

MEDIA RELEASE
For immediate release

New Chairman and Members Appointed To Promote Mandarin Council

29 August 2018 – Mr Chua Chim Kang, Head of Chinese Editorial Content at Mediacorp, has been appointed as Chairman of the Promote Mandarin Council (PMC) for the term 1 August 2018 to 31 July 2020. Mr Chua will be taking over the role from Mr Seow Choke Meng.

Mr Chua said, “The Speak Mandarin Campaign is well-placed to play a greater role in the promotion of Chinese language, culture and values. I look forward to building upon the foundation that [outgoing Chairman] Mr Seow has laid, and to working with the Council Members from various backgrounds, as they bring with them the wealth of knowledge and experience in their areas of expertise.”

In addition to the appointment of Mr Chua as Chairman, the PMC welcomes the following new members:

- Mr Andy Hoon CEO, Kim San Leng (F&B) Group
CEO, Yellow Submarine
- Mdm Heng Boey Hong Director, Mother Tongue Languages, Curriculum Planning
& Development, Ministry of Education
- Ms Kai Ying Assistant Programme Director, 88.3JIAFM, So Drama!
Entertainment
- A/P Lan Luh Luh Associate Professor, NUS Business School
- Ms Lee Siew Li Ministry of Communications and Information (MCI)
- Dr Liang Wern Fook Adjunct Associate Professor, NTU, Chinese, School of
Humanities, College of Humanities, Arts and Social
Sciences
- Mr Lee Ee Wurn Programmes Director, Singapore Chinese Cultural Centre
- Ms Tang Tung San Dean, National Community Leadership Institute
- Ms Xiaohan Founder, Funkie Monkeys

- Ms Fanny Lai
(2015 – 2018) Writer/Illustrator

- A/P Lee Cher Leng
(2015 – 2018) Deputy Head, Department of Chinese Studies
National University of Singapore

- Mr Leong Weng Kam
(2012 – 2018) Former Journalist,
Singapore Press Holdings

- Mr Nah Juay Hng
(2012 – 2018) Former Group Director (Engagement Cluster – Arts and
Culture)
People’s Association

- Mr Ng Siew Quan
(2015 – 2018) Partner,
Pricewaterhouse Coopers LLP

- Mr Pang Choon How
(2015 – 2018) Former Director, Mother Tongue Languages Curriculum
Planning & Development, Ministry of Education

- Ms Rebecca Yap
(2013 – 2018) Assistant Vice-President
Chinese Programming, Radio, Mediacorp

For the full list of PMC Members (2018 – 2020), please refer to [Annex A](#).

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About the Speak Mandarin Campaign

The Speak Mandarin Campaign celebrates its 39th anniversary this year. It was first launched in 1979 by Founding Prime Minister, Mr Lee Kuan Yew, to unify language use among the Chinese community. Over the years, the Campaign has shifted its focus to encouraging Singaporean Chinese to embrace speaking Mandarin and to enjoy Chinese language and culture. Since 2014, immersive programmes and activities that embody the tagline “Mandarin gets better with use”, have been introduced to provide Singaporeans with varied opportunities to experience the language, immerse themselves in a Mandarin-speaking environment where they can learn, use and practise Mandarin comfortably, and inculcate an appreciation of Chinese heritage and culture.

Visit www.mandarin.org.sg and www.facebook.com/SpeakMandarinCampaign for more information.

For more information, please contact:

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Annex A: Promote Mandarin Council Members (2018 – 2020)

附件 A: 2018 年至 2020 年推广华语理事会成员的完整名单

s/n 序号	Name 姓名	Organisation 单位
1.	Mr Chua Chim Kang (Chairman) 蔡深江 (主席)	Mediacorp 新传媒
2.	Ms Chew Lee Ching (Deputy Chairman) 周丽青 (副主席)	Mandate Communications and ASME Mandate Communications 与新加坡中小企业商会
3.	Mr Adrian Peh 白南泉	Singapore Chinese Chamber of Commerce and Industry (SCCCI) 新加坡中华总商会
4.	Mr Andy Hoon 洪启强	Kim San Leng and Yellow Submarine 金山岭集团与黄色潜艇快餐店
5.	Mdm Heng Boey Hong 王梅凤	Ministry of Education (MOE) 教育部
6.	A/P Lan Luh Luh 蓝璐璐	NUS Business School 新加坡国立大学商学院
7.	Ms Lee Kuan Fung 李冠芳	Lulele Learning Space 鹿乐乐学苑
8.	Ms Lee Siew Li 李秀丽	Ministry of Communications and Information (MCI) 通讯及新闻部
9.	Dr Liang Wern Fook 梁文福	Nanyang Technological University (NTU) 南洋理工大学
10.	Mr Lee Ee Wurn 李仪文	Singapore Chinese Cultural Centre (SCCC) 新加坡华族文化中心
11.	Ms Loh Gek Khim 刘玉琴	SkillsFuture Singapore 精深技能发展局
12.	Ms Kai Ying 恺纓	So Drama! Entertainment So Drama! 娱乐
13.	Mr Ng Keng Song 黄庆松	PAP Community Foundation 人民行动党社区基金

14.	Dr Tan Chee Lay 陈志锐	Singapore Centre for Chinese Language (SCCL) 新加坡华文教研中心
15.	Ms Tang Tung San 邓冬姗	National Community Leadership Institute 国家社区领袖学院
16.	Mr Wan Shung Ming 尹崇明	Singapore Federation of Chinese Clan Associations (SFCCA) 新加坡宗乡会馆联合总会
17.	Ms Xiaohan 小寒	Funkie Monkeys 齐天音乐
18.	Mr Yang Ji Wei 杨纪伟	The TENG Ensemble 鏗乐团
19.	Ms Ng Wai Mun 黄伟曼	Chinese Media Group News Hub, Singapore Press Holdings 新加坡报业控股华文媒体集团新闻中心