

For Immediate Release

Press Release/ Media Invitation

**Philanthropist Toh Soon Huat to be Awarded
the Kotler Marketing Excellence Award at the World Marketing Summit**

Media representatives are invited to cover the awarding ceremony of Dr Toh Soon Huat by the World Marketing Summit on 12 December 2018 at NTU@one-north, 11 Slim Barracks Rise at 8.30 am.

Singapore - Consummate investor and Chairman of Sian Chay Medical Institution Dr Toh Soon Huat will be honoured by the World Marketing Summit Singapore for his philanthropic works on 12 December 2018 at NTU@one-north, 11 Slim Barracks Rise.

Marketing Institute of Singapore partnered with Kotler Impact to bring the World Marketing Summit for the first time to the country.

“As the National Body for Sales and Marketing, Marketing Institute of Singapore sees the importance of acknowledging the country’s top leaders in the field of business innovation, as well as community engagement, particularly with the rapid development in technology impacting our lives. The Summit will highlight the role of Marketers and Entrepreneurs, as the country and the world looks toward an increasingly connected world,” said Roger Wang, President of Marketing Institute of Singapore.

The World Marketing Summit is a prestigious event launched by Prof Philip Kotler, the Father of Marketing, in Toronto, Canada with the mission of “Creating a Better World through Marketing.” The summit aims to initiate movements among global thought leaders through the discussion of the most pressing issues faced by the world, including marketing, business, and economics impacting poverty, health, and the environment.

As one of the foremost philanthropists in Singapore, Dr Toh Soon Huat, will be awarded the Kotler Award for Excellence in Philanthropic Leadership during this inaugural summit. Prior to joining Sian Chay Medical Institution, Dr Toh was the Founder of the established Novena Holdings, which at its peak was listed on the

Singapore Stock Exchange. However his passion for philanthropy work led him to sell all his shares in the company and work as a pro-bono Chairman.

Sian Chay Medical Institution was founded in 1901 and has been providing free medical consultations for the public, particularly for senior citizens and the needy. Patients pay a nominal fee to receive medication and treatments.

Aside from Dr Toh Soon Huat, five other notable Singaporeans will receive the Kotler Excellence Award. These awards are given based on the three core criteria of Innovation, Impact, and Inspiration (I3). The awards were set up by Prof Philip Kotler and personally signed to “honour true mastery in the field of marketing and management”. They will join the elite ranks of a handful of other illustrious awardees from around the world.

The World Marketing Summit Singapore will showcase ten (10) speakers headlined by a business leader discussion with panellists from the Teochew Poit Ip Huay Kuan Association’s Local and International Affairs Committee. This session will be moderated by Dr Tan Khee Giap, Co-Director, Asia Competitiveness Institute, and will consist of Dr Toh Soon Huat, Dato’ Seri Dr. Derek Goh, Dr Teo Hark Piang, Mr Benjamin Lim, Mr Lennon Tan, and Mr Roger Wang.

In line with Singapore’s Smart Nation Initiative, the theme for this year’s one-day summit is “Strategies for Marketpreneurs to Excel in Global Smart Cities”.

About Marketing Institute of Singapore (MIS)

Marketing Institute of Singapore is a not-for-profit organisation, designated as the National Body for Sales and Marketing in Singapore. Since its inception in 1973, MIS has nurtured over 50,000 sales and marketing practitioners through its professional learning and development programmes. It continues to live up to its Vision and Mission of Creating and Connecting Marketers through its multiple and diverse events.

For media enquiries, please contact:

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**Attached: CV of Dr Toh Soon Huat
World Marketing Summit Programme**

CV OF DR TOH SOON HUAT

Personal Data

Birth Date : 30.06.1960
Age : 58
Marital Status : Married
Children : 4
Nationality : Singapore



Education Background

1967-1972 Cheng Hwa Public School
Completed primary school course

1973-1975 Chinese High School
Secondary Three

Executive Chairman of Novena Foundation Pte Ltd

Executive Chairman of Sian Chay Medical Institution (full time volunteering)

Founded Novena Group (Novena Holdings Limited) in 1984 and listed on the SGX in year 2000

Sold business in 2009 and currently involved in community service, charity works, and investment

In 2008, he volunteered to steer the 117-year-old Sian Chay Medical Institution when it was on the verge of closing down and has been its Executive Chairman since then. Sian Chay Medical Institution is a Voluntary Welfare Organisation registered with the Ministry of Health, providing free Traditional Chinese Medicine consultation, subsidized medicine, and treatment for the community regardless of race or religion.

During the decade of his volunteering at Sian Chay Medical Institution, Mr Toh Soon Huat led his Board and management team to raise over \$40 million to sustain the operations and expand the network of branches to 15 clinics and to support 4 wellness centres in Singapore.

