

ANNUAL REPORT 2025



TABLE OF CONTENTS

04	About Us
06	Our Core Values
08	Our Commitment
11	President's Message
12	52nd MIS Executive Council
14	Corporate Governance
18	Membership Services
20	Regional Strategic Partnership & Connectivity
22	2025 at A Glance
24	Marketing Outreach





ABOUT US

The Marketing Institute of Singapore (MIS) was established in 1973 as a not-for-profit organisation and serves as the National Body for Sales and Marketing in Singapore. The Marketing Institute of Singapore has played a pivotal role in nurturing the skills of over 85,000 professionals through its extensive professional learning and development programmes. In addition to its educational offerings, the Marketing Institute of Singapore has also created numerous networking opportunities for thousands of its members by hosting a diverse array of events.

OUR CORE VALUES

TRUST

Our core mission is to cultivate relationships built on integrity and accountability across our community of members, students, and staff.

ENTERPRISE

We are committed to creating a culture that empowers individuals to seize opportunities and expand their horizons.

TEAMWORK

We advocate for teamwork across the organisation by fostering open communication and the exchange of ideas.

PASSION

We find joy in our work and are always ready to exceed expectations to fulfill our responsibilities.

SERVICE QUALITY

We aim for excellence throughout our organisation, from comprehending the needs of our customers to assisting them in achieving their objectives.

INNOVATION

We fervently support innovation and ongoing learning among our employees, in both their professional and personal growth.

CULTURE STATEMENT

We strive to cultivate an environment that motivates our staff to serve passionately, embraces entrepreneurship, enhances innovation and service excellence, and promotes transparency, trust and collaboration among everyone.





OUR COMMITMENT

QUALITY POLICY

At the Marketing Institute of Singapore, our core commitment is to foster a nurturing environment that enhances working, learning, and teaching experiences for everyone involved. Our dedication to excellence is reflected through our comprehensive services, which are designed to:

EXCEED EXPECTATIONS

Our goal is to exceed the expectations of our customers, staff, and stakeholders by providing exceptional services.

REGULATORY COMPLIANCE

Our operations are founded on strict adherence to regulatory requirements, ensuring effectiveness, ethics, and legal compliance in all our practices.

CONTINUOUS IMPROVEMENT

We are committed to excellence, constantly improving our processes and outcomes through innovation and feedback.

QUALITY MANAGEMENT SYSTEMS

Our dedication to quality is upheld through effective quality management systems, essential for delivering superior service and support.

COMMUNITY POLICY

We actively contribute to our community by engaging in volunteer work and offering financial assistance to those in need.

ENVIRONMENT POLICY

Our commitment to the planet is unwavering. Together, our staff and students strive to minimise our environmental footprint by reducing, reusing, recycling, and expand our understanding of environmental issues and advocate for sustainability.

INNOVATION POLICY

We strive for excellence through continuous innovation and improvement in our people, processes, and service quality.

SAFETY & HEALTH POLICY

Ensuring a safe and healthy environment for learning and teaching is central to our mission. We are committed to protecting the well-being of our staff and students.

STRATEGIC UNITS



MEMBERSHIP SERVICES — Connecting a Community of Marketers

The MIS is esteemed as a central platform where professionals and organizations in sales and marketing converge to network and share expertise. Membership in the MIS enhances your professional standing by providing access to the latest in marketing best practices, authentic high-quality training, industry trends and insights, as well as exposure to the forefront of marketing and business strategies alongside unparalleled opportunities for networking with peers.



EXECUTIVE DEVELOPMENT SERVICES (EDS) — Continuous reskilling, upskilling, and professional development solutions to aspiring executives, business professionals and corporations

Explore our extensive range of Executive Development Programmes, designed to meet the reskilling and upskilling requirements of executives and managers aiming to stay current with the latest knowledge, skills, and industry trends. Our curriculum covers a wide array of subjects including Sales, Marketing, Communications, Service Excellence, Event Management, Business Management, Human Capital Management, Leadership, and Personal Effectiveness, ensuring a comprehensive professional development experience.



