



UFI has recognised for some years the growing importance of Asia to global business and trade and, therefore, to the exhibition industry. We are particularly excited now about fast-developing opportunities in Southeast Asia. We have had close links with the industry in Singapore for many years and recognise the high levels of professionalism in exhibitions there along with the pioneering spirit of the country's entrepreneurs which has helped to open up so many markets across the region"

PAUL WOODWARD, MANAGING DIRECTOR, UFI



The positive outlook of the exhibitions and conference industry continues to mirror the growth of the global economy and we are constantly looking for sophisticated and professionally trained destinations to launch new or enhanced shows. Asia, and specifically Singapore, continues to be an excellent destination as it offers outstanding accessibility that allows organisers to attract global participants and be very successful with their events"

DAVID DUBOIS, PRESIDENT AND CEO, INTERNATIONAL ASSOCIATION OF EXHIBITIONS AND EVENTS



SINGAPORE EXHIBITION & CONVENTION BUREAU

A group of the Singapore Tourism Board, The Singapore Exhibition and Convention Bureau™ (SECB), has a mission to champion business travel and business events. The bureau aims to establish a dynamic business hub destination and to fulfil a host of diverse roles that ensure your event is the best it can possibly be.

As a Business Events Champion, SECB drives initiatives to develop Singapore's vibrant MICE environment and achieve greater business competitiveness. The bureau strives to reinforce Singapore's position as a regional events hub by connecting event organisers with venues and supporting services, leading government agencies, local associations and business partners.

As an Experience Architect, SECB values every business delegate and trade visitor,

and works with industry partners to deliver exceptional, seamless experiences and ensure a distinguished event.

As a Global Marketer, SECB facilitates marketing and publicity support for your event to reach your regional and global target audience, including event listings on YourSingapore.com/MICE.

Singapore is a member of the BestCities Global Alliance, the world's first convention bureau alliance. Other member partners are Berlin, Bogota, Cape Town, Chicago, Copenhagen, Dubai, Edinburgh, Houston, Melbourne, Tokyo and Vancouver. SECB prides itself on close cooperation that extends across organisations, cultures and countries so as to deliver the best professional practices and service.

