

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 30September2013

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant

(b) Registration No.

SINGAPORE TOURISM BOARD

#2414

(c) Business Address(es) of Registrant

1156 Avenue of the Americas  
Suite 702  
New York, NY 10036 USA

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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Hong, Siong Chen	Tower 111, LLC 885 6th Ave., Apt 42D New York, NY 10001	Singaporean	Area Director	22 July 2013
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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
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Jong, Alice Ting	300 East 55th Street, Apt 17B New York, NY 10022	American	Manager	15 April 2013
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(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
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(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
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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.

Hong, Siong Chen (see attached registration)  
Jong, Alice Ting (see attached registration)

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

Name and Address of Foreign Principal(s)	Date Acquired
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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 <input type="checkbox"/>	No <input type="checkbox"/>
Exhibit B <sup>4</sup>	Yes <input type="checkbox"/>	No <input type="checkbox"/>

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.

2 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.)

3 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.

4 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, or 9 of this statement?      Yes       No

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

Please 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:	Please refer to	Attachment to Section IV - Financial Information	

\$966,767.04

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	FleishmanHillard 220 E 42nd Street 12th Floor New York, NY 10017	see attachment to Section IV - item 23 Public Relations/ Media in the Financial Information
Note 3:	Advertising Agency	Handled directly by Head Office in Singapore (STB HQ)	Mostly the marketing promotions locally are done through events (see marketing activities) refer to item 21 in the Financial Information

\$964,277.87

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: \$964,277.87  
 Period: 01Apr2013 - 30Sep2013

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): www.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>)

15 OCT 2013



**Serene Tan**  
**Regional Director Americas**  
**Singapore Tourism Board**

<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>
Barnes	Tara	04/18/2013
Chio	Wen Jie	04/20/2012
Khalsa	Nirankar	04/20/2012
Lim	Divine	04/23/2007
Medina	Kerry	10/19/2012
Tan	Serene	10/08/2009
HONG	SIONG CHEN	10/15/2013
JONG	ALICE TING	10/15/2013

## Attachment to Section III

## Singapore Tourism Board Marketing Activities April 1, 2013 to September 30, 2013

Date	Event	Venue	Partner	Officer	Contact	Description
8-11 Apr 2013	SISO CEO Summit	Sanctuary, Kiawah Island, SC	NA	Divine Lim	Divine_lim@stb.gov.sg	Organized by SISO Society of Independent Show Organizers. STB attended as a supplier delegate to network with exhibition and trade show organizers.
11-17 Apr 2013	Nightlife Study Trip	Miami, FL and New York, NY	N/A	Serene Tan, Nirankar Khalsa	nirankar_khalsa@stb.gov.sg	Business Development: Met with the top Nightlife Operators in Miami and New York for the purpose of providing them with a product update and gauging their interest in Singapore. Learning: conduct Site Visits of the top nightclubs in order to assess trends, best practices and benchmarks.
15-17 Apr 2013	HelmsBriscoe Annual Business Conference	Peabody Hotel, Orlando, CA	Suntec	Tara Barnes	tara_barnes@stb.gov.sg	Attended the conference first hand to be able to provide accurate assessment and value it could play with STB, fully understand and experience the format of the event.
07 May 2013	AAMG Reception	Washington DC	Formerly Asian Center for Liver Disease and Transplantation (ACLDT), now Asian-American Medical Group (AAMG)	Nirankar Khalsa	nirankar_khalsa@stb.gov.sg	Attend the UPMC event and show support for the Asian Centre for Liver Diseases and Transplantation (ACLDT) which has partnered with UPMC and has renamed their Asian centres to be under Asian-American Medical Group (AAMG). During the event UPMC will announce that AAMG will be under their global care plan, where their patients would be given a choice to select ACLDT and ACBBMT (Asian Centre for Blood and Bone Marrow Transplantation) in Singapore.
14-16 May 2013	ASAE International Conference	Washington Convention Center, Washington DC	NA	Divine Lim	Divine_lim@stb.gov.sg	Organized by ASAE American Society of Association Executives. STB attended this education conference for association executives from international associations, and organizations looking to go global.

