



51 Anson Road, #03-53 Anson Centre, Singapore 079904
Tel: (65) 6327 7588 Fax: (65) 6327 9741
www.mis.edu.sg

For Immediate Release

**MARKETING INSTITUTE OF SINGAPORE EMERGES WINNER OF
PREFERRED SALES TRAINING FIRM (HEADCOUNT SIZE 51-100) AWARD
In Human Resources Magazine's HR Vendors of The Year 2009**

Singapore, 11 January 2010 - Marketing Institute of Singapore, the national body for sales and marketing, has been awarded the winner of the Preferred Sales Training Firm (Headcount Size 51-100) Category in the Human Resources Magazine's HR Vendors of The Year 2009. The Institute was also ranked highly in other categories like the Preferred Sales Training Firm (Second) and Preferred Management Training Firm (Third).

This marks the first time the Marketing Institute of Singapore has been voted in the awards organised by Human Resources Magazine – a leading Singapore publication that provides authoritative news and content for the republic's HR community.

Now in its third year, the HR Vendors of The Year are awarded based on the results of a survey conducted by local independent research and business consultancy firm BDM Intelligence. The survey was conducted on-line in the third quarter of 2009.

Mr Loh Kwong Cheng, President of the Marketing Institute of Singapore, is pleased with the results. "It's gratifying to see us getting such positive market sentiments after all our efforts to ensure that we have the most comprehensive range, best trainers and highest quality Sales programmes in the market. Awards like these are only possible when you have a strong team in place. I would like to thank and congratulate the Executive Development Services team for their high levels of professionalism, pro-activity and commitment to bring us to our current market position as one of the leading sales and marketing training providers locally and in the region."

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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.

For more information or to arrange for media interviews, please contact Shevonne Ang at (65) 6327 7590 or shevonne@mis.org.sg.