



SINGAPORE SPORTS HUB

## Media Advisory

# Singapore Sports Hub appoints Lionel Yeo as CEO

**Singapore, November 27, 2019** The Board of Directors of SportsHub Pte Ltd (“Singapore Sports Hub”) is pleased to announce the appointment of Mr Lionel Yeo as Chief Executive Officer (“CEO”) of Singapore Sports Hub, with effect from 3 February 2020.

Bryn Jones, Chairman of the Singapore Sports Hub, commented, “We are delighted to have appointed Lionel after a search that began in June this year for a candidate that would lead the team behind SportsHub to deliver a comprehensive programme for everyone in Singapore to watch, play and support sports events and also to enjoy world class entertainment.” He added, “the CEO has the all-important job to realise the SportsHub’s vision, goals and plans with the support of our partners and to work closely with them to deliver this vision and our long-term strategic plan to be the region’s premier sport, entertainment and lifestyle destination.”

SportsHub’s commitment to fulfil its vision is clearly demonstrated by the steady build-up of its annual calendar. The new CEO and his team will continue to strive to deliver annual programmes that comprise world-class recreational and competitive events, as well as community events, to serve children, youth, working adults, seniors and families in Singapore and the tourism sectors. Its comprehensive calendar of sports, entertainment and lifestyle events now has more than 210 events or more than 400 event days annually.

CEO-designate Mr Yeo said, “The Singapore Sports Hub is a major national project that I had been involved with during my time in government service. I am aware of the challenges SportsHub faces and also of its achievements and tremendous potential. I am humbled to be given the opportunity to serve as its CEO, and look forward to engaging with all stakeholders to build on its success for Singapore.”

Mr Yeo was Chief Executive of the Singapore Tourism Board from 2012 to 2018, where he executed a successful strategy to attract major sports and leisure events to Singapore, launched a new country brand for Singapore, and implemented industry transformation plans for the tourism sector. During this period, Singapore’s visitor arrivals hit record highs and grew by 30%. He is currently serving as CEO Advisor at Southeast Asia’s leading start-up, Grab.

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Media Contact:

Nalini Naidu

[nalini.naidu@imsg.sg](mailto:nalini.naidu@imsg.sg)

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## ABOUT SINGAPORE SPORTS HUB

The Singapore Sports Hub is a fully integrated sports, entertainment and lifestyle hub, with programming that comprises world-class recreational and competitive events, as well as community events, to serve children, youth, working adults, seniors, families, and less privileged population segments in Singapore and tourism sectors. Consisting of a unique cluster development of world-class sports facilities within the city, it plays a critical role in accelerating the development of Singapore's sports industry, excellence and participation. Its vision is to be the region's premier sports, entertainment and lifestyle destination.

Located on a 35-hectare site in Kallang, the Singapore Sports Hub includes the following facilities:

- A new 55,000-capacity National Stadium with a retractable roof and movable tiered seating
- The iconic Singapore Indoor Stadium
- A 6,000-capacity OCBC Aquatic Centre that meets FINA standards
- A 3,000-capacity OCBC Arena which is scalable and flexible in layout
- Water Sports Centre featuring kayaking and canoeing
- 41,000 sqm Kallang Wave Mall, including indoor climbing wall and Splash-N-Surf facility (Kids Waterpark, Stingray and Lazy River)
- 100PLUS Promenade that encircles the National Stadium
- Singapore Youth Olympic Museum & Singapore Sports Museum
- Sports Hub Library
- Shimano Cycling World
- Daily community facilities and activities, including beach volleyball, hard courts (futsal, basketball and netball) lawn bowls, giant chess, skate park and running and cycling paths.

The Singapore Sports Hub, which is managed by SportsHub Pte Ltd, is one of the largest sporting Public-Private Partnership (PPP) projects in the world. It is also Singapore's largest flagship PPP project of this nature and has won the Project Finance International (PFI) award in London in 2011, World Architecture Festival Awards for Best Future Project in the leisure-led development category in 2013 and Sports Building of the Year in 2014.

For more information, please visit the Singapore Sports Hub:

- Website: [www.sportshub.com.sg](http://www.sportshub.com.sg)
- Facebook: [sporesportshub](https://www.facebook.com/sporesportshub)
- Twitter: [@sgsportshub](https://twitter.com/sgsportshub)
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