

Alumni Network



The MBA Wing of the Imperial College Alumni Association of Singapore (ICAAS) invites you:

What's with the Bad News?

By Ku Swee Yong (Director, Marketing & Business Development, Savills Singapore)

Date: 10 September 2008 (Wednesday)

Time: 1915 hours

Location: The Pod, Level 16, NLB Building, 100 Victoria Street, Singapore

Admission is FREE but registration is required. Please register before 12 noon 09 September 2008 via email to Anthony_SEOW@nlb.gov.sg and include "ICAAS Talk on What's with the Bad News?" in the subject field. Places are limited and will be distributed on a first-come, first serve basis.

Abstract

There have been several financial analysts' reports that focus on how bad the whole residential property market is and that residential asset prices might drop by as much as 40%. Ten years ago, Singapore residential prices took a plunge of 45% over 2.5 years. Do we have the same conditions that can trigger a 40% drop in today's climate?

Biodata

Ku Swee Yong is currently heading up Savills Singapore's Regional Marketing and Business Development efforts. He is involved in the managing of the residential sales teams and the growth of corporate business and cross border investments.

Swee Yong joined Savills from Far East Organization where he was General Manager of the organisation's representative office in Indonesia. Prior to that, he was Director heading up Singapore Tourism Board's Jakarta office, helping drive up tourist traffic to Singapore from more than 20 Indonesian cities. Swee Yong's colourful career which spanned over 12 years revolved around the activities of sales and market development for corporations such as Singapore Airlines, HSBC Securities and Shell Chemicals.



Swee Yong has an MBA in Marketing awarded from University of Hull (UK), a Bachelor of Science in Chemistry (First Class) from Imperial College London (UK), and Institut Louis Pasteur, University of Strasbourg (France).

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