positioning Singapore for the future. It is about extending Singapore's value proposition to businesses not just to help them improve their bottom line, but also to help them grow their top line through establishing and deepening strategic activities in Singapore to drive their business, innovation and talent objectives in Asia and globally.

For more information on EDB, please visit [www.sedb.com](http://www.sedb.com)

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**COMMENTS FROM AWARD RECIPIENTS**

Public Service Star (Distinguished Friends of Singapore)

**Mr. Giovanni Bisignani, former Director General and CEO, IATA**

"I am honoured to receive Singapore's Public Service Star for my work at IATA. This award would not have been possible without the support of the great IATA team.

The last ten years have been a crisis filled decade for the aviation industry. Airlines experienced terrorism, wars, revolutions, pandemic fears, earthquakes, volcanoes, failing economies and skyrocketing fuel prices. They spent the last decade in transformation.

Today the airline industry is safer, with over 40% improvement in the industry accident rate since 2000. It is also more efficient, having improved labour productivity 67% and fuel efficiency 24% since 2001.

Singapore holds a special place for me. It is here that IATA launched *Simplifying the Business* in 2004, a revolution to cut costs and make travel and shipping more convenient. Singapore is also where I held my last Annual General Meeting as Director General and CEO.

My ties with Singapore goes back a long way. It started about 30 years ago, when I visited Singapore and had met with Mr Lee Kuan Yew while I worked for IRI, a shareholder of SGS Thomson. To be given this award by Singapore, a country that is known as a role model and leader in aviation, is definitely a great honour for me."

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Public Service Medal (Friends of Singapore)

**Mr. Stephen Felice, President and Chief Commercial Officer, Dell, Inc.**

“This has been a memorable day for my wife Katie and me, and I am deeply honored to receive the Friends of Singapore Public Service Medal. We spent five great years in Singapore, and I would characterize our time here as an extremely positive life changing experience. The personal and professional relationships for my family and me will last forever. For me, living and working here broadened my professional experience and prepared me for significantly greater levels of responsibility, otherwise not achievable.

As a member of the Economic Development Board and head of Dell’s Asia business, I saw firsthand the strength and vitality of Singapore and its people. The Singapore government has been visionary in its, tax, trade and investment policies, creating a business environment that rivals any country in the world and positions Singapore to compete well on the global stage. The EDB exemplifies the visionary qualities in Singapore, and I am proud to have been able to contribute to its thinking under the insightful leadership of Chairman Leo Yip.

Thank you for this honor.”

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**CITATION FOR THE PUBLIC SERVICE STAR (DISTINGUISHED FRIENDS OF SINGAPORE)  
2011**

**MR. GIOVANNI BISIGNANI  
FORMER DIRECTOR GENERAL AND CHIEF EXECUTIVE OFFICER  
INTERNATIONAL AIR TRANSPORT ASSOCIATION**

Mr. Giovanni Bisignani's relationship with Singapore began in 1970s, when he helped to establish the first STMicroelectronics plant in Singapore. Over the many years since then, the friendship has grown and deepened with tremendous shared goodwill.

From 2002 to 2011, as the Director General and Chief Executive Officer of the International Air Transport Association, Mr. Bisignani played a key role in strengthening IATA's partnership with Singapore. This has significantly contributed to the growth of Singapore as a premier aviation hub and a major player in the international civil aviation arena.

Under Mr. Bisignani's leadership, IATA increasingly expanded its operations in Singapore in its Asia-Pacific Regional Headquarters based here. Mr. Bisignani was the key driver behind IATA's decision to consolidate its Asia-Pacific settlement activities in Singapore. He further oversaw the enhancement of the Singapore-IATA Memorandum of Understanding, which was signed in February 2011. Over the last 5 years, IATA's RHQ in Singapore contributed over S\$80 million in Total Business Spending, and processed more than US\$240 billion in net sales in settlement activities for the Asia-Pacific. In the next 5 years, its Total Business Spending is projected to increase to almost US\$100 million and its headcount from 90 today to over 150.

Mr. Bisignani was the driving force behind the IATA regional training centre in Singapore becoming the most important for IATA globally, providing training to around 2,000 participants from around the world yearly. He also championed the IATA-Singapore partnership to make Singapore a centre for the development of a new generation of aviation leaders and executives. In September 2010, IATA signed a Memorandum of Understanding with Nanyang Technological University to offer an IATA-Nanyang Advanced Management Programme and a joint MBA programme in aviation management.

Mr. Bisignani was also instrumental in bringing and initiating key aviation events to Singapore. These include the IATA Annual General Meeting in 2004 and 2011, the IATA Vision 2050 Meeting, the inaugural World Passenger Symposium, and the upcoming first Global Aviation Human Capital Summit. In conjunction with the biennial Singapore Airshow that began in 2008, IATA and Singapore launched the Aviation Leadership Summit, which has become a premier event for top government officials and captains in the industry to discuss the way forward for aviation.

In recognition of his outstanding contributions to Singapore, the President of the Republic of Singapore is pleased to confer the Public Service Star (Distinguished Friends of Singapore) 2011 on Mr. Giovanni Bisignani.

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## **CITATION FOR THE PUBLIC SERVICE MEDAL (FRIENDS OF SINGAPORE) 2011**

**MR. STEPHEN FELICE  
PRESIDENT AND CHIEF COMMERCIAL OFFICER  
DELL INC.**

Mr. Stephen Felice has contributed extensively to the growth of the Information Technology industry in Singapore.

In his previous roles as President of Asia-Pacific and Japan, and Consumer, Small and Medium Business for Dell, Mr. Felice played a pivotal role in the significant growth of Dell's presence in Singapore. Mr. Felice led the transformation of Dell Singapore from a 200-person team to a team of more than 1,000 employees supporting Dell's global leadership position in the technology industry.

Under Mr. Felice's leadership, Singapore became the nerve center responsible for managing Dell's global procurement, supply chain and logistics operations. On the engineering front, Dell's award-winning Singapore Design Centre took on the design and development of printing and imaging products, and computing peripherals.

Mr. Felice was also an active contributor to the 2009 Economic Strategies Committee, which was formed by the Singapore government to develop strategies for Singapore's sustained growth. Through his personal involvement in transforming and growing Dell's operations, Mr. Felice brought a wealth of experience and expertise to the Sub-Committee that focused on attracting and rooting companies, like Dell, in Singapore.

As a board member of the Singapore Economic Development Board (EDB), from February 2010 to January 2012, Mr. Felice made valuable contributions to Singapore's industry development strategies. He has been a strong advocate for Singapore to develop differentiating capabilities and talent in the IT services sector, especially in data analytics and business intelligence.

In recognition of his outstanding contributions to Singapore, the President of the Republic of Singapore is pleased to confer the Public Service Medal (Friends of Singapore) 2011 on Mr. Felice.