PRESIDENT'S MESSAGE

Dear Esteemed Members,

Singapore's continued competitiveness depends on its people's ability to learn, unlearn, and relearn. As a small, open economy with limited natural resources, our greatest strength lies in a highly skilled and adaptable workforce. Rapid technological advancement, shifting global supply chains, and evolving business models mean that skills can quickly become obsolete. Lifelong learning is therefore not optional but essential. It enables professionals to stay relevant, supports workforce transformation, and ensures that organisations can innovate and respond confidently to change. By investing in continuous education, Singapore strengthens its economic resilience and secures long term growth in an increasingly complex global environment.

At the Marketing Institute of Singapore, our mission remains clear. We are committed to equipping professionals with relevant knowledge, practical skills, and future ready capabilities that empower them to progress in their careers and lead with confidence. This commitment guided our efforts throughout 2025 as we strengthened our programmes, expanded our global presence, and deepened our contribution to the broader learning ecosystem.

Beyond programme delivery, we remained committed to fostering a vibrant and supportive learning community. Together with MIS Business School and the Global Chinese Marketing Federation, we co organised international competitions that brought more than 200 students from overseas universities and polytechnics to Singapore, providing them with a platform to showcase their business ideas on a global stage.

None of these achievements would be possible without the unwavering support of our council members, members, trainers, partners, learners, and staff. Your dedication and shared belief in our mission continue to drive our progress.

As we look ahead to 2026 and beyond, we remain focused on innovation, relevance, and impact. With your continued support, we are confident in our ability to introduce new initiatives that empower individuals, strengthen organisations, and advance the profession of marketing and business leadership.

Sincerely,
Mr. Roger Wang
President
Marketing Institute of Singapore

52ND MIS EXECUTIVE COUNCIL

The Marketing Institute of Singapore Executive Council, an elected group of esteemed leaders and experts from both the industry and academia, acts as the principal policy-making entity for the Marketing Institute of Singapore. The council is tasked with guiding the institute's strategic direction, growth, and development. Additionally, a dedicated Secretariat of full-time employees supports the council by managing the institute's daily operations.



Roger Wang
President



Vincent Ng
1st Vice President



Dr. Roger Low
2nd Vice President



Dylan Tan
Honorary Secretary



Angelina Gan
Assistant Hon
Secretary



Frederick Chin
Honorary
Treasurer



Alex Ho
Assistant Hon
Treasurer



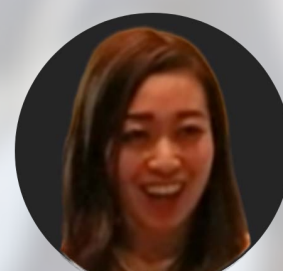
Fong Kwai Keong
Council Member



Rachel Lyu
Council Member



**Thamihzararasan s/o
Thuraiamanikam**
Honorary Treasurer



Felicia Lim
Council Member

Co-opted in 2025

ACTIVITY OVERVIEW OF EXECUTIVE COUNCIL

Annual General Meeting (AGM)

The Marketing Institute of Singapore held their respective 52nd AGM on Friday, 28 March 2025 at 7p.m. Minutes of the AGM were read and passed.

Meetings of the MIS Executive Council

The 52nd Marketing Institute of Singapore Executive Council held a total of 7 council meetings and subcommittee meetings between April 2025 and July 2026.

Name	Position	Total Meetings Attended
Roger Wang	President	7
Vincent Ng	First Vice President	6
Dr. Roger Low	Second Vice President	7
Dylan Tan	Honorary Secretary	7
Angelina Gan	Assistant Honorary Secretary	1
Thamihzararasan s/o Thuralmanlkam	Honorary Treasurer	4
Frederick Chin	Honorary Treasurer	2
Alex Ho	Assistant Honorary Treasurer	3
Fong Kwai Keong	Council Member	1
Rachel Lyu	Council Member	7
Felicia Lim	Council Member	3

CORPORATE GOVERNANCE

Principle 1: Executive Council's Conduct of its Affairs

The Executive Council oversees the affairs of the MIS, assuming responsibility for strategic plans and performance objectives, financial plans and annual budget, key operational initiatives, investment proposals, compliance and accountability systems, and corporate governance practices. The Executive Council also approves the appointment of senior managers of the MIS. The MIS constitution defines the powers of the Executive Council. The Executive Council is supported in its tasks by:

- Corporate Governance Committee
- Sales & Marketing Committee
- Finance & Human Resource Committee
- Events & Membership Committee
- Education Committee
- IT Infrastructure Committee

The MIS has established financial authorisation and approval limits relevant to Executive Council, Committees, and various levels of Management, for operating and capital expenditure, the procurement of goods and services and the acquisition and disposal of investments.

