



MARKETING  
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For Immediate Release

**MARKETING INSTITUTE OF SINGAPORE CONFERRED  
'OUTSTANDING CONTRIBUTIONS TO THE MARKETING PROFESSION' AWARD  
Presented by CMO Asia at the CMO Asia Awards 2010**

**Singapore, 23 July 2010** – The Marketing Institute of Singapore (MIS) was conferred the 'Outstanding Contributions to the Marketing Profession' award at the SUNTEC Singapore International Convention and Exhibition Centre today. Presented by the CMO Asia, the award recognises Marketing Institute of Singapore's valuable contribution to the industry and its professionals.

The CMO Asia Awards are the first of its kind accolades recognising Organisations, Chief Marketing Officers and Professionals who have shown leadership in building brands combined with consistent innovation and strategic marketing. The event was organised for a professional cause to enable sharing of knowledge and experiences.

An independent jury comprising of senior professionals from the fields of marketing, branding, advertising, public relations, brand strategy and corporate communications judged the entries for the Awards earlier this year. The CMO Asia Awards was represented by 25 countries across Asia, with 200 Senior Leaders present at the Awards Ceremony.

"As the national sales and marketing body, we take it upon ourselves to constantly promote the best marketing practices in organisations and raise the bar for professionalism and the general standards of the industry. We are gratified with this recognition and will continue our work in serving the community of marketers," said Mr Jeffrey Gomez, Acting Executive Director of the Marketing Institute of Singapore.

The CMO Asia is dedicated to high level knowledge exchange through thought leadership and peer networking amongst decision makers across industry segments in Asia.

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### **About the Marketing Institute of Singapore**

The Marketing Institute of Singapore is the national body for sales and marketing. Since 1973, the Institute has nurtured more than 40,000 students, sales and marketing practitioners through its Training Academy and provided the networking opportunities for thousands of its members. The Institute will continue to serve the community to fulfil its vision of "Creating Marketers". For more information of the Institute please visit [www.mis.edu.sg](http://www.mis.edu.sg).

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