

For Six Month Period Ending 30 Sep 2010  
(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant (b) Registration No.  
SINGAPORE TOURISM BOARD #2414

(c) Business Address(es) of Registrant  
5670 Wilshire Blvd  
Suite 1550  
Los Angeles, CA 90036

2. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:  
(1) Residence address(es) Yes  No   
(2) Citizenship Yes  No   
(3) Occupation Yes  No

(b) If an organization:  
(1) Name Yes  No   
(2) Ownership or control Yes  No   
(3) Branch offices Yes  No

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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2010 OCT 20 AM 10:49

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).**

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.  
Yes  No

If yes, have you filed an amendment to the Exhibit C? Yes  No

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name	Position	Date connection ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes  No

If yes, identify each such person and describe his service.

(b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name	Position or connection	Date terminated
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(c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes  No

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement?

Yes  No

If no, list names of persons who have not filed the required statement.

Not Applicable

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal<sup>2</sup> during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals<sup>2</sup> whom you continued to represent during the 6 month reporting period.

REPUBLIC OF SINGAPORE (SINGAPORE TOURISM BOARD)

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A<sup>3</sup> Yes  No  N/A  
Exhibit B<sup>4</sup> Yes  No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes  No

If yes, have you filed an amendment to these exhibits? Yes  No  N/A

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

**III - ACTIVITIES**

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement?                      Yes                       No

If yes, identify each such foreign principal and describe in full detail your activities and services:

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below?                      Yes                       No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals?                      Yes                       No

If yes, describe fully.

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<sup>5</sup> The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes [x] No [ ]

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies<sup>6</sup>.

Date	From whom	Purpose	Amount
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Note:	Please see attachment	Financial Information
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\$1,666,708.89

Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign<sup>7</sup>, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes [ ] No [x]

If yes, have you filed an Exhibit D<sup>8</sup> to your registration? Yes [ ] No [ ]

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes [ ] No [x]

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes  No

(2) transmitted monies to any such foreign principal? Yes  No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
Note 1:	Please see attachment	Financial Information	see detailed breakdown
Note 2:	Public Relations Firm	H&S Public Relations c/o M Silver Associates Inc. 747 Third Avenue 23rd Floor New York, NY 10017	see Public Relations/Media
Note 3:	Advertising Agency	Media Edge: CIA 825 Seventh Avenue New York, NY 10019	see Advertising/Promotion

\$1,595,084.51

Total

**(b) DISBURSEMENTS – THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes  No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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**(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes  No

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials<sup>12</sup>?  
Yes  No

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

REPUBLIC OF SINGAPORE (SINGAPORE TOURISM BOARD)  
Tourism Court  
1 Orchard Spring Lane  
Singapore 247729  
SINGAPORE

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes  No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

From: REPUBLIC OF SINGAPORE (SINGAPORE TOURISM BOARD)  
Amount: \$1,595,084.51  
Period: 01Apr2010 to 30Sep2010

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper articles
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Internet
- Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) Travel Agencies, Tour Operators, Internet

21. What language was used in the informational materials:

- English
- Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes  No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes  No

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

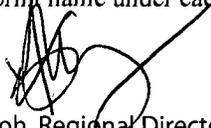
**VI – EXECUTION**

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature )

(Type or print name under each signature<sup>13</sup>)

18 October 2010

  
Kershing Goh, Regional Director Americas

NSD/CES/REGISTRATION UNIT  
2010 OCT 20 AM 10:50

<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.





U.S. Department of Justice

National Security Division

Washington, DC 20530

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL  
STATEMENT - PLEASE EXECUTE IN TRIPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

**Short Form List for Registrant: Singapore Tourism Board**

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Goh	Kershing	03/07/2006		RDA
Lim	Divine	04/23/2007		MICE MGR
Tan	Serene	10/08/2009		ARD EUSSA
Tham	Ambrose	10/08/2009		ARD WUSCCA
Rhode	Thorsten	10/08/2009		MTB WUSCCA
Cortes	Rose Mary	04/15/2010		MTB EUSSA

NSD/CES/REGISTRATION UNIT  
2010 OCT 20 AM 10:49



U.S. Department of Justice

National Security Division

Washington, DC 20530

SECTION B

In addition to those persons listed in Section A, list below all current employees rendering services directly on behalf of the foreign principals(s) who have not filed short-form registration statements. (Do not list clerks, secretaries, typists or employees in a similar or related capacity). If there is some question as to whether an employee has an obligation to file a short-form, please address a letter to the Registration Unit describing the activities and connection with the foreign principal.

