

MEDIA RELEASE For immediate release

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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, Xim San Leng (F&B) Group CEO, Yellow Submarine

Mdm Heng Boey Hong
 Director, Mother Tongue Languages, Curriculum Planning
 Poyclopment Ministry of Education

& Development, Ministry of Education

CEO Kim Can Lang (ERR) Croup

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 Monkies



Mr Yang Ji Wei Board Member and Executive Director, The TENG

Ensemble

Ms Ng Wai Mun Correspondent, Chinese Media Group News Hub,

Singapore Press Holdings

The PMC would like to thank outgoing Chairman Mr Seow, who led the Council for seven years. A member of the PMC since 1998, Mr Seow is a strong advocate of bilingualism and biculturalism. He believes immersion is the best way to acquire and use Mandarin. During his term, Mr Seow and Council Members introduced a number of well-received initiatives to facilitate the continuous learning and practice of Mandarin in everyday life. These include the signature Parent-Child Talent Competition launched in 2013, which provides opportunities for parents to bond and have fun with their children while learning and speaking Mandarin. It has grown in quality and popularity each year, with the recently concluded 2018 edition having received a record number of registrations. In 2017, the annual Speak Mandarin Campaign "My Story" Public Speaking Competition was also launched, to encourage young Mandarin speakers between the ages of 13 and 18 to express themselves creatively through public speaking. In addition, the SMC public lectures, which featured renowned speakers such as Dr David Moser, Professor Yu Dan and Mr Man Shu Sum, appealed to educators and language enthusiasts.

Mr Seow said that it is always challenging to come out with programmes and initiatives to encourage Singaporean Chinese and the young to speak more Mandarin. He would like to thank Council Members and Secretariat staff for their unstinting support, advice and help during the period of their appointment.

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

Mr Alvin Pang Poet, Columnist, Book Editor

(2013 – 2018) Founding Director, The Literary Centre

Mr Charles Ho
 Managing Director

(2015 – 2018) On Cheong Co Pte Ltd

Mr Chew Wee Kai
 Chairman,
 Chairman,

(2015 – 2018) Hua Language Centre



Writer/Illustrator Ms Fanny Lai (2015 - 2018)Deputy Head, Department of Chinese Studies A/P Lee Cher Leng National University of Singapore (2015 - 2018)Former Journalist, Mr Leong Weng Kam Singapore Press Holdings (2012 - 2018)Former Group Director (Engagement Cluster – Arts and Mr Nah Juay Hng (2012 - 2018)Culture) People's Association Mr Ng Siew Quan Partner, (2015 - 2018)Pricewaterhouse Coopers LLP Former Director, Mother Tongue Languages Curriculum Mr Pang Choon How Planning & Development, Ministry of Education (2015 - 2018)Assistant Vice-President Ms Rebecca Yap

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

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Chinese Programming, Radio, Mediacorp

About the Speak Mandarin Campaign

(2013 - 2018)

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.

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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	Name	Organisation
序号	<u></u> 姓名	単位
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 恺缨	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 Monkies 齐天音乐
18.	Mr Yang Ji Wei 杨纪伟	The TENG Ensemble 鼟乐团
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