The Executive Council conducts regular scheduled meetings and allows managers to present updates of the MIS, enabling the council to actively engage the managers and be updated on the operations. New council members are given detailed induction on the MIS affairs and the regulatory environment as well as their statutory and other responsibilities to ensure that the MIS is well-managed and fulfils its objectives.

Principle 2: Executive Council Composition and Guidance

The Executive Council consists of nine independent members in accordance with the Constitution. Each member is elected by the MIS members at the Annual General Meeting (AGM) and he is expected to bring experience and expertise to contribute to the development of strategies and performance of the MIS. The Executive Council has the option to co-opt an additional 3 independent council members. Executive Council members make a declaration not to act in conflict or to hold, assume or intentionally accept a position in conflict of interest with his obligations to the MIS unless disclosed and approved by the Executive Council.

Principle 3: Clear Division of Responsibilities

To formalise authority, accountability and facilitate decision-making, the roles and responsibilities of the President and the Executive Council Members are defined in the Constitution and Terms of Reference when they serve in Committees. The Executive Council is responsible for ensuring the effectiveness of the governance processes, while the senior managers are responsible for implementing strategies and policies approved by the Executive Council, and for managing the Institute.

Principle 4 & 5: Executive Council Membership & Performance

Before the election of Executive Council members at the AGM, the Curriculum Vitae and profiles of nominated members are presented at the AGM. The Honorary Treasurer shall not be entitled for re-election after two consecutive terms for the MIS. The Senate is a committee for providing advice and consultation to the Executive Council. The structure, appointment and functions of the Senate are stated in the Constitution.

Principle 6: Access to Information

The monthly operational and financial reports of the MIS are presented and discussed at the regular Executive Council meetings. Executive Council members are given separate and independent access to the senior managers.

Principle 7: Procedures for Developing Remuneration Policies

Executive Council members serve without remuneration for their voluntary services to the MIS. Council Members' out-of-pocket expenses directly related to the MIS activities may be reimbursed by the MIS. The HR Committee is required to approve the remuneration and bonuses of the staff of the MIS, including senior managers.

Principle 8: Level and Mix of Remuneration

The HR Committee reviews and endorses the remuneration level and mix for the MIS staff to ensure that they are fair and competitive in the market. The performance evaluations of the MIS staff are conducted annually and reviewed by the HR Committee.

Principle 9: Disclosure on Remuneration

No staff or manager of the MIS is paid a package above SGD 250,000 per annum.

Principle 10: Accountability

The financial and operational results are presented and reviewed at the Executive Council meetings. The Executive Council reviews financial and operational performance at the regular meetings as well as the internal audit report, the external audit report, the audit reports from the Council of Private Education and other internal reports. Audit financial results, achievements and operational updates are presented at the AGM. The reserves of the MIS are currently kept in fixed deposits without risk exposure and could be invested with approval from the Executive Council in accordance with the provisions provided in the constitution. In addition, details of ongoing events and happenings in the MIS are shared with the Executive Council members during regular Executive Council meetings.

Principle 11: Clear Division of Responsibilities

Annual audit of the financial statements of the MIS is done by the appointed external auditor, Mazars LLP.

Principle 12: Audit

Internal audits were conducted to ensure the MIS compliances to a systematic, disciplined approach in financial and risk management, control, and governance processes.

Principle 13: Members Rights

The MIS respects the rights of its members and upholds its Constitution. Independent MIS members with appropriate experience and qualification are continually encouraged to serve on the Executive Council. The MIS is committed to a high standard of ethical conduct and has put in place whistle-blower policy and procedures which provide staff as well as students and trainees with well-defined accessible channels.

