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SWITCHING TO PUBLIC TRANSPORT

Do the new initiatives to transform Singapore's public transport system go far enough?

What more needs to be done to convince car owners to make the switch?

The Business Times, 04 February 2008 – Daniel Yew, CEO of Spinn says: “We will get more ingenious solutions if we let a free and competitive market devise ways to convince car owners to make the switch. Although I find the new initiatives encouraging, I thought the Land Transport Authority (LTA) would do a better job at defining the vision, setting the boundaries and objectives, providing incentives and rewards to the market to meet our public transport goals. There is a huge element of social and public service in public transport and market rewards alone in our small market may not be incentive enough. Here, the government would do well to provide additional incentives.”

About SPINN

SPINN is a leading creative video production company which specializes in producing videos for sales, marketing and corporate needs. SPINN consistently delivers high quality work with service excellence, making it the preferred creative provider amongst leading companies and organizations seeking to communicate their marketing and corporate messages in an effective and compelling manner. SPINN's creative videos help brand companies, close sales, launch events, raise funds and recruit talent.

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