

Lim Ban Hoe - Working Experience

Mr Lim Ban Hoe was appointed Group Director for Transport & Logistics & Natural Resources Group of International Enterprise (IE) Singapore with effect from January 2011. In this role, Ban Hoe supervised two divisions, to facilitate Singapore-based companies in the Aviation, Land Transport, Maritime and 3PL sectors (Transport & Logistics) as well as companies in Singapore's Oil & Gas / LNG sectors (Natural Resources), in their internationalization efforts.

He provided leadership to his team to constantly monitor global trends, global market opportunities and matched these with the companies' plans to venture overseas. His group worked with IE's 38 Overseas Centres to provide ground facilitation and business introductions, to develop trade and investment linkages between Singapore and global markets, provide market insights, intelligence, business & government connections, and consultancy advice for market entry.

In FY 2014, the Transport and Logistics Group helped companies to achieve Overseas Sales of S\$5.3bn, Overseas Investments of S\$2.5bn and successfully concluded 54 overseas projects.

During the period of January 2011 to July 2013, Ban Hoe was concurrently, IE's Group Director for Middle East & Africa (MEA) and Transport & Logistics Group (TLG).

From September 2006 to January 2011, Ban Hoe was based in Dubai, UAE, as the Regional Director (Middle East & Africa). During this period, he was involved in several G2G platforms, assisted various companies with their entry into MEA, and facilitated several large projects secured by Singaporean companies. He was also instrumental in increasing IE Singapore's presence in the Middle East from 1 to 5 centres, and also helped spearhead IE's initiatives into Africa. This culminated in the opening of 2 centres (South Africa and Ghana) in Africa.

Prior to this, Ban Hoe was IE's Director, Corporate Events & Resources Group from May 2003 till September 2006. He was responsible for the functions of IE's Events Management Division, Administration Division, its Legal Unit and the Emergency Planning Unit.

Ban Hoe had also contributed as IE's Quality Service Manager, assisting the Dy CEO in driving the organisation's Public Service 21 movement and Workplace Health Promotion programmes and initiatives.

Before joining IE Singapore, Ban Hoe served in the Singapore Armed Forces (SAF) for 27 years, holding various appointments which exposed him to management, coordination and administration of strategic and logistics resources, human resources, strategy and policy formulation and the development of operational logistics plans. He also oversaw the thorough and rapid provision of logistics support for various Army forces deployed for special duties. He retired from the Singapore Armed Forces in May 2003 as a Lieutenant Colonel (LTC).