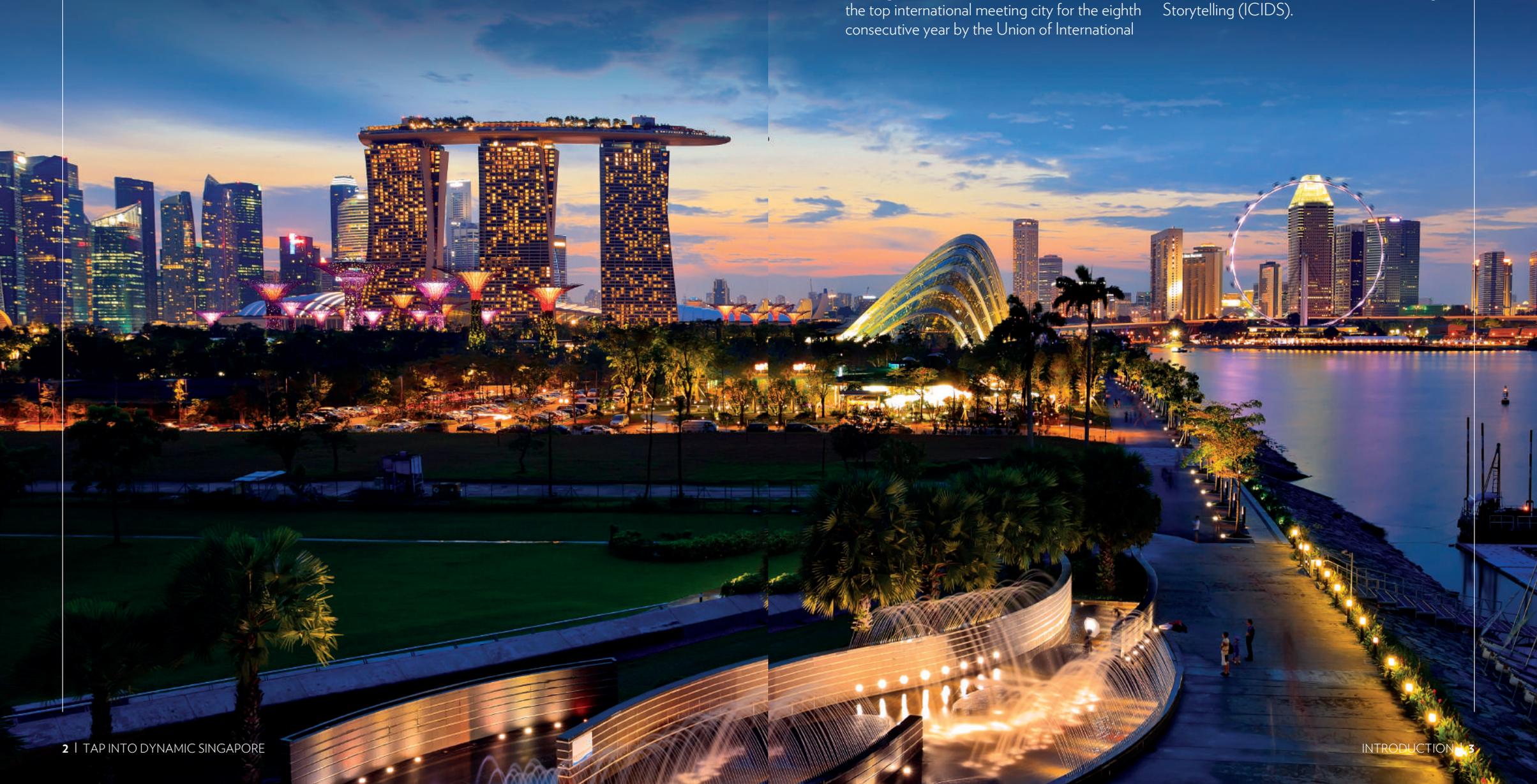
TAP INTO DYNAMIC SINGAPORE

Singapore's MICE landscape truly is one of a kind. As the established regional destination for business events, the city is Asia's thought-leader on providing platforms for future solutions, and exchange capital for international buyers and sellers.

Recognised by The World Bank as the world's easiest place to do business for the ninth time (Doing Business 2015 Report), Singapore has also clinched the Best BTMICE City accolade at the prestigious TTG Travel Awards 2015.

Among other accolades, we have been named the top international meeting city for the eighth consecutive year by the Union of International

Associations (UIA) in 2014. Singapore continuously brings in new compelling content and in 2014, such content was featured in a number of first-in-Asia events, such as the 19th International Symposium on Formal Methods, the Special Education Network In Asia (SENIA) Conference 2014 and the International Conference on Interactive Digital Storytelling (ICIDS).





Access thought-leadership in a secure intellectual property rights environment

Singapore is the home base of thought-leadership for various knowledge-based industries. Together with a robust legal framework for intellectual property rights protection, it is the ideal partner to create innovative solutions for the growth of your business events



Leverage the Asian hub with a global perspective

Singapore's strong global trade and communications networks provide market access and trade flows between Asia Pacific and the world. Strategically positioned in the middle of this fast-growing region, Singapore is the perfect launchpad to access the emerging markets of ASEAN, China and India



Organise events with ease

With a comprehensive roster of efficient infrastructure and quality support services to draw on, event organisers can be assured of being able to organise events of any size with ease, all in an environment where safety and security is the norm



Mix business with unique leisure experiences

Singapore provides a concentration of diverse leisure offerings to complement your business activities, all within a compact and accessible city that makes it easy for time-hungry business travellers to enjoy



Work with an ideal business partner

Singapore's healthy MICE eco-system is home to a wide range of experienced industry players who are well-versed in organising MICE events in Singapore. SECB is constantly developing the MICE industry to encourage continued excellence, in order to provide professional and efficient services for greater confidence of success

THE SINGAPORE DIFFERENCE

CHANNELS OF SUPPORT

Business Events in Singapore (BEiS)

The BEiS Scheme extends financial incentives support to organisers of Meetings, Incentives, Conventions, Trade Conferences or Trade Exhibitions, on fulfillment of specified deliverables, Grants are extended on a reimbursement basis.

