

U.S. Department of Justice

Washington, DC 20530

**Supplemental Statement**

**Pursuant to the Foreign Agents Registration Act of 1938, as amended**

For Six Month Period Ending 30September2011

(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.

**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 the service rendered.

(b) During this six 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

Name	Residence Address	Citizenship	Position	Date Assumed
Kristi Shalla	1919 24th Avenue Astoria, NY 11102	American	Marketing Manager	01Jul2011

(c) 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
Kershing Goh	Regional Director - Americas	30Sep2011
Rose Mary Cortes	Marketing Manager	13May2011
Michael Figge / Thorsten Rhode	Marketing Manager / Marketing Manager	04Aug / 01Jul2011

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

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
Kershing Goh	Regional Director - Americas	STB - Republic of Singapore	30Sep2011
Rose Mary Cortes	Marketing Manager	STB - Republic of Singapore	13May2011
M. Figge / T. Rhode	Mktng Mgr / Mktng Mgr	STB - Republic of Singapore	04Aug / 01Jul2011

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes  No

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

Kristi Shalla - see enclosed short form filing

## 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:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes  No
- If yes, furnish th following information:

Name and Address of Foreign Principal(s)

Date Acquired

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

REPUBLIC OF SINGAPORE (SINGAPORE TOURISM BOARD)

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes  No 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 this six month period? Yes  No

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

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 fourth 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, or 9 of this statement?      Yes       No

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

Refer to the attached Marketing Activities - Attachment to Section III

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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, 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 your foreign principal(s)?      Yes       No

If yes, describe fully.

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<sup>5</sup> The term "political activity" 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 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  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
Note:	Refer to Attachment to Section IV	Financial Information	

\$1,083,130.56

Total

**(b) RECEIPTS - FUNDRAISING CAMPAIGN**

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

If yes, have you filed an Exhibit D 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

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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<sup>6, 7</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

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

<sup>9</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.

**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:	Refer to Attachment to Section IV	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 attachment to Section IV - item 24 Public Relations /Media
Note 3:	Advertising Agency for Brand	Handled directly in STB HQ	Mostly marketing promotions locally thru events (see marketing activities) - refer to item 23 in the Financial Information.

\$952,096.37

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	Recipient	Foreign Principal	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	Political Organization or Candidate	Location of Event
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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. (a) 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, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?  
 Yes  No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

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: \$1,083,130.56  
 Period: 01Apr2011 to 30Sep2011

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
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Other (specify) \_\_\_\_\_

**Electronic Communications**

- Email
- Website URL(s): yoursingapore.com
- Social media websites URL(s): \_\_\_\_\_
- 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

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 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)

(Print or type name under each signature or provide electronic signature<sup>13</sup>)

October 18, 2011 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

/s/ Serene Tan \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

eSigned

<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.

SHORT-FORM REGISTRATION INFORMATION SHEET

The Department records list active short-form registration statements for the following persons filed on the date indicated by each name. If a person is not currently functioning in the same capacity directly on behalf of the foreign principal, please indicate the date of termination in Item 5 of the supplemental statement.

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

<u>Last Name</u>	<u>First Name</u>	<u>Registration Date</u>	<u>TERMINATION DATE</u>
Cortes	Rose Mary	04/15/2010	13 MAY 2011
Figge	Michael	04/25/2011	04 AUG 2011
Goh	Kershing	03/07/2006	30 SEP 2011
Lim	Divine	04/23/2007	
Rhode	Thorsten	10/08/2009	01 JUL 2011
Tan	Serene	10/08/2009	
Tham	Ambrose	10/08/2009	

## Attachment to Section III

## Singapore Tourism Board (New York Office) Marketing Activities April 1, 2011 to September 30, 2011

Date	Event	Venue	Partner	Officer	Contact	Description
April 10-13, 2011	SISO CEO Summit by Society of Independent Show Organizers (SISO)	Hyatt Bonita Springs, FL	n/a	Ambrose Tham (STB LA), Divine Lim (STB NY), Edward Chew and Adeline Lim (STB head office)	Divine Lim - STB at 1 (212) 302-4861	Annual Forum of C-level executives in the exhibition industry. The theme for 2011 event was "Growing Forward, Creating the New Normal," encompassing the impacts of the economy, technology and market competition in the trade show industry.
June 16-19, 2011	Aspen Food & Wine Classic	Aspen, Colorado	American Express Publishing ( Food & Wine Magazine)	Kershing Goh (RDA), Serene Tan (ArD), Simone Wang (AMTB)	Serene Tan - STB at 1 (212) 302-4861	AMEXP is the organizer of this event which is held in Aspen to show their brand affinity amongst the luxury market in the dining sector.
June 21-23, 2011	AIBTM- America Meetings & Events Week by Reed Exhibitions	Baltimore Convention Center, Baltimore, MD	Co-exhibiting partners were: Suntec, Singapore Expo, Ace:Daytons Direct.	Ambrose Tham (STB LA), Divine Lim (STB NY)	Divine Lim - STB at 1 (212) 302-4861	Inaugural MICE event by Reed, Americas version of AIBTM. The event attracted 800 exhibitors, over 1500 buyers (split between hosted and general trade), coming together for over 11,000 appointments.
August 7-9, 2011	ASAE Annual Meeting & Expo by American Society of Association Executives and the Center for Association Leadership	St Louis Convention Center, St Louis, MO	Co-exhibiting partners were: Suntec, Singapore Expo, Marina Bay Sands and Tour East.	Divine Lim (STB NY) and Ruby Serra (rep)	Ruby Serra - STB at 1 (212) 302-4861	Considered the largest conference and exposition of the association industry, ASAE Annual Meeting & Expo seeks to gain knowledge, perspective and insight into the different issues facing associations and nonprofits. It attracted over 5,300 association industry executives.

