



Petrina Goh, Director, Singapore, CWT Meetings & Events

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CWT M&E Appoints Petrina Goh as Singapore Director

Singapore, 6 May 2019: CWT Meetings & Events (CWT M&E), the meeting

& events division of CWT, the B2B4E travel management platform, has appointed Petrina Goh as its new Director for Singapore. She will be responsible for growing CWT M&E's business in this key market, and creating highly participative, digital and data-driven M&E experiences for clients.

"The number of meetings, events and incentive trips managed by our team in Singapore has nearly doubled over the last five years," said Sam Lay, Senior Director, Asia Pacific, CWT Meetings & Events. "It's also one of the more advanced markets in the region, with companies looking beyond just savings to increase attendee engagement, better mitigate risks and maximize their ROI."

"Petrina has contributed greatly to the growth of our business in Singapore, and changing the conversation around how our clients define success for their meetings and events. I'm confident that we'll continue to scale greater heights under her leadership."

Goh has over a decade of experience in the meeting & events and hospitality industries. She joined CWT M&E in 2015 as a Business Development Executive, and in 2017 was promoted to the role of Senior Business Development Manager.

CWT M&E established its operations in Singapore in 2005, marking its entry into Asia Pacific. It has since become one of the most important markets for CWT M&E's business globally, both in terms of organizing meetings and events for clients based here, as well as for in-bound groups.

CWT Meetings & Events

CWT Meetings & Events delivers 38,500 innovative, high-quality projects for customers every year – across all industry sectors, globally. Our creative know-how helps us deliver awe-inspiring events, and our logistics expertise guarantees professional meeting services, group travel, and compliance. We manage your strategic meetings management programs with one aim in mind – to maximize your return on investment.

CWT Meetings & Events is CWT's meeting & events division.

CWT

CWT is a Business-to-Business-for-Employees (B2B4E) travel management platform. Companies and governments rely on us to keep their people connected – anywhere, anytime, anyhow – and across six continents, we provide their employees with innovative technology and an efficient, safe and secure travel experience. Every single day, we look after enough

travelers to fill more than 100,000 hotel rooms, while our meetings and events division handles more than 100 events every 24 hours.

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