Eligibility Criteria: The recipient must be a business, company or association in the MICE sector. The event will be judged on content, brand, and attendee profile, including the level of foreign visitorship.

Approved International Fair (AIF)

The AIF scheme confers official recognition on selected trade fairs with proven international and commercial appeal. It plays a significant role in helping exhibitors and visitors identify trade fairs with strong access to global and Asian markets. AIF events are easily identified by the AIF logo. Approved local exhibitors in AIF events benefit from a tax incentive.

Eligibility Criteria: The trade exhibition must be organised by a professional exhibition organiser and adhere to international standards. It must have at least one successful showing in Singapore and be at the forefront of introducing products and services to the industry. The event will be assessed on the number of foreign exhibitors and visitors, and size of exhibition space.

Singapore MICE Advantage Programme (SMAP)

SMAP is a partnership between SECB, Changi Airport Group and Singapore Airlines to provide business events organisers and MICE delegates with red-carpet treatment. Benefits include financial grants and discounts on advertising spaces in Changi Airport.

Eligibility Criteria: The events will be judged on a minimum number of foreign participants.

➤ Please refer to YourSingapore.com/MICE for detailed information on the channels of support

A

YOUR INDUSTRIES OUR DISTINCTIONS

DESIGN
EDUCATION
HEALTHCARE & BIOMEDICAL
INNOVATION
MEDIA & DIGITAL CONTENT
SOCIAL SECTOR
SPORTS
TRANSPORT & LOGISTICS
TRAVEL
URBAN SOLUTIONS

THE FUTURE OF DESIGN IS IN ASIA

Boundless market potential and vast regional talent pools have seen the international design scene shift its focus away from the mature West to the emerging East.

This new energy has seen Singapore's prominence increase further, as both a gateway to Asia for international houses, as well as a gateway to international markets for new Asian designers.

Market and consumer sophistication

From architecture and interiors to fashion and retail, Singapore's refined consumer base sustains high demand for the world's top names in design. Ranked sixth in the world in design by International Design Scoreboard, this flourishing design hub is also spearheading regional industry development, as global labels launch into the booming Asia Pacific market from Singapore.

Multi-national corporations recognise Singapore's unique confluence of arts, culture, business, and technology and are responding with new design centres here to tailor exclusive products for Asian markets. Among them are Procter & Gamble, Electrolux, NiCE Ltd, and Porsche Design Studio.

Talented network of designers

Singapore's home-grown designers have also gained global acclaim, winning more than 150 international awards between 2008 and 2012. Little wonder Singapore's design events calendar is filling up fast, with internationally-renowned events providing an unmatched platform for fashion, architecture and interior design brands to showcase their wares to key buyers. **The International Furniture Fair Singapore 2013** for example registered US\$297m in spot orders and more than US\$3.3bn in follow-on sales. 2014 saw the official launch of Singapore's



National Design Centre, as well as the inaugural **Singapore Design Week**, a stage for Asian design talents bringing together local and international events such as **Maison & Objet Asia**, the **Good Mark Design Awards** and **Singapore Design Awards**.

The annual **Asia Fashion Exchange** with trade and consumer events such as **Blueprint**, **Asia Fashion Summit**, and **Audi Fashion Festival** in May is a gathering of industry leaders, and is a must-attend event for the who's who in the fashion industry.



RELEVANT SITE VISITS

The National Design Centre (NDC) is the nexus for all things design. It is home to the national agency for design, DesignSingapore Council, and host to rotating exhibitions and programmes. designsingapore.org/NDC



The Red Dot Museum is Asia's first contemporary design museum. Every exhibit is a winner of the international Red Dot Design Award, one of the world's leading and largest design competitions museum.red-dot.sg



Asia Pacific is the largest growing market for furniture; in 2012 alone, the Asia Pacific furniture and floor coverings market grew **4.9%** to reach a value of

US\$91.5bn

Design retail investment in Asia grew **86%** from 2002-12

Asia's design-related exports growing at an estimated rate of

9.2% per annum



OPPORTUNITIES AND GROWTH

Singapore is located in the heart of the ASEAN trade-free area, at the pinnacle of Southeast Asia's accelerated economic growth. Where companies face increasing pressure to differentiate their value proposition, Singapore has shown itself to be a ripe landscape for thought-leadership conferences that span across various design related industries, as well as solution-driven exhibitions. With our reputable obsession for food and sophisticated customer base, it goes without saying that Singapore is the ideal launch pad for food design and fashion events in Asia.