Sept. 14-16, 2011	Hospitality Forum	NYC Boutique Hotels		Kristi Shalla	Kristi Shalla - STB at 1 (212) 302-4861	Boutique hoteliers from Singapore came to New York to meet with boutique hoteliers in NYC to share ideas and survey the trends in NYC.
Sept. 16-18, 2011	Singapore Takeout	Gansevoort Plaza		Kristi Shalla	Kristi Shalla - STB at 1 (212) 302-4861	We brought a chef in from Singapore and had a public food tasting of peranakan cuisine
Sept 16-18, 2011	Travel + Leisure Global Bazaar	Park Avenue Armory, New York, NY	Travel + Leisure/American Express Publishing	Serene Tan and Divine Lim (STB NY)	Divine Lim - STB at 1 (212) 302-4861	In celebration of T+L publication's 40th Anniversary, T+L organized the 3-day inaugural Global Bazaar, with a total of 4 event sessions : VIP Celebration kicking off the event on Friday 16 Sept, Charity event on Sat evening 17 Sept, and 2 public events over the weekend.

Attachment to Section III

Singapore Tourism Board (Los Angeles Office) Marketing Activities April 1, 2011 to September 30, 2011

Date	Event	Venue	Partner	Officer	Contact	Description
1-Apr-11	Silk Holidays Campaign	Canada	Silk Holidays	Ambrose Tham	Ambrose Tham at 323 6770808	Joint leisure campaign with Silk Holidays
1-Apr-11	Social Media Campaign	Nationwide	Trazzler	Ambrose Tham	Ambrose Tham at 323 6770808	Facebook & Twitter campaign

## Attachment to Section IV - FINANCIAL INFORMATION

Statement of Receipts, Disbursements and Activities of the Singapore Tourism Board  
for the period of April 1, 2011 to September 30, 2011

US\$

A. Receipts of monies from Singapore (STB/SIN)  
Receipts of monies from Other

TOTAL \$ 1,083,130.56

	<u>Los Angeles</u>	<u>New York</u>
B. 1. Disbursements :		
a) Salaries of Local Staff (incl State Insur&Workers Comp)	\$ 51,043.73	\$ 135,975.94
b) Staff Welfare	\$ 11,897.84	\$ 42,667.47
c) Staff Training	\$ -	\$ 4,261.00
d) Posting Expense (incl Housing)	\$ 18,719.55	\$ 55,032.23
2. Conservancy Charges	\$ -	\$ 6,004.58
3. Office Rent	\$ 21,603.54	\$ 67,434.84
4. Public Utilities - Office	\$ -	\$ 1,496.43
5. General Insurance - Office	\$ -	\$ 2,811.70
6. Warehouse Rent	\$ 1,750.00	\$ -
7. Telephone/Fax Charges	\$ 2,893.00	\$ 5,483.06
8. Internet	\$ 3,251.96	\$ 2,533.55
9. Freight Charges	\$ 2,333.67	\$ 4,775.14
10. Vehicle Repair & Maintenance	\$ 70.00	\$ 1,283.98
11. Vehicle Running Expense	\$ 1,829.61	\$ 7,126.36
12. Local Transport	\$ -	\$ 327.78
13. Upkeep of Office Equipment & Furn	\$ -	\$ 626.03
14. Office Equipment Rental	\$ 1,335.18	\$ 2,140.52
15. Stationery	\$ 1,279.61	\$ 1,081.75
16. Sundries	\$ 341.30	\$ 272.96
17. Remittance Charges	\$ -	\$ 424.53
18. Professional Fees	\$ -	\$ 2,452.38
19. Consultancy	\$ -	\$ 27,334.80
20. Newspaper & Articles	\$ -	\$ 393.36
21. Entertainment	\$ 303.00	\$ 1,566.48
22. Capital Expenditure	\$ -	\$ -
23. Marketing/Advertising Promotion	\$ 66,930.51	\$ 177,338.14
24. Public Relations/Media		\$ 119,633.52
25. Miscellaneous (Planning & others/accruals)	\$ 41,368.00	\$ 54,667.34
<b>Subtotal</b>	<b>\$ 226,950.50</b>	<b>\$ 725,145.87</b>
		<b>TOTAL \$ 952,096.37</b>