

BTMICE FACT SHEET

as of 29 Jul 2016

Overview of BTMICE in Singapore

Against a backdrop of growing opportunities from both traditional outbound markets including the United States, Europe and Japan, and high-growth potential markets such as China and India, the Singapore Tourism Board (STB) has set its sights on ensuring that the tourism sector in Singapore remains competitive and continues to be a key contributor to the economy in the years to come.

The Business Travel and Meetings, Incentive Travel, Conventions and Exhibitions (BTMICE) sector is a key contributor of tourism receipts. In 2015, BTMICE visitor arrivals hit around 3 million with an estimated expenditure of S\$4.5 billion ^[1].

Tourism Receipts and Visitor Arrivals

| Year | Business/MICE contribution to overall Tourism Receipts (SGD, billion) | Total number of visitors that cite Business/MICE as Purpose of Visit* (million) |
|------|---|---|
| 2015 | 4.5 | 3 |
| 2014 | 5.2 | 3.2 |
| 2013 | 5.5 | 3.5 |
| 2012 | 5.7 | 3.4 |

(Note: * This figure excludes Sightseeing and Entertainment expenditure)

Generally, the Meetings, Incentive Travel, Conventions and Exhibitions (MICE) industry plays a significant role for the tourism sector and Singapore, performing consistently despite global economic uncertainties.

According to our Economic Impact Analysis (EIA) study, the MICE industry accounted for approximately S\$ 3.7 billion or 1.1 per cent of Singapore GDP in 2012.

Why Singapore?

Singapore provides a conducive platform for BTMICE travellers to achieve their success in Singapore through a dynamic environment underpinned by vibrant knowledge, wide networks, ease of doing business and a sense of fun.

1. Strategic location and accessibility

Singapore's extensive global trade and communications networks provide market access and trade flows to Asia Pacific and the world. Singapore is one of Asia's main air, sea and telecommunications hubs with market access to some 4 billion people within a 7-hour flight radius. Positioned in the middle of the fast-growing and emerging Asia-Pacific markets of China, India and ASEAN, business travellers can easily convene in Singapore, with more than 100 international airlines flying to some 300 cities in about 70 countries and territories

^[1] These figures exclude Sightseeing and Entertainment expenditure



worldwide. Changi Airport was also named, for the sixth time, the World's Best Airport at the 2015 Skytrax World Airport Awards.

Beyond air and sea connectivity, Singapore's extensive trade links also provide companies with greater market connectivity through the reduction of tariff and non-tariff barriers. The Republic, with a network of 20 regional bilateral FTAs with 31 trading partners, currently has the most extensive network of free trade agreements (FTAs) in Asia. Agreements have been signed with key economies such as United States of America, Japan, Australia, New Zealand, members of the European Free Trade Association, Jordan, China, Chile, South Korea, India and Panama.

In the area of information communications, the country's broadband network reaches 99 per cent of the population. International and regional connectivity now stands at 27.6 Tbps to more than 100 countries.

2. Pro-business environment

The presence of more than 7,000 multinational companies, of which about 4,000 have located their regional headquarters in Singapore, together with a government supportive of nurturing businesses, contribute to a dynamic business environment. The introduction of co-investment and seed funding programmes further fosters an environment in which ideas can be turned into businesses easily and profitably.

Strong trade and investment makes Singapore the second most competitive country in the world and Asia-Pacific's most competitive country (World Economic Forum's Global Competitiveness Report 2015 – 2016). The World Bank has ranked the Republic for the 9th time as the World's easiest place to do business (Doing Business 2015 Report) and the Economist Intelligence Unit ranks Singapore as having the best Business Environment in Asia Pacific (EIU Business Environment Rankings 2014).

Singapore is known for integrity, quality, reliability, productivity, rule of law, and enforcement of intellectual property (IP) rights – assets essential in the knowledge economy. The country has placed a great deal of commitment into developing a strong domestic regulatory framework to protect IP rights. The World Economic Forum's Global Competitiveness Report 2015 – 2016 ranks the island as having the best IP protection in Asia, and the fourth in the world.

3. Strong Knowledge Economy

Singapore is the home base of thought-leadership and innovation with unique strengths in knowledge-based and knowledge-driven industries such as banking & finance, biomedical sciences, ICT & media, energy and environment, as well as transport & security. Singapore has also successfully grown its R&D base, drawing top scientific and creative talent and nurtured R&D collaborations between the public sector and private enterprise.