A HUB FOR EDUCATIONAL EXCELLENCE

As Asia's economies expand and move up the value chain, the rising need for skilled workers has seen burgeoning demand for quality education.

Literacy rates across the continent have increased, while in some countries, including India and China, demand for corporate training and continuing education supports a booming industry that the Rockefeller Foundation rates as the most promising market for educational impact investing.

Singapore – Asia's education hub

With a highly-skilled society and stellar educational system, Singapore has long been recognised as the region's pedagogical leader, ranked best in the world for its quality by the World Economic Forum's *Global Competitiveness Report*. It consistently produces students rated among the best for



literacy, reading, mathematics, and science and is ranked top in Asia for higher education by the leading global network of research universities, Universitas 21. With an annual budget of US\$8.4bn, it has been lauded for its ability to meet the economy's evolving skill requirements, a model that is studied around the world.

As one of the four founding countries of **Assessment & Teaching of 21st Century Skills (ATC21S)**, Singapore works closely with edu-tech giants Intel, Cisco, and Microsoft to develop education systems to help students develop 21st century skills and improve the workforce.

By welcoming intergovernmental organisations (IGOs), academia, and industry professionals and through collaboration with fellow ATC21S founding nations USA, Australia, and Finland, the island has become a regional nexus of expertise



65%

of students worldwide projected to come from Asia by 2020

In High-Performing Asian Economies (HPAEs), including India and China, demand for corporate training and continuing education supports a

US\$29.2bn
per annum industry



China and India will account for

40%

of all young people with a tertiary education in G20 and OECD countries by the year 2020, while the United States and European Union countries will account for just over 25%

More than
15%

of Southeast Asia's literate population is seeking higher-qualified education providers beyond local academic institutions

on issues such as collaborative problem-solving through literacy in infocomm and technology.

Home of thought-leadership

Singapore's talent pool and research capability has attracted a host of international education providers like Pearson, Knowledge Universe and Kumon to establish regional headquarters here. It has also made Singapore home to MICE events that showcase educational thought-leadership, bringing together international policy makers and practitioners. **The International Conference on Teaching and Learning with Technology 2012** welcomed 1,400 international delegates, while other platforms such as **Global Educational Leadership Conference** and **Asia Pacific Education Assessment Conference** allow educators to keep up-to-date on the world's best pedagogy practices.



OPPORTUNITIES AND GROWTH

The McKinsey Report, which examines the performance of school systems, placed Singapore high on its list of the world's best-performing school systems. In the *Global Competitiveness Report*, Singapore's education system is also consistently ranked amongst the best in terms of the ability to meet the needs of a competitive economy. Leveraging its strengths in broad-based and holistic learning, teacher leadership quality, higher and private education, and integration of information and communication technologies into learning, Singapore continues to find opportunities in championing events of such content to grow and connect educators in the region and beyond.

THE NEXT FRONTIER OF HEALTHCARE

Asia is home to more than half of the world's population and will see major demographic shifts over the coming decades that will open up opportunities for biomedical and healthcare providers.

Ageing populations and the rising prevalence of developed-world diseases associated with changing lifestyles will drive growth across Asia's drug and medication industry. This is further fuelled by increasing government healthcare budgets and the introduction of health insurance schemes across the region. Rising disposable incomes and consumer healthcare awareness will also spur demand for non-essential and therapeutic treatments.

The choice Asian healthcare headquarters

Singapore has become Asia's fastest-growing bio-cluster, as strategic partnerships between research institutes, corporate laboratories and public hospitals yield new medicines and therapies for regional and global markets. Approximately US\$1.2bn is spent on biomedical R&D annually, so it is no surprise that seven of the world's top 10 pharmaceutical companies – Novartis, Merck, Sanofi, Roche, GSK, Johnson & Johnson and Abbott – as well as all of the top 10 medical technology providers have regional headquarters in Singapore.

