

About the Tourism Consultative Council

The Tourism Consultative Council (TCC), first started in 2003, is an active partner of STB. Comprising leaders from a range of industries and backgrounds, the council provides a platform to discuss strategies and plans for the sustainable growth of the tourism sector.

Co-chairs:

Aw Kah Peng - Chief Executive, Singapore Tourism Board

Gerald Lee - Deputy CEO, The Ascott Group Limited

Members:

Dennis Foo - CEO, St James Power Station (Co-chair, Lifestyle Taskforce)

Surya Jhunjhnuwala - Managing Director, Naumi
(Co-chair, Travel & Hospitality Taskforce)

Aun Koh - Director, Ate Consulting (Co-chair, Marketing Taskforce)

Melissa Kwee - Director, Good Company

Lim Sau Hoong - CEO & Executive Creative Director, 10AM Communications

Loh Lik Peng - Director, KMC Holdings (Co-chair, Business Taskforce)

Robin Lokerman - President, MCI Asia-Pacific

Manoj Murjani - Chairman, TWG Tea Company

Dr Andy Nazarechuk - Dean, University of Nevada, Las Vegas, Singapore campus
(Co-chair, Enrichment Taskforce)

Eunice Olsen - TV Host / Actress

Rajan Raju - Managing Director & Head, Consumer Banking Group, DBS

May Sng - President, Orchard Road Business Association

Tourism Compass 2020 Steering Committee & Taskforces

Members of Tourism Compass 2020 Steering Committee consist of members of the Tourism Consultative Council and Singapore Tourism Board.

Co chairs:

Aw Kah Peng - Chief Executive, Singapore Tourism Board

Gerald Lee - Deputy CEO, The Ascott Group Limited

Business Taskforce

The Business Taskforce will develop strategies for the Business Travel and Meetings, Incentive Travel, Conventions, and Exhibitions (MICE) sector. Current efforts for the Business Travel & MICE sector focus on creating, attracting, and growing business events by key industry clusters. The Business Taskforce will review these strategies in light of the increasing global competition for business events and seek to consolidate Singapore's position by building on our strengths in new areas. This will allow us to leverage opportunities that will reinforce the long-term sustainable growth of the Business Travel & MICE industry in Singapore.

Industry co-chair

Loh Lik Peng - Director, KMC Holdings

Members

Prof BVR Chowdari - President & Organising Chair, ICMAT, NUS

Simon Kahn - Country Manager, AMEX Travel

Leon Kantor - Managing Director, Asia & Middle East, Worldwide Business Research

Stephen Tan - CEO, Singapore Exhibition Services

Tham Poh Cheong - Director, Infrastructure, Environmental & Engineering Services

Thien Kwee Eng - Director, Lifestyle Programme Office, EDB

Dr Nat Wong - President & CEO, Agility Fairs & Events Logistics

Enrichment Taskforce

The Enrichment Taskforce will develop strategies in the area of Enrichment for tourism in Singapore. In the past few years, Singapore has invested in initiatives which have grown the Education and Healthcare segments. In addition to developing sustainable strategies for these segments, the Enrichment taskforce will look into other opportunities in the areas of wellness and lifelong learning to come up with new value propositions for Enrichment.

Industry co-chair

Dr Andy Nazarechuk - Dean, University of Nevada, Las Vegas, Singapore campus

Members

Associate Professor Chang Tou Chuang - Assistant Dean, External Relations,
Faculty of Arts and Social Sciences, NUS

Dr Michael Entzeroth - Deputy Director, Experimental Therapeutics Centre (ETC)

Kwan Lui - Director, at-sunrice GlobalChief Academy

Benjamin Lee - Assistant Director, Nature Parks, National Parks Board

Jennifer Ng - Director, Business Development, Spa Botanica

Venka Purushotam - Provost & Chief Academic Officer, LASALLE College of the Arts

Adrian Soo - Marketing Manager, Transinex

Dr Yong Peng Swee – CEO, Primary Care Network, Parkway Health Singapore

Lifestyle Taskforce

The Lifestyle Taskforce will develop strategies leveraging Lifestyle experiences in Singapore as a tourism enabler. These include F&B, retail, sightseeing, the arts, and other lifestyle-related industries. Some areas which the Lifestyle Taskforce will address include encouraging local creations, increasing the levels of service quality in Singapore, and creating high quality experiences.

Industry co-chair

Dennis Foo - CEO, St James Power Station

Members

Douglas Benjamin - Executive Director, FJ Benjamin

Gaurav Kripalani - Artistic Director, Singapore Repertory Theatre

Fanny Lai - Group CEO, Wildlife Reserves Singapore

Nicholas Malcomson - Director, Pay2Home

Manoj Murjani - Chairman, TWG Tea Company

Bennett Neo - Managing Director, Asia Pacific Breweries (Singapore)

Colin Seah - Director of Design, Ministry of Design

Andrew Tjoe - President & CEO, Tung Lok Group

Marketing Taskforce

The Marketing Taskforce will develop and propose a number of new future facing marketing strategies for Singapore, taking into consideration the changes in the media landscape and media consumption. Currently, Singapore has invested in initiatives to brand and market Singapore as an attractive tourism destination. The Marketing Taskforce will look into opportunities arising from current and future trends in digital marketing, brand co-creation and one-to-one marketing to create a strong emotional connection to the Singapore brand amongst potential visitors as well as locals.

Industry co-chair

Aun Koh - Director, Ate Consulting

Members

Geoff Ang

PN Balji

Fiona Bartholomeusz - Founder, Formul8

Chen Hsing Yao - Deputy Director, Urban Design, URA

Hideki Akiyoshi - Regional Creative Consultant, Chuo Senko Advertising

Jonathan King - General Manager (Southeast Asia), Van Cleef & Arpels

Chris Lee - Creative Director, Asylum

Eduardo Ramos-Gómez - Senior Partner, Duane Morris Singapore LLP

Melissa Siew - General Manager, Zuji Singapore

Charles Wong - Managing Director, Charles and Keith International

Alex Yeo - General Manager, MacDonald's Singapore

Travel & Hospitality Taskforce

The Travel & Hospitality Taskforce will develop strategies for the travel and hospitality sector, focusing on encouraging innovation in the industry. By enabling innovation as an integral element to business strategies of the industry, the Taskforce will explore how this will impact areas of manpower and technology in tourism, the types of hospitality and travel experiences and how new business models could evolve for sustainability.

Industry co-chair

Surya Jhunjhnuwala - Managing Director, Naumi

Members

Alex Chan - Director/General Manager, Hong Thai Travel Services Pte Ltd

Patrick Imbardelli - President & CEO, Pan Pacific Hotels Group

Melissa Kwee - Director, Good Company

Anastasia Ling - Head of Operations, Quintessentially

Paul Logan - Vice-President, Development (Southern Asia & Korea),
InterContinental Hotels Group

Yvonne Low - Executive Director, The Traveller DMC Pte Ltd

Alan Lowe - Associate Dean, Academic & Strategic Alliance, Shatec Institutes

Kelvin Ng - Director, Siloso Beach Resort

Ong Chih Ching - Group CEO, KOP Group Pte Ltd

Tan Pee Teck - Senior Vice-President, Cabin Crew, Singapore Airlines

Yeoh Siew Hoon - Wired Ventures

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