

YEOH KEAT CHUAN APPOINTED MANAGING DIRECTOR OF THE SINGAPORE ECONOMIC DEVELOPMENT BOARD

Mr Yeoh Keat Chuan, currently Assistant Managing Director, will be appointed Managing Director of the Singapore Economic Development Board (EDB) with effect from 1 July 2012. He takes over from Dr Beh Swan Gin, who has been the Managing Director of EDB since 1 August 2008. Dr Beh, an Administrative Service officer, will be appointed Permanent Secretary of the Ministry of Law on the same day.

Dr Beh Swan Gin (马宣仁医生)

2 Dr Beh has served the EDB for 20 years. He has also held positions in A*STAR and MTI. As Managing Director of EDB, he has made significant contributions to EDB and to the economic development of Singapore. Under his charge, Dr Beh championed the Singapore Business Brand to strengthen Singapore's positioning as the leading global city in Asia among international business leaders. Dr Beh also played an instrumental role in developing and implementing EDB's "Host to Home" strategy. He played a pivotal role to position EDB to be future-ready, including developing, shaping and implementing new strategies, and building new capabilities. As a result, EDB achieved record levels of investment commitments in recent years and attracted many quality projects into Singapore.



3 Under Dr Beh's leadership, EDB continued with its expansion into new geographies, such as Brazil and the inner cities in China. In addition, EDB is actively pursuing opportunities in new areas, such as Urban Solutions, Lifestyle and Consumer Businesses. These will complement and strengthen Singapore's current portfolio of

industry clusters. On the organisational front, he strengthened HR and leadership practices, boosting EDB's standing as a preferred employer and people developer.

4 Dr Beh said, *"I am very fortunate to have been part of Team EDB since 1992. In these twenty years, I have come to regard EDB as my home, and my colleagues as my friends and family. I have also had the privilege to work for and learn from leaders such as Mr Philip Yeo, Mr Lim Siong Guan, Minister Lim Swee Say and my current Chairman, Mr Leo Yip. EDB has given me many opportunities to grow, to see the world, and to make a difference; and I hope I have contributed in my own small way. It is not easy to leave this wonderful organization, but I do so with many happy memories, and absolute confidence in Keat Chuan's ability to lead EDB to greater heights."*

Mr Yeoh Keat Chuan (杨吉全先生)

5 Mr Yeoh was appointed Assistant Managing Director, EDB, on 1 January 2010, to oversee EDB's investment promotion efforts in a number of industry sectors. He was also responsible for EDB's Planning Division.



6 He has held several Director-level positions in EDB since 2005, overseeing initiatives in divisions including the Americas and Biomedical Sciences Cluster. He has been with EDB for almost two decades, having joined the organisation as a Senior Officer in the Industry Development Division (Chemicals) in 1994.

7 On his new appointment, Mr Yeoh said, *"EDB is a fast-moving organisation that has continually evolved over the last five decades to ensure we remain at the forefront of effectively responding to investors' changing needs. But what has not changed throughout the years, is the can-do spirit and the dare-to-dream quality of all EDB officers. I am deeply honoured to have this opportunity to serve as EDB's Managing Director, and look forward to building on Swan Gin's successes with Mr Yip's guidance."*

In Appreciation

8 Mr Leo Yip, Chairman EDB, said, *“I would like to express my deep appreciation to Swan Gin for his dedication and many significant contributions to EDB especially as Managing Director. He has played a pivotal role in shaping and implementing Singapore’s economic development strategies and to strongly position EDB for the future. He has been a strong leader who has led the EDB team with distinction. He has also spearheaded the development of strong and enduring partnerships with global companies, which are instrumental in continuing the investment interest these companies have for Singapore. I wish him all the best in his future endeavours.”*

9 *I am delighted that EDB’s next Managing Director is also coming from within the EDB ranks. Keat Chuan, like Swan Gin, began and developed his career in EDB. His deep understanding of EDB’s work and strong relationships with global corporate executives will stand him in good stead to take EDB to the next level of organisational capability and performance.”*

10 The Ministry of Trade and Industry (MTI) also extends its deep appreciation to Dr Beh for his invaluable contributions. Mrs Ow Foong Pheng, Permanent Secretary of MTI, said, *“Swan Gin’s contributions to the MTI family have been invaluable. The MTI family has benefited from his leadership, perceptive insights, and unwavering dedication. Under his stewardship, EDB has forged on to securely anchor Singapore’s position as a Home in Asia for business, innovation and talent. We extend Swan Gin our best wishes and wish him well in all his future endeavours.”*

11 Mrs Ow added, *“EDB remains in good hands, with Keat Chuan assuming the helm. He is a familiar face, having spent many years in EDB. I am confident that Keat Chuan will build on the strong foundation built up over the years and continue to strengthen Singapore’s presence in the competitive global environment.”*

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ABOUT 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