Vibrant healthcare events landscape

This competitive biomedical and healthcare landscape is driving innovation and demand for supporting exhibitions and conferences. International industry experts regularly convene in Singapore at events like **BioPharma Asia Convention** and **Tech Transfer Summit Asia**, where pharmaceutical, biotechnology companies and investors come together.



KHOO TECK PUAT HOSPITAL

Beyond the medical sciences

Singapore's strong infocomm and technology infrastructure also supports the development of intelligent solutions for the healthcare sector. This ground-breaking innovation will be critical as the island's healthcare industry gears up to support its ageing population. The success of newly-launched exhibitions like **Ageing Asia Investment Forum** and **RehabTech Asia** – the latter attracted 108 exhibitors and 3,600 tradeshow visitors from 48 countries – are indicators of the growing demand for intelligent technologies and strategies in gerontology. Other notable events focusing on rehabilitative healthcare include the **World Congress of Integrated Care 2013**, the **World Confederation for Physical Therapy Congress 2015** and the **Asia Pacific Hospice Conference 2017**.



RELEVANT SITE VISITS

Khoo Teck Puat Hospital re-thought the concept of healthcare design, learning from the world's best hotels to create a hassle-free experience for patients.
ktph.com.sg



More than

30

of the world's leading biomedical sciences companies leverage Singapore's strengths and use Singapore as their base for developing innovative medical solutions tailored to Asian markets

Singapore's pharmaceutical manufacturing output grew **10.2%** 2011-2012 to **US\$18.9bn**

Regional pharmaceutical sales more than doubled to **US\$214.2bn** from 2001 to 2010. By 2016, this is expected to top **US\$386bn**, reflecting an annual average growth rate of more than **13%**

Singapore's population of seniors aged 65 years and older will triple to reach more than

900,000

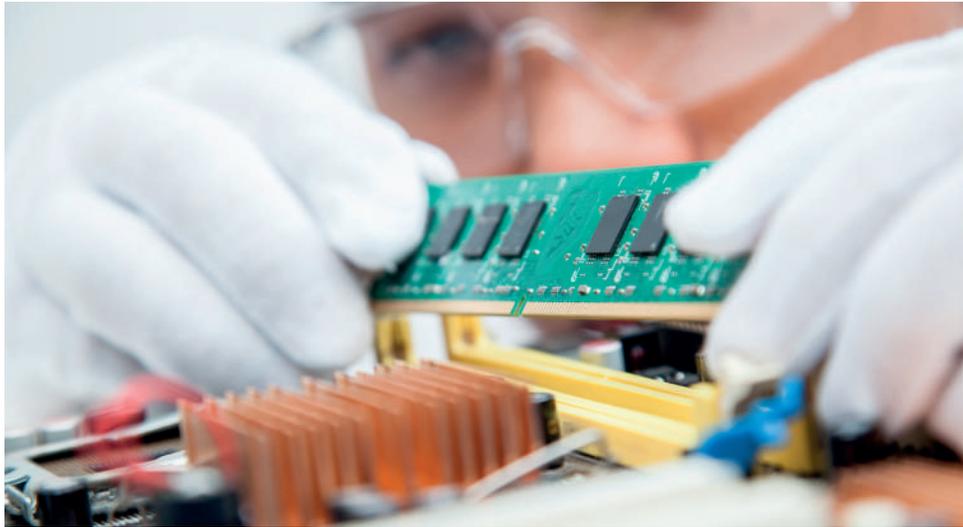
by 2030. By then, one in five residents will be over 65 years old, compared to fewer than **one in ten** today

Singapore General Hospital Museum is a repository of artefacts and records, where visitors can trace the long and rich history of the **SGH**, and learn about the development of medical specialties and medical education in Singapore.
sgh.com.sg

OPPORTUNITIES AND GROWTH

As Singapore and ASEAN's Healthcare and Biomedical industries develop, there is rising demand and market relevance for healthcare thought-leadership conferences to occur. Alongside Asia's demographic trends, coupled with Singapore's medical specialities, there is also a captive regional audience for conferences and exhibitions on chronic and infectious diseases, cardiology, ageing and rehabilitation, healthcare technology and medical sub-specialities.





