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For Immediate Release

**DIALOGUE SESSION ON HELPING BUSINESSES & PMETs
COPE BETTER WITH THE ECONOMIC CRISIS
Presented by the Marketing Institute of Singapore**

Singapore, 14 April 2009 – The Marketing Institute of Singapore is presenting a dialogue session to help businesses, professionals, managers, executives and technicians (PMETs) cope better with the current economic crisis.

To be held on Thursday, 23 April 2009 at 6.30pm at the SMU School of Economics & Social Sciences, panel members of this session include Mr Seah Kian Peng, Member of Parliament for Marine Parade GRC and Managing Director (Group Business) of NTUC Fairprice Co-operative Ltd and Mr Zaqy Mohamad, Member of Parliament for Hong Kah GRC and Sales Director of Datacraft Singapore. The session will be moderated by Mr Lionel Lee, Honorary Secretary of the Marketing Institute. More details on the dialogue session can be found in Appendix A enclosed.

“With the latest national GDP forecasted to contract by as much as 9.0%, making this the worst recession in Singapore’s history, the full effects of this economic downturn is expected to hit more businesses and employees, particularly the SMEs and PMETs. CDCs have reported that more than a third of unemployed are PMETs, up from a fifth previously and SMEs which are highly dependent on exports are facing a global slowdown in consumption” said Mr Jeffrey Gomez, Director of the Marketing Institute’s Membership and Executive Development Services.

“We at the Marketing Institute of Singapore as the National Body for Sales and Marketing, would like to bring together all stakeholders in a dialogue to discuss what the Government, SMEs and PMETs can do to weather the storm and plan for better days ahead,” added Mr Gomez.

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About the Marketing Institute of Singapore

The Marketing Institute of Singapore is the national body for sales and marketing. Since 1973, the Institute has nurtured more than 40,000 students; sales and marketing practitioners through its Training Academy and provided the networking opportunities for thousands of its members. The Institute will continue to serve the community to fulfil its vision of “Creating Marketers”.

For media queries and to schedule interviews, please contact Shevonne Ang at 6327 7590 or shevonne@mis.org.sg.



**MARKETING
INSTITUTE OF
SINGAPORE**

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Appendix A

DIALOGUE SESSION: HELPING BUSINESSES & PMETs COPE BETTER WITH THE ECONOMIC CRISIS

Date: Thursday, 23 April 2009
Time: 6.30 pm to 9.30 pm
Venue: SMU School of Economic & Social Sciences, Level 5, Seminar Room 5.2
Fee: \$20.00 (MIS Members and Students) | \$35.00 (Non-members)
RSVP: membership@mis.org.sg | 6327 7592 by 18 April 2009

Light dinner will be provided.

Panel Members:

- Mr Seah Kian Peng, MP for Marine Parade GRC and Managing Director (Group Business) of NTUC Fairprice Co-operative Ltd;
- Mr Zaqy Mohamad, MP for Hong Kah GRC and Sales Director of Datacraft Singapore; and
- Mr Lionel Lee, Honorary Secretary, Marketing Institute of Singapore (Session Moderator).

Discussion areas:

- What PMET and SME participants think about our business environment and culture today;
- What has been done to facilitate the assistance of PMETs and SME owners and what more is required;
- How the Marketing Institute of Singapore and its members can help the government in this process;
- How should we shape our economy and enterprises out of this recession;
- What does the Government need to do to move beyond this recession;
- Do we need to shift our focus from relying on foreign MNCs and investments and grow more local MNCs and companies; and
- How the industry and the Marketing Institute of Singapore can help transform our economy beyond this downturn.

This event is proudly presented by the Marketing Institute of Singapore.