



Ronnie Lim

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Ronnie Lim is the CEO and founder of The Event Company (TEC). Established in 1991 following his career as regular, non-commissioned officer in the Singapore Armed Forces Commando Unit, he has moulded TEC into one of the region's leading conference and event management consultancies; - pioneering events as a strategic and powerful communications tool for promoting brand identity and impactful audience experience.

The company was established in response to the burgeoning demand for an event management group that could orchestrate strategic communications solutions professionally. Operating on the philosophy of pushing the frontiers of excellence in embracing and experimenting with new methods and style that are in tandem with constant technological advancements, TEC has always thrived on riding the crests of market changes to constantly create, re-invent, innovate and value-add to the success of businesses.

From its humble beginnings specializing in local community and government related events, TEC has grown rapidly into a full service agency, providing total solutions for corporate meetings, conferences and special events, both regionally and internationally.

Over the years, TEC has conceptualised, designed and managed many international conferences and special events. The company has been the preferred event partner of Fortune 500 companies and think-tanks including Fortune, Forbes, Microsoft, Nokia, Cisco Systems, Hewlett-Packard amongst others. Recent notable events that were managed by the company include NTUC Logo Launch and E-Hub Opening in May 2008, The Asian Ministerial Summit in July 2008 and Ministry of Manpower Work Life Conference and Forbes CEO Conference in August 2008 to name a few.

TEC was acquired last year for its full services expertise by Staging Connections Limited (SC), a publicly-listed worldwide event and exhibition services group, with offices throughout Australia and New Zealand, Dubai, China and South East Asia. Ronnie still remains as the CEO of TEC and is also the President of South-East Asia Staging Connections. The overall company's vision is to create and own world class events with an international reach. With its added network of affiliates across the world, TEC's competitive edge lies in its ability to deliver a unique combination of global reach and boutique-size agility with keen strategic acumen.

Ronnie enjoys many professional affiliations and maintains strong links with the regional and international MICE network through his leadership roles in key industry associations. He sits on the Board of the Starwood Advisory Council, and is a member of the international Young Entrepreneurs Organisation (YEO) and World Entrepreneurs Organisation (WEO), Singapore Chapter.

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