INNOVATION AND R&D POWERHOUSE

The average lifespan of Fortune 500 companies has fallen dramatically from 50 to 15 years. To remain competitive, R&D and innovation are key, and Asia promises to be a key driver in both fields.

R&D spending in Asia has already overtaken Europe and the United States (US), and could well double their combined totals by 2017.

Dedication to innovation

Singapore is an innovation powerhouse, ranked eighth in the world on the Global Innovation Index by INSEAD. The government's Research, Innovation and Enterprise plan (RIE) 2015 is taking the island's innovation and value creation to the next level, through honing R&D capabilities, driving enterprise innovation and fostering entrepreneurship.



R&D as a pillar

Research centres such as A*Star's Fusionopolis and Biopolis, National Research Foundation Create, CleanTech Park, Tuas Biomedical Park, and Science Park are home to 1,000 over research collaborations with leading players such as Hewlett-Packard, Fujitsu, BASF, Mitsui Chemicals and Nitto Denko.

Global platforms for the best minds and ideas

This keen appetite for growing Singapore's

To sustain Singapore's economy through innovation, support is made flexible to the needs of enterprises, local SMEs and high tech start-ups. Beyond a robust and more sustainable R&D system, entrepreneurs benefit from financing schemes, cash grants, incubator programmes and incentive schemes made available by various government agencies.



Biomedical sciences manufacturing output has more than tripled from **US\$4.9bn** in 2000 to

US\$18.4bn in 2010, and created **14,000** jobs by the end of 2010

Between **1,500** and **2,000** patents are filed worldwide every year as a result of research and development conducted in Singapore

Sales revenue from products of R&D performed in Singapore has doubled from about **US\$5bn** in 1996 to about **US\$9.7bn** in 2009



Total R&D expenditure over the 5-year RIE 2015 plan has increased by **19%** over the previous period

knowledge-based economy is fertile ground for MICE activity dedicated to innovation and entrepreneurship. Business events on entrepreneurship and innovation such as **EmTech** by MIT Technology Review and **Echelon** by e27 are just among the many industry-matching platforms and marketplace for emerging technologies and enterprises.



RELEVANT SITE VISITS

Fusionworld is an interactive gallery where visitors can witness the fusion of science and engineering in the A*Star's R&D labs. fusionworld.sg

iExperience gallery showcases the possibilities of the Next Gen services and broadband network and the limitless possibilities these technologies open up.

ida.gov.sg



OPPORTUNITIES AND GROWTH

The resilience of Singapore's entrepreneurship and innovation landscape saw the growth of many thought-leadership events on technopreneurial best practices, showcases on emerging technologies and forums on business re-invention and innovation. The building blocks for entrepreneurial drive need to be cultivated in conferences that inspire change, promote exploration or risk-taking and those that discuss globally relevant ideas. On the technology front, there also are growing interests in new frontiers such as wearable technologies, big data and how the next generation of digitally and socially connected enterprises can leverage new business concepts such as crowdsourcing and crowdfunding to become globally competitive.



MEDIA HUB MAKING HEADLINES

Asia Pacific's rapidly growing middle class of some 600 million new consumers is providing content producers with new audiences on every media platform, and fuelling the industry's growth.

Internet demand is booming too: Southeast Asia's online populations are growing at rates that far outpace the global average, as deregulation and collaboration under the ASEAN ICT Master Plan 2015 open up new growth and access.

Broadcasting business opportunities to Asia

Sophisticated digital infrastructure, a multi-cultural society and high technological penetration have made Singapore a popular base from which to roll out international content and Asia-specific

material. Activities in Singapore span the entire media cycle, from design conception, production and post-production, to distribution, sales and marketing.

A network of media minds

Global media players that site their key operations in Singapore read like a who's who list: international broadcasters like ESPN, Discovery Asia, BBC World, CNBC Asia, Walt Disney Television; game makers like Namco Bandai, Electronic Arts, Tecmo-Koei and Ubisoft; digital media companies such as Lucasfilm and Double Negative, and top specialty schools including Digipen. Indeed, 14 of the top 15 global communications services agencies networks (ranked by *Adage*) have their regional hubs here.