In addition, Singapore is home to around 140 International Non-Profit Organisations (INPOs) including the World Wildlife Fund (WWF), The World Bank Group, Tax Free World Association (TFWA), International Federation of Interior Architects/Designers (IFI), and International Air Transport Association (IATA)- a number that has more than quadrupled since 2005.

These factors draw international thought leaders, high-level government officials, and international personalities for the exchange of ideas and insights. Some of the notable events that have attracted distinguished international thought leaders include the Global Young Scientist Summit 2014, SkyBridge Alternatives (SALT) Conference 2013, Young Presidents' Organization World Leadership Summit 2012, the annual Russia Singapore Business Forum held in Singapore since 2006, and the APEC Meeting 2009, to name a few.

4. Partner in innovation

Building on our core attributes of knowledge and networks, Singapore is well-positioned as the ideal partner for event organisers to co-create innovative and winning solutions for the future. SECB works closely with relevant government agencies as well as trade associations and academic/research institutions to provide the critical factors for our partners' success.

Singapore was recently named most innovative city in Asia Pacific by corporate advisory group, Solidiance. The survey ranked cities according to human talent, knowledge creation, technology, government and global integration. For more information, please visit <http://www.asiainnovativecities.com/winners.html>

5. Professionalism and experience

Singapore prides itself on its efficiency as well as the professional services that the local industry can provide to business events organised here. SECB also works together with industry partners to provide a customised solution for each event. With Singapore's good infrastructure and business efficiency, event organisers can run their business events with greater confidence of success.

Singapore's healthy MICE ecosystem is home to a wide range of experienced Professional Convention Organisers (PCOs), Professional Exhibition Organisers (PEOs), Associations, suppliers (booth stand contractors), venue operators, and local MICE industry association, the Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS) , who are well-versed in organising MICE events in Singapore.

6. Sustainability in the MICE Industry

Recognising a growing concern on the environmental impact of tourism, the Singapore Tourism Board (STB) is placing stronger commitment to protect our environment. Within the MICE industry, event organisers are also seeking to reduce their carbon footprint through efforts such as using recyclable badges, lanyards from sustainable materials, providing recycling bins on site as well using mobile platforms versus printed materials. Venues are also making efforts to undertake environmentally-friendly practices, as they recognise that such endeavours, other than reducing the carbon footprint that their event leaves, also significantly enhance the overall event visitor experience, bringing about intangible benefits.

STB will also continue our efforts to collaborate with the local industry to develop strong sustainability policies and practices. For the MICE sector, STB commissioned MCI to conduct a sustainability industry audit and benchmarking study on the MICE industry. This resulted in the development of sustainability guidelines which will serve as a reference guide for MICE industry players who are keen to adopt sustainable practices.



Launched in November 2013, the Sustainability Guidelines are referenced from international standards such as the ISO 20121 Sustainable Events Management System and the APEX/ASTM Environmentally Sustainable Meeting Standards, and geared towards those who are keen to adopt sustainable practices. Through these guidelines, the STB also hoped to encourage local MICE players to meet global sustainability requirements.

7. Extensive variety of venues

Singapore offers an excellent range of state-of-the-art convention centres, exhibition halls, and meeting venues for MICE that suit a variety of needs and budgets. These venues not only offer first-rate conference and meeting facilities, but also the convenience of a wide range of accommodation, food, shopping, entertainment, and other lifestyle options in close proximity.

The Marina Bay Sands® Expo & Convention Centre, Suntec Singapore Convention & Exhibition Centre and the Singapore EXPO with its MAX Atria wing, are suitable for large-scale international exhibitions and conferences.

To meet the growing trend of corporate clients and delegates being increasingly more concerned about sustainability and the impacts that events have on the environment, more venues in Singapore are incorporating sustainable practices into their facilities. For example, Marina Bay Sands® received the honour of being Singapore's first ISO 20121 certified venue and the first event and conference venue outside America to receive Level One certification by ASTM International that signifies its standing as a sustainable venue. MAX Atria, designed to bring nature "inside" and meetings "outside", was the first convention venue to obtain the prestigious the Building and Construction Authority (BCA)'s Green Mark Platinum Award.

Together with the Grand Copthorne Waterfront Hotel Conference Centre, Raffles City Convention Centre, and Resorts World™ Sentosa, these venues offer world class conference and meeting facilities, as well as nearby accommodations and dining. Smaller venues are also available for more intimate gatherings, while unconventional spaces including theatres, gardens and even the "fountain of wealth" at Suntec Singapore, can be utilized for meetings, incentive group activities, and other corporate events.

