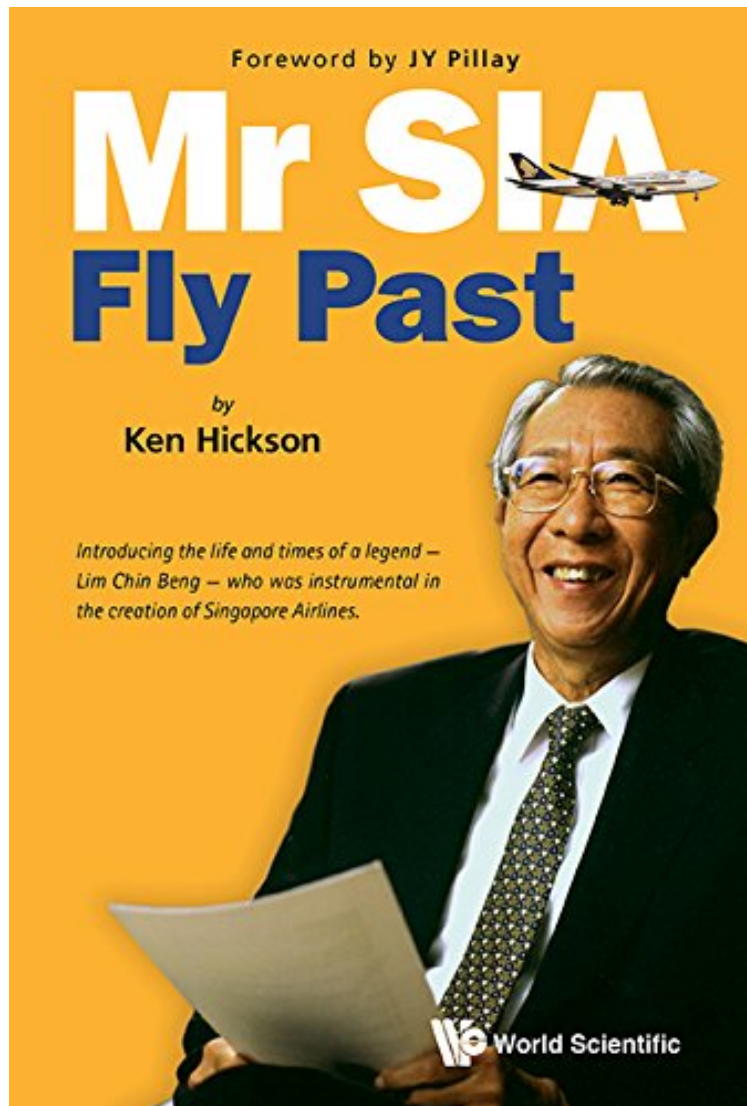


Mr SIA:Fly Past

Ken Hickson

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Ken Hickson : Mr SIA:Fly Past before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mr SIA:Fly Past:

Introducing the life and times of a legend in international aviation — Lim Chin Beng — the man they called Mr SIA. Absorbing the life and work of Lim Chin Beng is like watching a fly past of airlines and aircraft old and new. In this book, his past comes to meet you in many forms — designs, shapes, figures, photographs, episodes, places, people and you discover the connections with business, society and international aviation today and into the future.

Here's a man who was instrumental in taking the very basic components of a business — like a potter taking the clay — and creating what has become one of the world's leading brands, Singapore Airlines. But this airline "specialist", trained as an economist, had more jobs to do. His broad range of interests — arts and sports, property and tourism — led to him being called on to do his "national service" for Singapore. He was Ambassador to Japan for two terms and trade negotiator, chairman of the Singapore Tourism Board, Changi Airport International, Singapore Airshow, Singapore Press Holdings, Ascott Group, and ST Aerospace. Described as a quiet achiever and a visionary, this modest gentleman was not afraid to make bold decisions and take risks, even to the extent of setting up a budget airline, Valuair. Here was one man, who in his time, played many parts, on the world's stage and at home.

Contents: Foreword by JY Pillay
Foreword by Chew Choon Seng
Lim Chin Beng: His Story at a Glance
Delivery Times
Raffles Inspired
Designer Days
Lively Livery
Tall on Talent
Singapore Girl
Meaningful Mentoring
Piloting Pressures
Plane Makers
In-flight Service
International Relations
Diplomatic to a Tea
Dreaded Disasters
Media Money Matters
Business Class
Value Proposition
Airports Ahead
Tourism Chief
Aerospace Showcase
Aviation Alliances
Eventful Times
Property Guru
Flying into the Future

Readership: Professionals in the aviation industry, those in the field of business and management, and the general public keen to find out more about the life of the legendary Lim Chin Beng.

Key Features: The first book to feature the legendary Lim Chin Beng — a key figure in the international airline business, with an engaging description of his life story and how he succeeded in making Singapore Airlines the brand it is today. Written by journalist and communications specialist Ken Hickson, who has consulted for Singapore Airlines, and author of the book *Flight 901 to Erebus*

From the Inside Flap: Introducing the life and times of a legend in the international airline business Lim Chin Beng the man they called Mr SIA. Absorbing the life and work of Lim Chin Beng is like watching a flypast of airlines and aircraft old and new. In this book, the past of Singapore Airlines comes to meet you in many forms designs, shapes, figures, photographs, books, episodes and you discover the connections with business, society and international aviation today. Here's a man who was instrumental in taking the very basic components of a business like a potter taking the clay and creating what has become one of the world's leading brands, Singapore Airlines. How did he do it? What drove him to go where few others have? This airline "specialist," trained as an economist, had a broad range of interests in the arts and sports, and in property and tourism. He was committed to do his "national service" for Singapore in the way he knew best. But besides getting the national airline off the ground and into an international success story, he also served as a leading businessman, diplomat and trade negotiator. Described as a "quiet achiever," this humble gentleman was not afraid to make bold decisions and take risks, even to the extent of setting up a private budget airline, Valuair. Lim Chin Beng, unwittingly perhaps, took to heart the words of Shakespeare, accepting that "all the world's a stage" and taking on the role of "one man in his time plays many parts, his acts being seven ages."

About the Author: With an insider's knowledge of the airline industry and media, Ken Hickson was in the right place and time to produce this biography. He has known Lim Chin Beng for more than 30 years. He worked as a consultant for Singapore Airlines and the Singapore Tourism Board. Before this work, Ken has authored five non-fiction books including *Flight 901 to Erebus*, *The Future South*, *Forty: Building a Future in Singapore*, *The ABC of Carbon* and *Race for Sustainability*. His first visit to Singapore in 1981 coincided with Changi Airport opening and he attended the first Airshow at Paya Lebar. He has lived and worked in Singapore for a total of 21 years and he bases his sustainability and communication consulting business here.