Principle 14: Communication with Members

Besides the electronic direct mailers that are sent to the MIS members to keep them informed of events, there is also an official MIS Facebook page available for members to socialise and interact. Feedback and comments from members are addressed by the Membership Department.

Principle 15: Conduct of Members Meetings

All members are invited to attend the Annual General Meetings and Extraordinary General Meetings. Attendance is encouraged and members' views are recorded and acted on accordingly.

MEMBERSHIP SERVICES

The MIS acts as a central meeting point for sales and marketing professionals and organisations to gather, connect, and share insights. Membership in the MIS boosts members' visibility, linking members with the latest in marketing best practices, training, industry trends, and insights, access to innovative marketing and business strategies, and networking opportunities.

Members of the MIS benefit from exclusive discounts on Executive Development courses designed to meet their specific learning objectives. Additional perks of membership include free access to the Member's Lounge, smart classrooms, and the state-of-the-art Green Room Studio at the MIS.

EXECUTIVE DEVELOPMENT SERVICES (EDS)

Executive Development Services (EDS) represents the corporate training division of the MIS, delivering an extensive range of public and in-house training programs for Professionals, Managers, Executives, and Technicians (PMETs). Our esteemed panel of experts has meticulously crafted a diverse portfolio of programs across the ten essential disciplines: Marketing, Sales, Business Management, Communications, Personal Effectiveness, Human Capital Management, Event Management, Leadership, Service Excellence and Digital Fluency.

For over two decades, the MIS EDS has established itself as a premier provider of professional development and training, earning widespread trust and recognition within Singapore and beyond. To date, the MIS EDS has trained more than 85,000 professionals in executive development courses.

One of the significant achievements in 2024 was when the MIS won the Gold Award for Best Corporate Training Provider at HRM Asia Awards 2024 for the 10th consecutive year. We play a crucial role in empowering the local workforce, providing them with the vital skills and competencies needed to navigate the complexities of the modern and competitive business landscape.

REGIONAL STRATEGIC PARTNERSHIP & CONNECTIVITY



The MIS holds the esteemed position of being the National Marketing Association and is a proud member of the Asia Marketing Federation (AMF). Established in 1991, the AMF is a distinguished regional organization dedicated to enhancing and reinforcing the marketing community across Asia. The Asia Marketing Federation (AMF) encompasses National Marketing Associations from 17 countries and regions. Its membership includes Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, South Korea, Macau, Malaysia, Mongolia, Nepal, the Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam representing a wide and diverse network of marketing professionals across the region. Our President, Mr. Roger Wang, was appointed the 1st Vice President of AMF with unanimous support in November 2024.



2025 AT A GLANCE

The Marketing Institute of Singapore and the Marketing Institute of Singapore Business School held a roadshow at Clementi Bus Interchange to reach out to polytechnic students as recruitment drive.

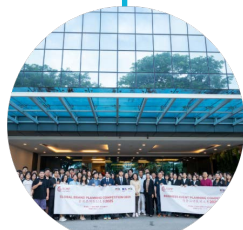


Clementi Roadshow Recruitment Drive
Singapore,
April 2025

Global Brand Planning Competition & Business Event Planning Competition
Singapore,
May 2025



HRM Tech Asia Exhibition
Singapore,
May 2025



Over 200 university and polytechnic students from Bangladesh, China, Japan, the Philippines, Taiwan, Thailand and Singapore took part in competitions held in Singapore. Jointly organised by the Global Chinese Marketing Federation, The event gave students international exposure and a chance to present their business proposals to a distinguished judging panel and other institutions.

The Marketing Institute of Singapore organised a showcase for HR professionals to present its Executive Development programmes, aimed at strengthening organisational capabilities and employee leadership development.

North Point Roadshow
Singapore,
May 2025



The Marketing Institute of Singapore and the Marketing Institute of Singapore Business School held a roadshow at North Point shopping mall to reach out to professionals and prospective students.

The Marketing Institute of Singapore hosted a seminar on marketing and global trade strategy "Navigating Global Trade Barriers Through The Power of Marketing" to drive industry dialogue and innovation with 150 attendees. Speaker lineup included Emeritus Professor Wee Chow Hou from the College of Business at Nanyang Business School, Nanyang Technological University and Dr. Lee Wang Jian, Chairman of the Singapore University of Social Sciences Doctor of Business Administration Community (DBAC).



