Source: *The Straits Times Online*
Date: 30 December 2016

MTI announces new STB chairman Chaly Mah Chee Kheong and other board changes



Mr Chaly Mah has been appointed as the Singapore Tourism Board's new chairman and will take over on Jan 1, 2017, from his predecessor Chew Choon Seng. PHOTO: BT FILE

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Lydia Lam

SINGAPORE - The Ministry of Trade and Industry (MTI) on Friday (Dec 30) announced changes to the Singapore Tourism Board (STB), including the appointment of a new chairman.

Mr Chaly Mah Chee Kheong, former chief executive of Deloitte Asia-Pacific and South-east Asia and former Deloitte Singapore chairman, will take over from Mr Chew Choon Seng as STB chairman from Jan 1 next year (2017), MTI said in a press release.

Mr Mah, who served in Deloitte for more than 38 years, was the vice-chairman of the Deloitte global board of directors.

He is currently the chairman of the Singapore International Chamber of Commerce, the Singapore Accountancy Commission and the National University of Singapore Business School Accounting Advisory Board.

Mr Mah also sits on the board of bodies such as the Singapore Economic Development Board.

His predecessor, Mr Chew, will be stepping down after six years at the helm.

He led initiatives such as strategic partnerships with Changi Airport Group and Singapore Airlines, as well as the Golden Jubilee campaign in 2015 to boost visitor arrivals.

MTI permanent secretary Loh Khum Yean thanked Mr Chew for his contributions. Mr Chew "played a key role in shaping our tourism strategies... and helped make Singapore a choice destination for both leisure and business travellers", he said.

MTI also announced the appointment of new board members with effect from Jan 1.

The new members are Mr Allen Law, chief executive at Park Hotel Group; Ms Joanna Flint, country director at Google Singapore; Mr Mohamad Saiful Saroni, partner at PricewaterhouseCoopers LLP Singapore; and Mr Prasad Menon, former chairman at Vistara Airlines.

Ms Christina Ong, co-chairman and senior partner at Allen & Gledhill LLP, has been reappointed as a board member.

Two board members are stepping down at the end of their term on Dec 31: Ms Deborah Ong, assurance partner and risk and quality partner at PwC Singapore, and East Coast GRC MP Jessica Tan.

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MTI MINISTRY OF TRADE AND INDUSTRY SINGAPORE

PRESS RELEASE

Annex B

STB Board Members (as at 1 January 2017)

Chairman

Mr Chaly Mah Chee Kheong
Former Chief Executive Officer of Deloitte Asia Pacific and Southeast Asia
Former Chairman of Deloitte Singapore

Members

Mr Lionel Yeo
Chief Executive Officer
Singapore Tourism Board (STB)

Mr Aaron Boey
Former President, Global Denizen™
Former Executive Vice President & President, Commercial Operations Asia Pacific
Levi Strauss & CO

Mr Allen Law
Chief Executive Officer
Park Hotel Group

Mr Alvin Lim
Director, International Relations
Ministry of Finance (MOF)

Ms Christina Ong
Co-Chairman and Senior Partner
Allen & Gledhill LPP

Ms Joanna Flint
Country Director
Google Singapore

Mr Lim Ming Yan
President & Group Chief Executive
Capitaland Limited

Mr Mohamad Saiful Saroni
Partner
PricewaterhouseCoopers LLP Singapore

Mr Ng Lang
Chief Executive Officer
Urban Redevelopment Authority (URA)

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MTI MINISTRY OF TRADE AND INDUSTRY SINGAPORE

PRESS RELEASE

Mr Prasad Menon
Former Chairman
Vistara Airlines

Mr Quek Swee Kuan
Chief Executive Officer
Sentosa Development Corporation (SDC)

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