

CHIEF EXECUTIVE FOR SINGAPORE TOURISM BOARD TO STEP DOWN ON 31 MAY 2018

The Ministry of Trade and Industry (MTI) today announced that Mr Lionel Yeo will step down as Chief Executive (CE) of the Singapore Tourism Board (STB) on 31 May 2018 to join the private sector. Ms Melissa Ow, currently Deputy Chief Executive of STB, will be appointed Acting CE of STB with effect from 1 June 2018, until a new CE is appointed.

2 Mr Yeo was appointed as CE of STB on 1 June 2012. In his public sector career spanning 22 years, he has served in the Public Service Division, Civil Service College, Ministry of Trade and Industry, Ministry of Finance, then-Ministry of Information and the Arts and then-Ministry of Community Development. He also serves on the boards of the Sentosa Development Corporation, Mandai Park Holdings Pte Ltd and the Board of Governors of Raffles Institution.



3 Since joining STB in 2012, Mr Yeo has made the pursuit of Quality Tourism a key goal and steered STB and the tourism sector to achieve record highs in tourism receipts and visitor arrivals.

4 He also spearheaded the development of a new unified brand for Singapore, “Passion Made Possible”, which was launched in August 2017 with the Economic Development Board and Ministry of Communications and Information.

5 Mr Yeo initiated a number of notable projects during his tenure, such as Singapore: Inside Out which showcased our creative talent to refresh international perceptions of Singapore, and Design Orchard to profile Singapore’s design talent on Orchard Road.

6 Mr Yeo was also behind STB's robust events strategy, which supported more than 900 events over the last five years. He played a key role in securing Singapore's bid to host major international sporting events such as the BNP Paribas WTA Finals, the Singapore Rugby Sevens and the International Champions Cup. Mr Yeo also led the renewal of the Formula 1 Singapore Grand Prix for a further four years until 2021.

7 Mr Yeo worked with industry leaders to drive productivity, innovation and skills initiatives in the hotel, travel agent, MICE and tourist guide industries. Under his leadership, STB has made significant moves to support tourism sector transformation, including in the area of data analytics, digitalisation and technology adoption.

8 Mr Loh Khum Yean, Permanent Secretary for MTI, said, "On behalf of the Ministry of Trade and Industry, I would like to express my appreciation to Lionel for his significant contributions to STB and the tourism sector over the last six years. Under Lionel's leadership, STB has worked closely with the tourism sector to strengthen our value proposition and product offerings which has helped Singapore achieve consistently strong tourism performance. I wish him all the best in his future endeavours."

MINISTRY OF TRADE AND INDUSTRY

14 May 2018

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