

BOARD CHANGES AT SINGAPORE TOURISM BOARD (STB)

The Ministry of Trade and Industry (MTI) today announced board changes at the Singapore Tourism Board (STB). The changes will take effect on 1 January 2019.

2 The following are the new and reappointed board members.

Appointment of New Board Members

- Ms Audrey Kuah
Managing Director
Dentsu Aegis Network, Global Data Innovation Centre
- Mrs Wong Ai Ai
Member of Global Executive Committee and Chair of Asia Pacific Region
Baker & McKenzie.Wong & Leow

Re-appointment of Board Members

- Mr Chaly Mah Chee Keong
Chairman
Singapore Tourism Board
- Mr Allen Law
Chief Executive Officer
Park Hotel Group
- Ms Joanna Flint
Managing Director
Agency Business, Google Asia Pacific
- Mr Mohamad Saiful Saroni
Partner (Assurance)
PricewaterhouseCoopers LLP Singapore
- Mr Prasad Menon
Former Chairman
Vistara Airlines

In Appreciation

3 Ms Christina Ong, Co-Chairman and Senior Partner, Allen & Gledhill LPP, will be stepping down from the STB Board upon the completion of her term on 31 December 2018.

4 MTI would like to thank Ms Christina Ong for her contributions and welcome the new board members to STB.

(The write-ups of the new board members, and the full list of board members can be found in Annex A and Annex B respectively.)



MINISTRY OF TRADE AND INDUSTRY
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Annex A

New STB Board Members

	<p>Ms Audrey Kuah Managing Director Dentsu Aegis Network, Global Data Innovation Centre</p> <p>Ms Audrey Kuah is a digital, marketing, advertising and business leader with more than two decades of experience in these fields and across many industries and geographies. She is the founder of a business and marketing consulting company, Litmus Asia Pacific.</p> <p>Ms Kuah has worked in leading global marketing communications companies such as J. Walter Thompson, Mindshare, MAXUS and Mediacom.</p> <p>Ms Kuah joined the Dentsu Aegis Network as CEO, Singapore, Aegis Media Singapore in October 2011 before moving to a role as Chief Client Officer, Southeast Asia. She later assumed the role to head up the Group's first-ever global R & D Centre, headquartered in Singapore from June 1 2016.</p> <p>Ms Kuah was awarded an MBA from the University of Chicago Booth School of Business in 2007 and graduated with a B.A. from the National University of Singapore in 1992.</p>
	<p>Mrs Wong Ai Ai Member of Global Executive Committee and Chair of Asia Pacific Region Baker & McKenzie.Wong & Leow</p> <p>Mrs Wong Ai Ai is a member of multinational law firm Baker McKenzie's Global Executive Committee and Chair of the Asia Pacific Region. During her 20-year career with Baker McKenzie, Mrs Wong has held several leadership positions, including serving as</p>

	<p>head of the Singapore Corporate & Securities Group and chair of the Asia Pacific Private Equity Group.</p> <p>Mrs Wong is recognised as a leading individual for Corporate/M&A matters by publications including Chambers Asia Pacific, Legal 500 Asia Pacific and IFLR1000.</p> <p>Today, Mrs Wong leads a number of key areas of strategic focus for Baker McKenzie, including building Baker McKenzie's transactional strength in money centres such as London, New York and HK/China, and overseeing the Financial Institutions Group globally. As Chair of Baker McKenzie's Sustainability Committee, Mrs Wong also leads Baker McKenzie's global waste and emissions reduction drive and champions its involvement in some of the world's most significant sustainability initiatives.</p> <p>Outside of Baker McKenzie, Mrs Wong also serves as Chair of the Yellow Ribbon Fund, a charitable foundation that supports rehabilitation and reintegration programmes for ex-offenders and their families.</p>
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Annex B

STB Board Members (with effect on 1 Jan 2019)

Chairman

Mr Chaly Mah Chee Keong
Chairman
Singapore Tourism Board

Members

Mr Allen Law
Chief Executive Officer
Park Hotel Group

Mr Alvin Lim
Director (International Relations)
Ministry of Finance

Ms Audrey Kuah
Managing Director
Dentsu Aegis Network, Global Data Innovation Centre

Ms Joanna Flint
Managing Director, Agency Business
Google Asia Pacific

Mr Keith Tan Kean Loong (Ex-officio)
Chief Executive
Singapore Tourism Board

Mr Lim Eng Hwee
Chief Executive Officer
Urban Redevelopment Authority

Mr Lim Ming Yan
Chairman
Workforce Singapore

Mr Mohamad Saiful Saroni
Partner (Assurance)
PricewaterhouseCoopers LLP Singapore

Mr Prasad Menon
Former Chairman
Vistara Airlines

Mr Quek Swee Kuan (Ex-officio)
Chief Executive Officer
Sentosa Development Corporation

Mrs Wong Ai Ai
Member of Global Executive Committee and Chair of Asia Pacific Region
Baker & McKenzie.Wong & Leow