Date	Event	Venue	Partner	Officer	Contact	Description
19-24 May 2013	Capability & Innovation Trip	Orlando, FL and New York, NY	N/A	Serene Tan, Nirankar Khalsa	nirankar_khalsa@stb.gov.sg	Met with various stakeholders in Tourism Industry in Orlando and New York in order to learn from and understand best practices in the areas of productivity, efficiency and manpower reduction. Also, sourced potential speakers for a series of MasterClasses on Continuing Education Training in Singapore.
3-7 Jun 2013	Trade & Media Mission to Brazil	Sao Paulo, Brazil	Singapore Airlines	Wen Jie Chio, Kerry Medina	Kerry Medina kerry_medina@stb.gov.sg	9 one-on-one media appointments in Sao Paulo as well as a lunch held in conjunction with Singapore Airlines for 20 members of the Brazilian trade (travel agents & tour operators)
11-13 Jun 2013	AIBTM	McCormick Place, Chicago, IL	Marina Bay Sands	Tara Barnes, Divine Lim	tara_barnes@stb.gov.sg	a. Business development: to generate potential leads and engage key event organizers/decision makers. b. Branding: to maintain and strengthen destination awareness for Singapore as the premiere MICE destination in Asia. c. Professional development: attend educational sessions to keep up-to-date with current issues/trends in the MICE market and network to meet new connections and keep existing relationships warm d. Determine if there is any benefit in STB attending future editions of the event.
12 Jun 2013	Meeting with Ms. Dana Griffin, Director Corp Operations & Fulfillment, Valerie Wilson Travel	Valerie Wilson Travel, 475 Park Ave S., New York, NY 10016	N/A	Wen Jie Chio, Kerry Medina	Kerry Medina kerry_medina@stb.gov.sg	To gauge the interest of VWT clients as far as extending their business trips to Singapore and to explore the possibilities of working more closely with VWT to accomplish this goal
24-27 Jun 2013	PCMA Education Conference	Denver Convention Centre, Denver, CO	N/A	Divine Lim	Divine_lim@stb.gov.sg	To attend an education conference for meeting planners organized by PCMA (Professional Convention Management Association)
10-15 Jul 2013	New PR Agency Immersion Trip	Singapore	FleishmanHillard	Alice Jong	alice_jong@stb.gov	Facilitated an immersion trip for STB America's newly appointed PR Agency to tour Singapore and familiarize themselves with the destination offerings firsthand.

Date	Event	Venue	Partner	Officer	Contact	Description
28-31 Jul 2013	Mandai BD Trip	Los Angeles, CA	Temasek	Nirankar Khalsa	nirankar_khalsa@stb.gov.sg	Business Development: Joined Temasek Holdings for a trip to Los Angeles to meet with various themepark & attraction consultants and explore their possible contribution on a project in the planning stages in Singapore.
3-6 Aug 2013	ASAE Annual Meeting & Expo	Georgia World Congress Center, Atlanta, GA	Marina Bay Sands Singapore Expo	Tara Barnes, Divine Lim	tara_barnes@stb.gov.sg	a. Business Development- To generate World Congress & Association Meeting potential leads through booth visitors, and network with association executives/decision-makers during the networking events throughout the show b. Brand and Destination Awareness- To maintain and strengthen destination awareness for Singapore as the Top Convention City in Asia c. Education- For SECB to obtain a better understanding of the best practices and trends in the association community. d. Visited (4) offices in the metro Atlanta area to maximize trip.
8-11 September 2013	M&I Forum + CA Sales Calls	Balbao Bay Resort, Newport Beach, CA	Suntec	Tara Barnes	tara_barnes@stb.gov.sg	able to provide accurate assessment and value it could play with STB. • Determine if there is any benefit in STB attending future editions of the event. • Build up M&I clientele and investigate the dynamics of different M&I accounts to create a better understanding of which clients STB NY should focus their efforts on. Visited (8) offices in the LA & San Francisco Metro area for sales calls to maximize trip.
9-10 Sep 2013	Broadcast Roadshow	Los Angeles	FleishmanHillard	Alice Jong	alice_jong@stb.gov	Exploratory meetings with various broadcast/production companies, including AMC Networks, Shine America, Scripps Networks, and NBC Universal, to discuss integration opportunities. Meetings were arranged and facilitated by STB America's PR Agency FleishmanHillard.

