



## MEDIA RELEASE

### **29 May 2002, Singapore – Suntec Singapore International Convention & Exhibition Centre Targets Higher Growth and Looks Set To Improve Customer Satisfaction With Two New Management Staff**

Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore) is pleased to announce the appointment of two new management staff in the Sales & Marketing Division: Ms Esther Tan as the Assistant Director for Catering Sales and Mr. Bob Goh as the Assistant Director of Event Services. The new appointments follow closely after the restructuring of the Sales & Marketing Division.

Suntec Singapore's Sales & Marketing Division was restructured to realign the roles of sales and services to better serve the changing needs of the customers. The new structure will also help to further develop specific business areas like the catering and corporate segments, as well as to raise customer satisfaction.

As the Director for Catering Sales, Esther Tan brings with her a wealth of experience in the industry and is well positioned to lead the catering sales team in soliciting new business and growth, as well as in advancing Suntec Singapore's ranking as a top-notch venue for local and international banquet events. Bob Goh with close to twenty years of project and operations management experience is well equipped in taking on the new role as Assistant Director of Event Services Department. He leads in enhancing Suntec Singapore's service standards with new customer service programmes, while working closely with partners and clients.

Before joining Suntec Singapore, Esther was the Senior Catering Sales Manager at the Ritz-Carlton, Millenia Singapore and contributed \$4.1 million to the overall catering revenue last year. Prior to that, she was a key player in the catering sales team at Shangri-la Hotel Singapore for seven years. Some of the recent highlights in her career included the Launch of the BMW 7 Series, BT/DHL Singapore Business Awards, CitiGold Wealth Managing Launch, Singapore Quality Awards hosted by the PSB and the Gucci Fashion Party.



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Before joining Suntec Singapore, Bob Goh managed the Technical Operations and Market Research for Cirque Du Soleil Asia Pacific. He was responsible for the intricate and demanding set-up and logistic requirements of the mega traveling shows Allegria and Saltimbanco in the Asia Pacific Region. Bob's previous experience includes exhibition and trade show project management in the Asia Pacific region, as well as management of hotel operations in Hong Kong.

Suntec Singapore is pleased to welcome Esther Tan and Bob Goh onboard and we look forward to developing new business growth and rolling out new customer service programmes alongside their excellent track record and rich experience.

Ms Esther Tan, Assistant Director for Catering Sales can be contacted via telephone at (65) 6825 2254, fax at (65) 825 2079 or email at [esther.tan@suntecsingapore.com](mailto:esther.tan@suntecsingapore.com).

Mr Bob Goh can be contacted via telephone at (65) 6825 2319, fax at (65) 68252222 or email at [bob.goh@suntecsingapore.com](mailto:bob.goh@suntecsingapore.com)

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### **About Suntec Singapore International Convention and Exhibition Centre (Suntec Singapore)**

Suntec Singapore is a world-class venue located in the heart of Asia's most integrated meetings, conventions and exhibitions hub. With 100,000sqm of floor space on six levels, this award-winning facility can cater to events from 10 to 12,000 persons. In addition, Suntec Singapore offers direct access to 5,200 hotel rooms, 1,000 retail shops, 300 restaurants and the region's new centre for the performing arts, Esplanade-Theatres on the Bay. While only 20 minutes from Changi International Airport, Suntec Singapore is conveniently located adjacent to the Central Business District and just minutes from the city's entertainment and cultural attractions.

#### **For press enquiries, please contact:**

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