Some of Singapore's attractions also meet the growing demand for more interesting and non-traditional meeting venues and experiences outside of the conventional board room and hotel meeting facilities. Some attractions that integrate MICE facilities together with unique leisure offerings include the S.E.A. Aquarium™, River Safari, Gardens by the Bay, ArtScience Museum™, Universal Studios Singapore®, Goodman Arts Centre to name a few. These venues make for interesting backdrops for team building activities or learning journeys that may be incorporated within the meeting programmes, allowing organisers to come up with creative programmes that result in a differentiated delegate experience.

8. Extensive choice in accommodation

With more than 390 hotels and over 60,000 rooms, there is an answer to every budget and preference – from no-frills accommodation to boutique hotels, modern business hotels and luxury beach resorts. Most hotels offer fully-equipped business centres, meeting facilities, broadband Internet access and other conveniences for business travellers.



9. Exhilarating mix of business and leisure activities

Singapore offers a unique concentration of different leisure experiences to enhance one's business trip, from its distinctive cultures and dining experiences, to a vibrant arts scene and world class shopping venues.

From the big swanky malls in Orchard Road, Singapore's main shopping precinct, to the smaller boutiques in Haji Lane or Ann Siang Road, and even culture shopping precincts in Kampong Glam, Joo Chiat and Little India, Singapore has a variety of shopping choices throughout the island to suit all shoppers' needs.

The integrated resorts have also contributed to our MICE infrastructure and added a host of unique venue options which include a Marine Life Park™, Maritime Experiential Museum™, ArtScience Museum™ as well as the Sands SkyPark®. Singapore can now offer enhanced experiences with innovative meeting concepts, ranging from incentive group meetings at Universal Studios Singapore® theme park to post-meeting entertainment with long-running Broadway shows, and fine-dining with celebrity chefs.

For example, the Scavenger Hunt Team Building Programme held in the region's first world-class movie theme park, Universal Studios Singapore®, creates a unique and dynamic team bonding experience. Participants get to go on a "mission" that takes from the streets of New York to the pyramids of Ancient Egypt. This team building package revolves around Universal Studios Singapore® suitable for groups 20 persons and above. It comes with a choice of 3 levels and plays on puns and words that revolve around all things related and found at Universal Studios Singapore®. Complimentary Scavenger Hunt themed group photos are also provisioned. Since the package was rolled out in late 2011, they have hosted more than 80 Scavenger Hunts for their MICE clients, including Novartis Singapore, Hermes Singapore and Prudential Assurance Co. Singapore. Group sizes vary, from tens to hundreds.

A nation of food enthusiasts, the city's culinary landscape has evolved tremendously in recent years and has expanded in range and variety. Beyond the astounding variety of authentic street food, and emerging new and innovative dining concepts at an extensive range of price points, Singapore is also home to interesting venues that provide hands on culinary experiences. Establishments such as 2AM Lab, Palate Sensations, ToTTs, and Coriander Leaf conduct programmes and classes for corporate groups. In Singapore, where food forms a central part of its culture and is always accessible no matter where you are, the itinerary for a culinary incentive trip would easily integrate conventional incentive activities like sightseeing and team-building programmes, with unique dining experiences.

Beyond food, corporate groups can also enjoy wine and coffee appreciation courses in the city. Companies offering such courses include Wine & Co. Consulting and Highlander Coffee Academy.

For more information:

- Palate Sensations (<http://www.palatesensations.com/index.php>)
- Coriander Leaf (<http://www.corianderleaf.com/cookingstudio.html>)
- ToTTs (<http://content.tottstore.com/hosting/events>)
- Cookyn Inc (<http://www.cookyn-inc.com/>)
- 2AM Lab: (<http://2amlab.org/about/philosophy/>)*

**Selected classes only*

Recent developments such as Gardens by the Bay, Marina Bay Cruise Centre Singapore, the River Safari and the Singapore Sports Hub, and the upcoming National Gallery Singapore provide unconventional business event venues, allowing event organisers to come up with creative programmes that deepen the overall delegate experience. Such venues make for interesting backdrops for team building activities or learning journeys that may be incorporated within meeting programmes. Together with other established venues, these have the capacity for different types of conventions, exhibitions and meetings, and will continue to serve the MICE industry.