The value-add of interactive and digital media industry in Singapore has grown by more than **1.5 times** since 2008 to exceed

US\$1.6bn

Growth of Southeast Asia online population has outpaced global growth by more than

60%

Southeast Asians make up **12%** of the global online population



Singapore's media sector contributed **US\$5.8bn** in value-added (VA) in 2011, an increase of **11.1%** from 2010

“Singapore Matters! The efficiency, effectiveness, knowledge and passion of the ‘Singapore Inc’ team have made Singapore a choice destination for us. At the same time, the easy access to many key global music and media industry players such as Samsung, YouTube and HP also catalysed partnerships pertinent to the growth of Digital and Music Matters to a leading regional forum in Asia today”

JASPER DONAT, CO-FOUNDER, BRANDED LTD; PRESIDENT, DIGITAL AND MUSIC MATTERS

BroadcastAsia and CommunicAsia 2013 attracted over **51,000** attendees and **2,000** exhibitors, of which more than **50%** were management level

The 2013 edition of Asia TV Forum & Marketplace and ScreenSingapore drew **1,179** companies from over **60** countries and saw **US\$220.33m** worth of deals closed

An increasingly flourishing home-grown industry also features promising enterprises recognized by prestigious rankings like the Deloitte Technology Fast 500 Asia Pacific programme.

Content platforms and marketplaces

This extensive network of industry captains

is fuelling the growth of media and digital content events, including **BroadcastAsia**, **CommunicAsia**, **Asia TV Forum & Marketplace** and **ScreenSingapore**. Fans too are being drawn into the frenzy when the hottest celebrities are in town, as evinced through Music Matters' **YouTube Fanfest**.



OPPORTUNITIES AND GROWTH

Today's multi-platform consumption patterns – from mobile to big-screen – point to interest in business events covering transmedia development, intellectual property management and licensing. At the same time, deep dives into digital media such as game development, app development, mobile as a platform and social media will be particularly relevant in today's digital age.

INNOVATING FOR FUTURE CHALLENGES

As Asia's growth story evolves, so too are critical social challenges: the redistribution of wealth, health, natural disasters, poverty, urbanisation and environmental degradation.

To address these issues, NGOs and strategic partners require a strong presence in Asia and Singapore is increasingly their home of choice.

Hub for international organisations

Singapore is today's home to more than 150 international non-profit organisations that manage and execute key regional functions and activities. They leverage Singapore's global connectivity, pro-business environment, as well as the established community of academic, private and public-sector bodies to form strategic partnerships. Collaboration between the Kuehne Foundation (KF) and the National University of Singapore (NUS), for example, gave rise to the KF-NUS Humanitarian Logistics-Asia Pacific Education Centre, building on Singapore's logistics strengths to train disaster-relief providers from World Vision and Save the Children.

The city's strong expertise in social sector also attracts leading international non-profit organisations from all over the world. Five of the world's top environment conservation NGOs – Worldwide Fund for Nature, Conservation International, Wildlife Conservation Society, Birdlife International and Fauna



& Flora International have their regional HQs based in Singapore. Earth Hour, for instance, one of the world's largest sustainability campaign brands, relocated its Global Headquarters from Sydney to Singapore and is looking to grow "beyond the Hour" by harnessing the power of social and digital media to inspire and instigate behavioural change.

Singapore: Enabling access to social finance to Asia

As a key corporate and financial hub in



Asia, Singapore is also growing as a resource for non-profits to innovate with their Asian donor base, as philanthropy in Asia grows in sophistication and awareness. In Singapore, charitable donations have more than tripled from US\$269 million in 2006 to US\$870 million



OPPORTUNITIES AND GROWTH

Regional social finance and impact investing activity is also growing in Singapore, representing an opportunity for non-profits looking to tap alternative financing solutions for their work. Against this background, Singapore no doubt is fast becoming a place where impact investors, philanthropy practitioners, social entrepreneurs, network intermediaries and thought leaders gather to meet and exchange ideas; build and connect an active and collaborative social sector ecosystem in Asia and beyond.



