



MEDIA RELEASE

Singapore Cruise Centre's CEO Cheong Teow Cheng to retire Christina Siaw to take over from March 2011

Singapore, 28 January 2011 – Singapore Cruise Centre Pte Ltd (SCC), Asia's leading cruise terminal operator, has named Christina Siaw Mong Lee as Chief Executive Officer following the retirement of incumbent CEO, Cheong Teow Cheng.

Ms Siaw will take over as CEO from March 5, 2011, after a two-month handover. She has over two decades of experience in the travel and hospitality industry and prior to joining SCC, she was CEO of Macau.com, a destination marketing and online travel company, from 2007 to 2010.

A PSA veteran since 1964, Mr Cheong, retires from SCC after seven years at the helm since it was corporatised in 2003. He will remain as Advisor to the new CEO and the Board.

SCC's Chairman Soo Kok Leng said: "My Board and I would like to thank Teow Cheng for his astute leadership and dedicated commitment in building up Singapore Cruise Centre Pte Ltd as a regional cruise and ferry centre since it was corporatised more than seven years ago."

Commenting on his retirement, Mr Cheong said: "After more than 40 years in this business, I leave knowing the organisation is in strong, capable hands. I am confident the cruise hub in Singapore will grow from strength to strength to meet the needs of the



booming cruise industry in the Asia Pacific. I look forward to contributing as Advisor to SCC.”

On Ms Siaw’s appointment, Mr Soo said: “We are delighted Christina is coming onboard. She brings with her broad commercial and cross-border experiences that will be key to charting SCC’s growth in the next few years.

“As SCC enters its 20th year of operation, we want to leverage on our experience and expertise to expand in the Asia-Pacific where we see tremendous potential for the region to become the ‘Caribbean of the East.’”

At Macau.com, Ms Siaw was responsible for leading the company from concept to start-up, to becoming one of the top three online portals for hotel and entertainment events bookings in Macau, and a travel partner of choice in the MICE business. She also launched Macau’s first independent online show ticketing business, serving Macau’s two biggest resorts, The Venetian and The City of Dreams.

A Singaporean, Ms Siaw has also held positions of General Manager with Zuji Enterprises for Taiwan, Hong Kong and Singapore, as well as marketing roles at Cathay Pacific Airways and Kenair Travel and Tours. At Zuji, she was instrumental in improving the profitability of the online travel portal’s operations in the three markets.

On her new appointment, Siaw said: “I’m very excited to be part of SCC, which is reputed in the region for its award-winning operations. I look forward to working with the team to take the firm to a new level of growth.”

The End



About Singapore Cruise Centre Pte Ltd

The Singapore Cruise Centre Pte Ltd was corporatised in 2003 and manages the award-winning cruise terminal and three ferry terminals in Singapore. Our experience in ferry and cruise terminal operation and management is well-sought after by overseas ports. This is in line with our vision to be the world's leading cruise and ferry operator and international partner of choice in overseas cruise and ferry terminal management and consultancy.

For more information, please visit: www.singaporecruise.com

For media queries, please contact:

Catherine Ong Associates in Singapore

Christina Stanley	christina@catherineong.com	+65 9835 3500
Joey Wong	joey@catherineong.com	+65 6327 6085