



**Loh Kwong Cheng**  
President  
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Loh Kwong Cheng is the current President of the Marketing Institute of Singapore (MIS). Among one of the earliest groups of students to sit for the Institute's Diploma in Sales and Marketing, Mr Loh's affiliation with MIS goes way back to 1979. Upon graduation, he moved up from being a student member to a co-opted Council member – and because he realised the importance of skills training in this industry, he has served in different roles on the MIS committee through the decades. Mr Loh is also Managing Director of a privately owned company in the air-compressor business.

**Can you tell us what role the MIS plays in Singapore's marketing community and media industry?** The MIS is the national professional body for marketers. Since 1973, we have nurtured more than 40,000 students – sales and marketing practitioners – through our Training Academy while providing networking opportunities for thousands of our members.

The MIS also takes it upon itself to promote the best sales and marketing practices in organisations and raise the bar of sales and marketing professionalism in individuals. Many different awards were also given out to organisations and individuals in recognition of their contributions made towards enhancing the overall practice of the profession and elevating marketing as a discipline.

The Marketing Institute of Singapore serves as a hub for students, professionals and organisations interested in sales and marketing to congregate and exchange knowledge through numerous organised activities like talks and forums, and industry networking events.

Over the years, we have worked with various accesses to the media industry via related organisations such as the 4As and other publication houses to co-promote marketing as an integral part of any business.

**What are the two major industry initiatives the MIS promotes or supports in Singapore?**

The MIS serves as a hub for students, professionals and organisations interested in sales and marketing to congregate and exchange knowledge through numerous organised activities like talks and forums, and industry networking events. Aside from these, the MIS also supports and endorses a good number of marketing-related conferences and seminars each year to expose local marketers to varied and global perspectives from marketers with international marketing experiences.

Being the national professional body for marketers, we see ourselves as being in the best position to contribute towards building a strong learning culture, not just in Singapore, but regionally through our fervent visions in Creating Marketers through Quality Education, and Connecting a Community of Marketers.

**MIS seeks to inform, intrigue and inspire marketers. How does the MIS do this?**

With the development and launch of i-Marketer last year, the MIS aims to facilitate a global connection within the marketing fraternity. The flagship marketing portal in the region, i-Marketer has engaged marketers at the national and regional level to actively participate in knowledge sharing and networking.

In the near future, we are also looking to build an integral resource centre for all marketers.

**What is going to be the main focus for the MIS in 2009?**

With the grim economic outlook at the onset of 2009, the MIS is looking to align itself with the government's efforts in promoting skills upgrading and retraining. To do this, we have grown our portfolio of educational and training programs in anticipation of the influx of workers heeding the government's call.

Internally, we will be implementing more new initiatives in 2009 to improve areas ranging from our products, business processes, service standards, financial management and corporate governance to people development.

Last but not least, we at the MIS are confident we will ride out this current economic depression together with various national efforts initiated by the government as well as those of other similar non-profit organisations. ☒

