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Singapore Government

MEDIA RELEASE

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**SPEECH BY MR CHAN SOO SEN, PARLIAMENTARY SECRETARY
(PRIME MINISTER' S OFFICE & MINISTRY OF HEALTH), AT THE
OFFICIAL OPENING OF "SNOW CITY" ON SATURDAY, 3 JUN 2000
AT 3.00 PM AT SNOW CITY BUILDING, 321 JURONG TOWN HALL
ROAD**

Dr Chew Tuan Chiong
Chief Executive
Singapore Science Centre

Mr Tan Kin Lian
Chief Executive Officer,
NTUC Income Insurance Co-operative Ltd

Distinguished Guests

Ladies and Gentlemen

I am very happy to join you here for the official opening of Snow City. The opening is really timely, given the very hot weather we are having in the last few weeks. What a good relief to be able to experience winter in the midst of a hot summer.

2 To all of us who live in the tropics, snow always fascinates. The snow scenes look so beautiful and attractive on photographs and postcards. To our children, snow is always associated with Christmas, their favourite festival when they look forward to receiving gifts and toys from Santa Claus travelling on an open sleigh. The sights of people skiing, riding snowmobiles, making snowmen, throwing snowballs, are so romantic, so carefree, so cool.

3 I remember seeing the first real snow in Oxford nearly 25 years ago when I was studying there. A few of us from Singapore were so excited that we went to the university park. We enjoyed the snow, made and threw snowballs, and took the whole morning off work. It sounds so incredible, even silly, today. But our excitement then was genuine.

4 Now the NTUC Income and Singapore Science Centre have set up Snow City, we do not need to travel such great distance to experience and have fun with snow. Singapore Science Centre told me they hoped to present snow in a fun and educational way to help the visitors experience cold climates. NTUC Income hoped the Snow City could offer a different and attractive location to organise Family Day or special events. For Singaporeans, an opportunity to break for winter at a moment's notice should be fun and attractive. We can feel this in today's overwhelming response.

5 Snow City is an innovative idea. However, consumers' tastes change rapidly in the New Economy. To be viable, Snow City must continue to keep the interest strong and the visitors coming. There must be regular innovations, new attractions, and exciting programmes. Snow City must constantly broaden its customer-base. These are major challenges that Snow City must stand up to.

6 I wish Snow City well. I have the honour to declare Snow City officially open.

Thank you.