

past 36 years and continue our cause of encouraging Singaporean Chinese to use and appreciate their Mother Tongue language.”

The Speak Mandarin Campaign celebrated its 35th anniversary in 2014 with a focus on creating an immersive environment for everyone to continuously learn and use the language in everyday life, which has received overwhelming response. In the next two years, the PMC will continue to introduce new opportunities and initiatives for Singaporeans to experience Mandarin as a fun and relevant language.

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

- Mr Lee Peng Shu (2003 – 2015) Chairman, Tea Chapter Trading Pte Ltd
- Mr Joey Chang (2013 – 2015) Chief Executive Officer / Founder, AXS
- Mr Ho Meng Kit (2010 – 2015) Chief Executive Officer, Singapore Business Federation
- Ms Lee Huay Leng (2008 – 2015) Editor, Lianhe Wanbao, Singapore Press Holdings
- Prof Ong Chang Woei (2013 – 2015) Associate Professor, Chinese Studies, National University of Singapore

For the full list of PMC Members (2015 – 2017), please refer to Annex A.

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About the Speak Mandarin Campaign 2015/2016

This year marks the 36th anniversary of the nationwide campaign. The tagline this year – “Mandarin. It Gets Better with Use. Immerse yourself today.” – reflects the campaign’s approach to create opportunities for Singaporeans to immerse themselves in a Mandarin-speaking environment where they can learn, use and practise Mandarin comfortably; and inculcate an appreciation for Chinese heritage and culture.

Visit www.mandarin.org.sg and www.facebook.com/SpeakMandarinCampaign for more information.

For media enquiries, please contact:

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Annex A: Promote Mandarin Council Members (2015 – 2017)

S/No.	Name	Designation
1	Mr Seow Choke Meng (Chairman)	Business Consultant Chinese Media Group & Times Properties Singapore Press Holdings
2	Ms Chew Lee Ching	Managing Director Mandate Communications (S) Pte Ltd
3	Mr Chew Wee Kai	Chairman Hua Language Centre
4	Mr Charles Ho Nai Chuen	Managing Director On Cheong Co Pte Ltd Chairman, Research & Publication Committee Singapore Chinese Chamber of Commerce & Industry
5	Ms Fanny Lai	Writer / Illustrator
6	Assoc Prof Lee Cher Leng	Deputy Head, Department of Chinese Studies National University of Singapore
7	Ms Lee Kuan Fung	Head, Digital Strategy, Chinese Media Group Singapore Press Holdings
8	Mr Leong Weng Kam	Senior Writer, The Straits Times Singapore Press Holdings
9	Mr Lo Chee Lin	Director, Mother Tongue Languages Curriculum Planning & Development Ministry of Education
10	Ms Loh Gek Khim	Director, Skills Development Division Singapore Workforce Development Agency

S/No.	Name	Designation
11	Mr Nah Juay Hng	Group Director (Engagement Cluster – Arts & Culture) People's Association
12	Mr Ng Keng Song	District Head, Pre-school Management Division PAP Community Foundation
13	Mr Ng Siew Quan	Partner, Pricewaterhouse Coopers LLP Chairman, Finance Committee Singapore Chinese Chamber of Commerce & Industry Honorary Treasurer, Singapore Chinese Cultural Centre
14	Mr Alvin Pang	Poet, Columnist, Book Editor Founding Director, The Literary Centre
15	Mr Adrian Peh Nam Chuan	Managing Director Yeo, Leong & Peh LLC Chairman, Culture, Education & Community Affairs Singapore Chinese Chamber of Commerce & Industry
16	Dr Tan Chee Lay	Deputy Executive Director & Lecturer Singapore Centre for Chinese Language
17	Mr Wan Shung Ming	Executive Director Tin Sing Goldsmiths Pte Ltd Chairman, Property Committee Singapore Federation of Chinese Clan Associations
18	Ms Rebecca Yap	Assistant Vice President, Chinese Programming, Radio MediaCorp Pte Ltd

***Names highlighted in yellow indicate new members.*