

MEDIA RELEASE

PROMOTE MANDARIN COUNCIL (PMC) APPOINTS NEW CHAIRMAN

30th June 2011 – Mr Seow Choke Meng, Executive Vice President of Cultural Industry Promotion at Singapore Press Holdings, has been appointed as the Chairman of the Promote Mandarin Council (PMC) for the term starting 1 May 2011 to 30 April 2013.

Mr Seow believes that Mandarin can be learnt and mastered if one starts from young and use it actively. Under his leadership, the Speak Mandarin Campaign, a nationwide campaign driven by the PMC, will continue to engage various sectors of the community to encourage Chinese Singaporeans to make Mandarin a part of their lives. More initiatives for the Campaign this year will be announced after the Speak Mandarin Campaign launch on 4 July 2011.

The Speak Mandarin Campaign thanks former Chairperson Ms Lim Sau Hoong for her contributions during her stay with the Council, and welcomes Mr Seow on board. Ms Lim, during her term created 《华文? 谁怕谁! 》 - The Chinese Challenge which contributed to a rise in interest in Chinese language and culture.

The PMC also welcomes five new members to its Council:

- Mr Choo Thiam Siew President, Nanyang Academy of Fine Arts.
- Mr Ho Meng Kit Chief Executive Officer, Singapore Business Federation.
- Mr Wan Shung Ming Chairman, Cultural and Arts Committee, Singapore Federation of Chinese Clan Associations.
- Mr Adrian Peh Vice-Chairman, Property Management Committee, Singapore Chinese Chamber of Commerce & Industry.
- Ms Chua Lee Hoong Senior Political Editor, The Straits Times.

The PMC would also like to thank the following outgoing members for their contributions to the PMC.

- Mr Perng Peck Seng Deputy Secretary-General, Singapore Federation of Chinese Clan Association
- Mr Danny Yeo Lecturer, Ngee Ann Polytechnic, Writer & Event Host

The PMC is also glad to have the following members for another term:

- Mr Chang Long Jong Deputy Chief Executive Officer, Television Cluster, MediaCorp Pte Ltd.
- Mr Chua Chim Kang Editor, omy.sg and Lianhe Wanbao.
- Mr Chung Ting Fai Principal, Chung Ting Fai & Co.
- Ms Hee Soo Yin Director, Generic Skills Development Division, Singapore Workforce Development Agency.
- Associate Professor Koh Hock Kiat Director, Confucius Institute, Nanyang Technological University.
- Ms Lee Huay Leng Senior Executive Editor, Lianhe Zaobao.
- Mr Lee Peng Shu Chairman, Tea Chapter Trading Pte Ltd.
- Professor Leo Suryadinata Director, Singapore Chinese Heritage Centre.
- Mr Lim Fong Wei Correspondent, Fukan Desk, Lianhe Zaobao.
- Mr Man Shu Sam Managing Director, MediaCorp Raintree Pictures Pte Ltd.
- Mr Jackson Tan Founder, Phunk Studio & Creative Director, Black Design
- Mr Jeremy Tay Bong Hua Director, North West Community Development Division, People's Association.
- Mr Yue Lip Sin Deputy Director, Language & Literature Branch, Curriculum Planning & Development Division, Ministry of Education.

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About Speak Mandarin Campaign 2011

This year marks the 32nd anniversary of this nationwide campaign that was first launched in 1979 by then Prime Minister Lee Kuan Yew. The objective then was to encourage Chinese Singaporeans to use Mandarin instead of dialects. Over the years, the campaign has shifted its focus to encourage Chinese Singaporeans to both embrace speaking Mandarin and enjoy an appreciation for Chinese culture and language.