For more information, please visit yoursingapore.com

Growth of MICE Events

In 2015, Singapore continued to establish **thought leadership** through **new compelling content**. The year saw a strong line-up of events, with several making their debuts either in Asia or Singapore:

- Exhibitions & Conferences such as Gastech, INTERPOL World 2015, inter airport South East Asia and Children Baby Maternity Expo South East Asia 2015
- Association Conventions like the World Liquefied Petroleum Gas (LPG) Forum, European Society for Medical Oncology (ESMO) Asia Congress 2015 and West Point All-Academies Asia Summit
- Other notable events in 2015 include:
 - Sibos 2015, the world’s premier financial services event which returned to the city after 12 years
 - Large-scale events by incentive groups, five of which brought in more than 25,000 business delegates e.g. Oriflame Diamond Conference 2015, USANA Asia & Pacific Convention 2015, BestWorld Convention 2015, Forever Living Global Rally 2015 and Jeunesse Global Expo Unite Annual World Conference 2015

Association Conventions and Meetings

Singapore also continued to maintain its leading positions in the global rankings for association conventions and meetings.

| | 2013 | 2014 | 2015 |
|-------------|--|--|---|
| ICCA | 175 events 6 th Top City in the World and 1 st in Asia | 142 events 7 th Top City in the World and 1 st in Asia | 156 events 7 th Top City in the World and 1 st in Asia |
| UIA | 994 events Top international meeting country and city | 850 events 3 rd Top international meeting country and 1 st in Top international meeting city | 736 events Ranked 4 th international meeting country and 1 st international meeting city |

Table 2: ICCA and UIA Rankings

MICE Space in Singapore

New and existing venues for Meetings, Incentive Travel, Conventions and Exhibitions (MICE), which include the two Integrated Resorts, Raffles City Convention Centre, Singapore EXPO Convention and Exhibition Centre (Singapore EXPO) and Suntec Singapore Convention and Exhibition Centre (Suntec), offer approximately 340,000 square metres of MICE space.

[Note: This excludes hotels, galleries and outdoor venues that also cater for business events.]

BTMICE Awards & Accolades

MICE

- **Asia's Top Convention City** for the 14th consecutive year (*International Congress and Convention Association Global Rankings 2015*)
- **Top International Meeting City** for the 9th consecutive year (*Union of International Associations Global Rankings 2015*)
- **#1 Top Asia Pacific Destination** (*Inaugural Cvent Top 25 Asia Pacific Destinations 2016*)
- **Best BT MICE City 2015** (*TTG Travel Awards 2015*)
- **2nd Best Convention Bureau & 2nd Best City for Business Events** (*CEI Asia Readers' Choice Awards 2015*)
- **Best MICE City 2014** (*11th Annual Global Traveler Tested Reader Survey Awards 2014*)
- **Asia's Leading Meetings & Conference Destination** (*World Travel Awards, 2013*)

Pro-Business

- **World's Easiest Place to do Business** for the 9th time (*Doing Business 2015 Report, World Bank*)
- **Best Business City in Southeast Asia 2015** (*Business Traveller Asia-Pacific Travel Awards 2015*)
- **Asia's First and World's Fourth for Best Protection of Intellectual Property** (*The Global Competitiveness Report 2015-2016, World Economic Forum*)
- **Asia's First and World's Second Most Competitive Country in the World** (*The Global Competitiveness Report 2015-2016, World Economic Forum*)
- **Best Business Environment in the World** (*Economist Intelligence Unit Country Forecasts Report 2014*)



- **Most Popular Business Travel Destination in Asia Pacific 2012** (*Accor Asia-Pacific Business Traveller Research*)
- **City with the Best Investment Potential** (*BERI Report 2014-I*)

Others

- **Second Safest Country in the World** (*World Justice Project (WJP) Rule of Law Index 2015*)
- **Ranked 3rd Most Transparent Country in the World and Asia** (*IMD World Competitiveness Yearbook 2015*)
- **5th in the World and 1st in Asia for being Least Corrupted** (*IMD World Competitiveness Yearbook 2014*)
- **World's Most "Network Ready" Country, and ranked top in the world for Business & Innovation Environment** (*The Global Information Technology Report 2015, World Economic Forum*)

About the Singapore Exhibition & Convention Bureau™ (SECB)

The Singapore Exhibition & Convention Bureau™ (SECB) is a group of the STB that champions the business events industry in Singapore. As the lead government agency for this industry, the SECB aims to establish Singapore as a dynamic business events destination where an ecosystem of ideas, people, and technology draws on vibrant knowledge and wide networks.

The SECB values industry partnerships and collaborates with business event organisers, associations and MICE industry stakeholders to identify key opportunities to grow, attract and create business events. The SECB also assists business event organisers, corporations and associations by providing comprehensive and impartial information on Singapore's MICE facilities, incentive venues and industry partners.

