

For Immediate Release

NATIONAL SALES AND MARKETING CONGRESS 2009 OPENS IN SINGAPORE
Sales and Marketing Luminaries Discuss Strategies for the Upturn

Singapore, 3 November 2009 – Amidst the much anticipated recovery of the world's economy, the National Sales and Marketing Congress opened this morning here to address the new strategies that are required by businesses to survive and thrive at this crucial time.

In an opening address to the gathering of close to 200 leading sales and marketing executives from the region, Mr Loh Kwong Cheng, President of the Marketing Institute of Singapore, urged conference participants to seize the opportunity for business recovery and growth as the imminent upturn brings with it the much welcomed rebound of the economy and job demand. "Companies are performing better and have started hiring. The upturn is already at the doorstep. Let us waste no time in capturing the opportunities it brings," he said.

Also delivering an opening statement was Guest-of-Honour to the congress, Mr David Chew, Executive Chairman of Stratech Systems Limited. In addressing the audience, Mr Chew outlined the importance of a well-trained workforce to navigate through the global economic downturn and position itself to ride on the upturn. "Strengthening our basic fundamentals such as sharpening our skills, as well as keeping up with the latest trends will enable sales and marketing professionals to thrive in the recovering economy," he said.

The 2-day conference is being held at the Sheraton Towers, Singapore on 3 & 4 November 2009. Organised by the Marketing Institute of Singapore, with support from the IE Singapore, SPRING Singapore and SAFRA, the conference features a diverse group of key experts from the fields of sales, marketing and digital marketing. Other highlights of the conference include the keynote speeches by acclaimed speakers Mr Fredrik Haren, Founder of Interesting.org and Mr Hermawan Kartajaya, President of World Marketing Association.

#

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 more information of the Institute please visit www.mis.edu.sg.

For more information or to arrange for media interviews, please contact Shevonne Ang at (65) 6327 7590 or shevonne@mis.org.sg.