Navigating Global Trade Barriers Through The Power of Marketing
Singapore,
July 2025



The Marketing Institute of Singapore and the Marketing Institute of Singapore Business School participated in a Combined Job Fair at Lifelong Learning Institution

Job Fair
Singapore,
July 2025

The Marketing Institute of Singapore management team flew to Bangkok, Thailand, for the GBPC 2025 Ceremony organised by the Marketing Association of Thailand (MAT).



MAT GBPC 2025 Ceremony
Thailand,
July 2025

MOU With Singapore Myanmar Chamber of Commerce and Industry
Myanmar,
July 2025



The Marketing Institute of Singapore signed an MOU with the Singapore Myanmar Chamber of Commerce and Industry, committing both parties to collaborate on educational initiatives, student pathways and business community engagement between Singapore and Myanmar.

The Marketing Institute of Singapore attended the charity dinner to receive recognition as one of the sponsors.



Rebuild Myanmar Charity Dinner
Myanmar,
July 2025



The Marketing Institute of Singapore and the Marketing Institute of Singapore Business School held a roadshow at 18 Tai Seng shopping mall to reach out to working professionals in the area.

Tai Seng Roadshow
Singapore,
July 2025

The Marketing Institute of Singapore and the Marketing Institute of Singapore Business School had an event in Myanmar and donated stationery for students.



Myanmar Event & Orphanage Visit
Myanmar,
October 2025



The Marketing Institute of Singapore participated in the World Marketing Forum from 12-13 November 2025

World Marketing Forum
Sri Lanka,
November 2025



Christmas Luncheon
Singapore,
December 2025

The Marketing Institute of Singapore and the Marketing Institute of Singapore Business School organised a get-together luncheon for Christmas for the Executive Council, members, staff and family.

MARKETING OUTREACH

We actively engage our audience and community through diverse marketing channels, leveraging strategic communication to enhance visibility to drive enrolment and expand our reach.



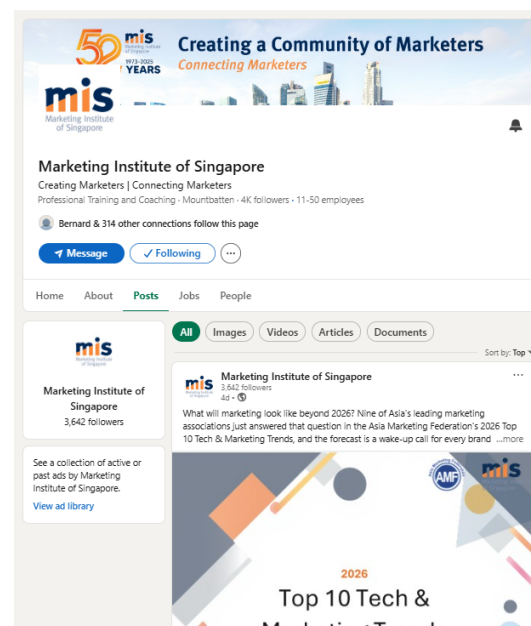
Website

- Website traffic – 103K+ visitors



Facebook

- Number of page followers - 8.5K+



LinkedIn

- Number of page followers - 3.5K+

MARKETING OUTREACH

YouTube

- YouTube page - Marketing Institute of Singapore
- Number of subscribers – 150+



marketing_institute_singapore

498 followers 63 following

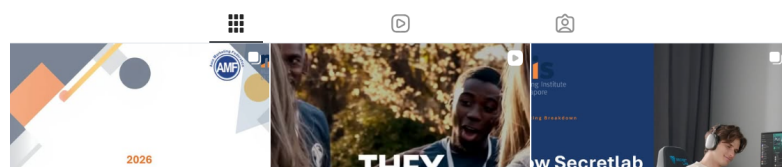
Marketing Institute of Singapore
Creating business leaders through continuous professional development programmes since 1973.
@ www.mis.org.sg/seminars/all



Venue Rental



#GCMFMIS25



Instagram

- Number of page followers – 450+



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 Marketing Institute of Singapore

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