



IAB

International
Advisory
Board

MS. AW KAH PENG

MEMBER OF THE INTERNATIONAL ADVISORY BOARD ROTTERDAM



PERSONAL HISTORY

Ms. Aw Kah Peng was appointed Chief Executive of the Singapore Tourism Board (STB) effective 1 January 2009.

At STB, Kah Peng will spearhead the development and execution of STB's strategies for the tourism sector to achieve the Board's mission of developing tourism into a key driver of economic growth for Singapore.

Kah Peng comes to STB with a strong record of local and international experience gained during her time at the Singapore Economic Development Board (EDB) and before that with the Singapore Institute of Standards and Industrial Research.

Kah Peng is a board member of the STB, Sentosa Development Corporation, Singapore GP Pte Ltd and Wildlife Reserves Spore Pte Ltd. In addition, she is a council member of the National Arts Council and a member of the Air Traffic Rights Committee (ATRC).

In her last appointment at EDB as Assistant Managing Director, Industry Development, from 2007 to 2008, Kah Peng played an active role in the overall development of a range of industries that included Biomedical Sciences, Energy, Chemicals, Engineering Services, Logistics, Education, Consumer Businesses and Professional Services. Prior to that, she was Director, Chemicals Cluster, overseeing the development of Oil & Gas, Petrochemicals and Specialties.



From 1998 to 2000, she was based in London as Regional Director, Europe, for EDB and ran the EDB's European operations, focusing on investment marketing for Singapore. Kah Peng also held the post of Regional Director, Central US, based in Chicago where she was responsible for 15 states from the mid-west to south-central. From 1991 to 1995, she held various portfolios looking into the development of the oil and chemicals industry in Singapore.

Kah Peng holds a degree in Chemical Engineering from the National University of Singapore. She is also a Fellow of the Sloan School of Management and holds a Masters in Business Administration from the Massachusetts Institute of Technology.

Kah Peng is married, enjoys reading and stays active by running, skiing, playing tennis and practicing yoga.