Name	Function	Date Hired
None		

Signature: 

Date: 18 October 2010

Title: Regional Director Americas

NSD/CES/REGISTRATION UNIT  
2010 OCT 20 AM 10:49

**Attachment to Section III**

**Singapore Tourism Board (Los Angeles Office) Marketing Activities 01 April 2010 to 30 September 2010**

Date	Event	Venue	Partner	Officer	Contact	Description
11-14 Apr 2010	SISO CEO Summit	Barton Creek Resort, Austin, TX	SISO	Ambrose Tham	(323)677-0808	Sponsorship of Networking breaks at the CEO Summit.
24-27 Jul 2010	MPI WEC	Vancouver, Canada	MPI	Ambrose Tham	(323)677-0808	Exhibited at the MPI WEC tradeshow
21-24 Aug 2010	ASAE	Los Angeles Convention Center	ASAE	Ambrose Tham	(323)677-0808	Exhibited at the ASAE tradeshow, hosted a networking reception at ESPN Zone.
22-24 Sep 2010	PRIME	Big Island, Hawaii	PRIME	Simone Wang	(323)677-0808	Participated in 1 on 1 pre-scheduled meetings and co-sponsored luncheon
23-24 Jun 2010	MICE Sales Calls	San Jose, San Francisco, CA	Pan Pacific Hotels	Simone Wang	(323)677-0808	Hosted 2 events with Pan Pacific Hotels targeting meeting planners
3-5 May 2010	Canada Certified Specialist Roadshow	Toronto, Canada	Royal Scenic	Thorsten Rhode	(323)677-0808	Exhibited at travel trade show and conducted training for Canada Asia Specialists
31-Aug-10	Brendan Vacations Campaign	National	Brendan Vacations	Thorsten Rhode	(323)677-0808	Tactical, product development with new partner
31-Aug-10	Signature Travel Network Campaign	National	Signature Travel Network	Thorsten Rhode	(323)677-0808	Tactical, product development with new partner

2010 OCT 20 AM 10:50

NSD/CES/REGISTRATION UNIT

Attachment to Section III

**Singapore Tourism Board (New York Office) Marketing Activities 01 April 2010 to 30 September 2010**

Date	Event	Venue	Partner	Officer	Contact	Description
11-14 Apr 2010	SISO CEO Summit	Austin, TX	n/a	Ambrose Tham, ArDWUSCCA, STB; Serene Tan, ArDEUSSA, STB; and Divine Lim, MICE Mgr, STB	Divine Lim, SECB NY	Hosted annually by SISO- Society of Independent Show Organizers. STB participated as a delegate and break sponsor to target exhibition and show organizers in the US.
2-May-10	Sales calls in Chicago	Chicago IL		Ruby Serra, MICE Rep		Sales calls on important MICE accounts for lead generation and VN pipeline building.
4-Jun-10	Uniquely Singapore cruise on Clipper fleet	New York, NY	Clipper Ventures	Divine Lim, MICE Mgr, STB	Divine Lim, SECB NY	A stop in NY was part of the Around the World Race by Clipper, with "Uniquely Singapore" sailing team co-hosted by Singapore Tourism Board. Tri-state area based clients were taken on a cruise around hudson river.
June 14-16	Attendance Building for MDRT Annual Conference	Vancouver Canada		Ruby Serra, MICE Rep	Jody Egel of MDRT	Destination promotion to increase and build attendance for the MDRT Experience Conference in Singapore to be held Feb 2011
20-27 July 2010	Singapore Familiarization trip for Association Executives	Singapore	Singapore Airlines, Shangri-la Hotel Singapore and Marina Bay Sands	Divine Lim, MICE Mgr, STB	Divine Lim, SECB NY	Site visit to Singapore with association executives to showcase Singapore as the premier MICE destination in Asia.
3-Aug-10	SITE Minneapolis Chapter Meeting	Minneapolis MN		Ruby Serra, MICE Rep		One day seminar on what's happening in the incentive travel market and the recovery of the industry
Aug 9-11, 2010	NBTA Annual Conference	Houston TX	Meritus Mandarin and Mandarin Orchard	Ruby Serra and Ambrose Tham	Jason Sturtevant of Meritus Mandarin who facilitated the participation of STB	annual conference of 4,000 corporate business travel managers that provide a forum for the constructive exchange of information and ideas among members and are dedicated to enhancing the educational advancement and image of the profession and their members. Travel managers also meet with suppliers in a tradeshow format.