Date	Event	Venue	Partner	Officer	Contact	Description
9-13 Sept 2013	Luxury Travel Exchange	The Sands Expo Convention Center, 201 Sands Ave., Las Vegas, NV 89169	Questex Travel	Wen Jie Chio, Kerry Medina	Kerry Medina kerry_medina@stb.gov.sg	Attended trade show to promote Singapore as a travel destination to U.S.-based travel agents; conducted 26 one-on-one travel agent appointments and provided collateral materials (maps, brochures, etc.) to more than 20 travel agents who stopped by the booth
13-14 Sep 2013	West Coast BD Tri	Los Angeles, CA	N/A	Serene Tan, Carol Hong, Nirankar Khalsa	nirankar_khalsa@stb.gov.sg	Business Development: Met with various Sports related companies in Los Angeles to provide them with a product update on Singapore's sports industry and understand their interest in Asia/Singapore.
30 Sep 2013	International Chef's Congress	Super Pier New York City	Janice Wong (2:am dessert bar)	Alice Jong	alice_jong@stb.gov	Arranged media appointments for Singaporean Chef Janice Wong who was in NYC to participate in the International Chef's Congress and showcase her art installations, so that US media could view her installations and learn about her approach to food and background of how her concept has evolved.

Attachment to Section IV - FINANCIAL INFORMATION			
<b>Statement of Receipts, Disbursements, and Activities of the Singapore Tourism Board</b>			
<b>for the period of April 1, 2013 to September 30, 2013</b>			
			US\$
A.		Receipts of monies from Singapore (STB/SIN)	\$ 966,767.04
		Receipts of monies from Other (Refunds)	
		<b>TOTAL RECEIPTS</b>	<b>\$ 966,767.04</b>
			US\$
B.	1	Disbursements	
		a.) Salaries of Local Staff	\$ 202,037.65
		b.) Staff Bonus	\$ 59,197.59
		c.) Staff Welfare (incl Medical)	\$ 57,687.40
		d.) Staff Training	\$ 4,762.78
		e.) Posting Expense (incl Housing)	\$ 206,854.72
	3	Office Rent (incl Conservancy Charges)	\$ 80,349.75
	3	Public Utilities - Office	\$ 550.60
	4	General Insurance - Office	\$ 3,420.21
	5	Service Fee	\$ 5,485.78
	6	Telecommunication	\$ 8,524.71
	7	Freight/Postage/Courier	\$ 2,661.05
	8	Vehicle Running/Repar/Maintenance	\$ 2,880.08
	9	Vehicle Hire	\$ 1,218.00
	10	Local Transport	\$ 676.33
	11	Non-Capitalized Office Equipment & Furniture	\$ 13,324.60
	12	Upkeep of Office Equipment & Furniture	\$ 4,585.58
	13	Office Equipment Rental	\$ 2,315.91
	14	Stationery	\$ 2,453.77
	15	Sundries	\$ 1,282.99
	16	Remittance Charges	\$ 746.02
	17	Professional Fees	\$ 616.44
	18	Newspaper & Articles	\$ 355.60
	19	Entertainment	\$ 28,674.54
	20	Capital Expenditure	\$ 11,500.00
	21	Marketing Promotion	\$ 61,773.49
	22	Sales Calls/Business Development	\$ 124,607.46
	23	Public Relations/Media	\$ 36,711.79
	24	Miscellaneous (Planning, Accruals & Others)	\$ 39,023.03
		<b>Sub-total</b>	<b>\$ 964,277.87</b>
		<b>TOTAL DISBURSEMENTS</b>	<b>\$ 964,277.87</b>