To stay relevant and competitive in a rapidly changing global operating environment while meeting rising expectations, Singapore's efforts will continue to focus on quality tourism by understanding consumer needs and strengthening industry capabilities so as to reinforce Singapore's value proposition as an award-winning MICE destination in the region. Constant innovation is necessary to provide personalised and enriching experiences that meet the evolving needs of our visitors.

The SECB is a member of the [BestCities Global Alliance](#), the world's first convention bureau alliance with ten partners in five continents.

Incentive Schemes Offered by SECB

Business Events in Singapore (BEiS) scheme

The SECB encourages the business events industry to anchor and grow quality events as well as catalyse the innovation of new content. SECB seeks to continue supporting the evolving and varied needs of the industry and build a strong pipeline of business events in Singapore.

In an effort to provide an unforgettable business event experience, we offer customized support that may include facilitation in securing venues; introductions with leading government agencies, local associations and business partners as well as marketing and publicity support. Funding support is also given through the Business Events in Singapore (BEiS) scheme on fulfillment of its evaluation criteria and deliverables.

For more information, please visit <http://www.yoursingapore.com/mice/en/plan-your-event/event-assistance-schemes.html>

Approved International Fair (AIF) scheme

The Approved International Fair (AIF) scheme was developed in 1990 and is currently administered by SECB. It confers official recognition through a stamp of endorsement to selected exhibitions with proven international and commercial appeal. AIF-approved events are easily identified by the AIF logo, a symbol of the high quality of the event it endorses.

Participants at AIF-endorsed events can be assured of:

1. Reaching the Asian market
2. Making contacts and networking with important and relevant trade visitors and buyers from around the world
3. Gaining access to a wide range of quality international products and services conveniently brought together at a single venue

Additionally, as AIF events have good international representation, they are effective platforms for local Singapore companies to participate in as part of their internationalisation efforts. Local companies that exhibit in an AIF event are eligible for double tax deduction (DTD) against their participation expenses.*

*Note: This is subject to eligibility criteria. For more information, please visit <http://www.yoursingapore.com/mice/en/plan-your-event/event-assistance-schemes/aif/overview.html>. The DTD is administered by the Inland Revenue Authority of Singapore (IRAS).

The AIF scheme is an indication of how firmly SECB believes in the critical role that exhibitions play in the economic and business development of a country's industries. Through extending both a stamp of recognition and Double-Tax Deduction, AIF incentivises local companies to gain exposure through quality exhibitions, helping the exhibition organizer garner local industry participation in their event.



In Singapore Incentives & Rewards (INSPIRE)

In Singapore Incentives & Rewards (INSPIRE) is a rewards programme consisting of curated itineraries which centres on the best of Singapore's dining, entertainment and attractions suited for the respective markets.

SECB and its partners have launched packages with experiences that will appeal to incentive travellers from each market.

The INSPIRE programme is available to the China, India, Europe and North America markets. For more information, please visit <http://www.yoursingapore.com/mice/en/plan-your-event/event-assistance-schemes/inspire/overview.html>

Singapore MICE Advantage Programme (SMAP)

The Changi Airport Group, Singapore Airlines Limited, and the SECB have leveraged their combined experience in the meetings industry to develop the Singapore MICE Advantage Programme (SMAP). This programme offers enhanced meeting experiences for event organisers and overseas Meetings, Incentive Travel, Conventions and Exhibitions (MICE) visitors and is intended to complement the BeiS incentive scheme currently offered by the convention bureau.

With this new programme, meeting planners can look forward to cost savings and smoother event planning and operations. MICE delegates travelling to Singapore to attend SMAP-supported events can also enjoy exclusive airline and airport benefits.

Other Programmes

Conference Ambassador Programme (CAP)

An initiative of the SECB, the Conference Ambassador Programme (CAP) identifies and recognizes the contributions and efforts of notable professionals and key opinion leaders that are advocates for Singapore's MICE industry.

Conference Ambassadors are passionate professionals that believe in the meeting of minds and Singapore's strengths and capabilities to deliver business events that are of quality content and unique experiences. Ambassadors are recognised experts or key opinion leaders in their field. They typically hold regional and international affiliated positions in associations and are passionate about Singapore. With their influence and network, they play a key role in profiling Singapore and championing bids.

Membership to CAP is by invitation only. For more information, please contact us at stb_CAP@stb.gov.sg or +65 6736 6622.