Date	Event	Venue	Partner	Officer	Contact	Description
12-Aug-10	MPI Potomac Chapter Educational event on International Meetings	Washington, DC	MPI	Serene Tan, Area Director, Eastern USA, STB, and Divine Lim, Manager, MICE-Eastern USA, STB	Divine Lim, SECB NY	Area Director Serene Tan was invited to co-lead an educational session on Asia, hosted by MPI Potomac Chapter.
12-Aug-10	Sales calls in Houston	Houston TX	Meritus Mandarin and Mandarin Orchard	Ruby Serra, MICE Rep		Sales call on corporate oil and gas company and association in the facility management field who have both potential meetings in Singapore in the future.
23-Aug-10	Sales Calls in Kentucky	Louisville KY		Ruby Serra, MICE Rep		Sales calls on third party intermediaries who are MPI members and have potential clients that can bring their event to Singapore in the future.
1-Sep-10	Sales calls in Chicago	Chicago IL	SUNTEC Convention Center	Ruby Serra	Boyd Christianson of SUNTEC	Sales call on association accounts that have a potential conference in Singapore in the future.
19-21 Sept 2010	M&I USA Forum	The Breakers, Palm Beach, FL	Suntec Singapore	Divine Lim, MICE Mgr, STB	Divine Lim, SECB NY	Hosted buyer program (pre set appointments) and networking sessions.
Sep 28-30	Prestige Roadshow	Minneapolis MN and Kansas City, MO	Prestige Resorts	Ruby Serra, MICE Rep	Tori Trobak of Prestige	2 day Roadshow targeting buyers from these 2 midwest states that maybe a potential to bring their events to Singapore in the future.

NSD/CES/REGISTRATION UNIT  
2010 OCT 20 AM 10:50

**Attachment to Section IV - FINANCIAL INFORMATION**

**Statement of Receipts, Disbursements and Activities of the Singapore Tourism Board  
for the period of 01 April 2010 to 30 September 2010**

			US\$
A.	Receipts of monies from Singapore (STB/SIN)		\$ 1,666,708.89
	Receipts of monies from Other		
<b>TOTAL</b>			<b>\$ 1,666,708.89</b>

		<u>Los Angeles</u>	<u>New York</u>
B.	1. Disbursements :		
	a) Salaries of Local Staff (incl State Insur&Workers Comp)	\$ 64,645.57	\$ 112,449.53
	b) Staff Welfare	\$ 10,162.90	\$ 48,740.23
	c) Staff Training	\$ 528.95	\$ 17,754.11
	d) Posting Expense (incl Housing)	\$ 17,383.39	\$ 95,513.33
	2. Conservancy Charges	\$ -	\$ -
	3. Office Rent	\$ 16,944.91	\$ 71,518.46
	4. Public Utilities - Office	\$ -	\$ 1,331.19
	5. General Insurance - Office	\$ -	\$ 2,788.56
	6. Warehouse Rent	\$ 1,600.00	\$ -
	7. Telephone/Fax Charges	\$ 3,059.53	\$ 6,664.68
	8. Internet	\$ 2,860.25	\$ 3,959.04
	9. Postage/Courier	\$ 268.90	\$ -
	10. Freight Charges	\$ 3,227.68	\$ 2,563.40
	11. Vehicle Repair & Maintenance	\$ 445.61	\$ 67.00
	12. Vehicle Running Expense	\$ 2,071.57	\$ 6,296.61
	13. Non-Capitalized Office Equipment & Furn	\$ -	\$ 966.81
	14. Upkeep of Office Equipment & Furn	\$ 372.69	\$ 286.09
	15. Office Equipment Rental	\$ 1,457.19	\$ 2,127.08
	16. Membership Subscriptions	\$ -	\$ 178.00
	17. Stationery	\$ 2,213.64	\$ 1,097.90
	18. Sundries	\$ 461.04	\$ 755.67
	19. Remittance Charges	\$ -	\$ 503.78
	20. Professional Fees	\$ -	\$ 1,813.35
	21. Consultancy	\$ -	\$ 36,491.51
	22. Capital Expenditure	\$ -	\$ -
	23. Marketing Promotion	\$ 23,535.39	\$ 197,908.87
	24. Advertising/Promotion	\$ -	\$ 675,741.60
	25. Public Relations/Media	\$ -	\$ 122,368.30
	627. Miscellaneous (Planning & others/accruals)	\$ 24,000.16	\$ 9,960.04
	<b>Subtotal</b>	<b>\$ 175,239.37</b>	<b>\$ 1,419,845.14</b>

**TOTAL \$ 1,595,084.51**