PERSONAL ACHIEVEMENTS

1998 Awarded Businessman of the Year by the Singapore Furniture & Interior Advisory Committee (FIRAC)

2000 Awarded Singapore 12th Rotary-ASME Entrepreneur of the Year 2000

- 2000 Awarded Outstanding Young Person(s) Awards XIII (Entrepreneur) by the Orchid Jayceettes of Singapore
- 2002 Awarded the Global Man-of-the Year Golden Earl Award by the Medium Business Development Association of China (Taiwan)
- 2004 Conferred the Public Service Medal by the President of Singapore
- 2009 Conferred the Public Service Star by the President of Singapore
- 2010 Awarded Friends of New Immigrant by Singapore Hua Yuan General Association of New Immigrants from China
- 2012 Awarded Friend of Heritage by Singapore National Heritage Board
- 2012 Awarded Melvin Jones Fellowship by Lions Clubs International Foundation in recognition of humanitarian work.
- 2013 Selected as one of the 50 Chinese philanthropists in the “Management World” magazine of the Development Research Center of the State Council of China.
- 2015 Awarded the Special Contribution Award by Tianfu Association (Singapore)
- 2015 Conferred the President’s Volunteerism & Philanthropy Award 2015 by the President of Singapore
- 2016 Awarded the Grand Award for Community Service for twenty-five years of dedicated Voluntary Service to the Community by Singapore People’s Association. Prior to this, Mr Toh was also awarded ten years of Voluntary Service in 2001, fifteen years in 2006 and twenty years in 2011.
- 2016 Awarded Fifteen Years Long Service Award by National Council of Social Service (NCSS). Mr Toh was also awarded five years long service award in 2014, ten years long service award in 2016.
- 2017 Awarded the Service to Education Award by Ministry of Education in recognition of the role and contribution of the School Advisory Committee.
- 2017 Awarded the Friends of Seng Kang Silver Award for partnership and contribution to education by Seng Kang Secondary School
- 2018 Appointed Justice of Peace by the President of Singapore
- 2018 Awarded Partnership Platinum Award for partnership and contribution to education by Seng Kang Secondary School
- 2018 Awarded Friends of SKSS Gold Award for partnership and contribution to education by Seng Kang Secondary School
- 2018 Awarded Friend of the Arts by the National Arts Council



Programme

8.30 AM - 9.00 AM - Registration

9.00 AM - 9.30 AM
Welcome Address

Mr Roger Wang
President, MIS and MISTC

Opening Remarks
Dato' Seri Dr. Derek Goh
Senate Chair MIS

9.30 AM - 9.40 AM
Launch of World Marketing Summit

9.40 AM - 9.50 AM
Prof Philip Kotler
Founder and Convenor, World Marketing Summit

9.50 AM - 10.20 AM
Kotler Award

10.20 AM - 10.50 AM
Marketing in the Digital Economy
Mr Howie Lau
Chief Industry Development Officer
Industry Development Group
Infocomm Media Development Authority

10.50 AM - 11.10 AM
Marketing Adaptability: Finding Opportunities in a Connected World
Dr Marc Oliver Opresnik
Professor of Marketing and Management
Member of the Board of Directors at SGMI
Management Institute St. Gallen

11.10 AM - 11.30 AM
Business Opportunities in Smart Cities for Marketpreneurs
Dr Tan Khee Giap
Co-Director, Asia Competitiveness Institute

11.30 AM - 12 NN
Business Leader Discussion with the
Teo Chew Poit IP Huay Kuan's LIA:
Secrets to Business Regional Success

Dr Tan Khee Giap - Moderator
Co-Director, Asia Competitiveness Institute

Dr Toh Soon Huat
Chairman, Sian Chay Medical Institution

Mr Lennon Tan
Group Chairman, Jing King Tech Group

Dr Teo Hark Piang
Executive Director, Union Gas Pte Ltd

Mr Benjamin Lim
Managing Director, iwa Design Pte Ltd

12.00 NN - 12.30 PM
FUTURISM - Building the Future Together
Prof Luiz Moutinho
Professor of University of Suffolk, England

🍴 12.30 PM - 1.20 PM - Lunch

1.20 PM - 2.10 PM
Viable Strategies for Marketpreneurs to Compete in Highly Technological Environments
Mr Julien Condamines
Entrepreneur-in-Residence, French Embassy
Founder and MD, Co-Creation Lab

2.10 PM - 3.00 PM
Embracing Agile Marketing
Mr Ross Wakeham
Market Lead, Singapore and Malaysia SMB, Facebook

3.00 PM - 3.40 PM
Values Driving Marketing in Interconnected World
Dr Fahim Kibria
Chief Marketing Officer, World Marketing Summit Group

3.40 PM - 4.15 PM
The 4.0 Revolution: Transformative Change driven by Technology or Market?
Mr Piyachart Isarabhakdee
Chief Executive Officer, BRANDi and Companies

4.15 PM - 5.20 PM - Networking

5.20 PM - 5.30 PM - Summary & Closing Remarks