Singapore's charitable donations have more than tripled from US\$270m in 2006 to

US\$879m
in 2012

Singapore is now home to more than

150

international non-profits to manage and execute key regional functions and activities, including regular regional meetings

“Singapore's desire to be at the forefront of innovation and business globally, the fact that it has been chosen as a hub for many of the world's biggest brands, and the opportunity for companies and non profits to build relationships and forge partnerships here, have all been key reasons for Earth Hour Global's move”

ANDY RIDLEY,
CEO & CO-FOUNDER,
EARTH HOUR GLOBAL

in 2012, based on the *National Volunteer and Philanthropy Centre Individual Giving Survey 2012*. Social finance intermediaries who have set up base in Singapore include Bamboo Finance, Asian Venture Philanthropy Network (AVPN), Endeavor Global, as well as the Impact Investment Exchange Asia (IIX) and its sister organisation, IIX Shujog.

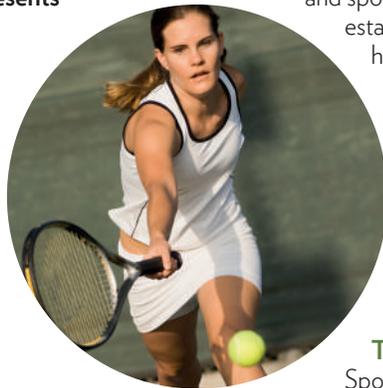


Formula-1 Singapore Grand Prix,
the world's first F1 night race

WELCOME TO ASIA'S SPORTING CITY

Asia Pacific's socioeconomic rise has seen the emergence of a flourishing sports industry, which represents a substantial, relatively untapped market of investment opportunities for businesses across the sporting world. A rich sports business ecosystem is developing as a result, with media rights and sponsorship enjoying the fastest growth.

Captains of this burgeoning



industry have made Singapore home; with world-leading sports management companies and sports media content providers establishing global and regional headquarters in the city. These companies are attracted by the development opportunities, as well as Singapore's network of industry resources and access to potential test markets for new events, concepts, and products.

The sporting city of Asia
Sports business leaders from



Multipurpose
Indoor Arena

SIX

sports halls for indoor sports such as badminton, fencing, gymnastics and shooting

Aquatic Centre & Leisure Water Centre
50m competition pool
50m training pool
5m deep diving pool



Water Sports Centre

For training and racing in various watersports eg kayaking, dragon boating and rowing



National Stadium

55,000

capacity facility for international athletics, football, cricket, rugby and major national events

across the world convene at Singapore-based events to discuss latest industry trends and share best business practices. One such event is **Sports Matters 2013** which enjoyed strong attendance levels and widespread global coverage with keynote speakers, such as Stacey Allaster, Chairman and CEO of the Women's Tennis Association, attracting industry players from across the region.

Singapore also has a strong track record hosting international sporting competitions that attract spectators from all over the world. The first **Youth Olympic Games** was held on the island in 2010 while the annual **Formula 1 Singapore Grand Prix**, now in its seventh year, is tipped by fans as Asia's answer to Monaco. Having proven its mettle in the sports arena Singapore is attracting new international marquee sporting events and has just secured five-year hosting rights for the **Women's Tennis Association Championships**.



OPPORTUNITIES AND GROWTH

With the rise of the middle-class in Asia, the total sports industry revenue from the Asia Pacific region is expected to reach US\$27.5 billion in 2015. The Asia Pacific consumer is and continues to be hungry for sports content. The completion and launch of the state of the art Sports Hub in 2014 gives rise to a host of opportunities to leverage the various features of this development including the National Stadium, indoor arenas and the Water Sports Centre Sports businesses and sports business events geared towards thought-leadership, sports sciences and research, sports media and rights, as well as sports facilities, venue management and technology should make full use of Singapore as a key and strategic gateway into the burgeoning ASEAN region.



A MORE CONNECTED ASIA

By 2030, Asia expects additional 2.5 billion people to its middle class – more educated, socially engaged and internationally connected.

The desire to travel will lead to significant growth in air and land travel and consumer goods movements, which necessitates more efficient transport and logistics. Intra-ASEAN trade is further projected to grow exponentially under the ASEAN Economic Community 2015 plan.

Focal point of exchange

Singapore is well-placed to facilitate these developments as a leading logistics and supply chain hub, with robust maritime, aviation, and land transport

capabilities. Through the Singapore Maritime Institute, Singapore Aviation Academy and Land Transport Authority (LTA) Academy, Singapore has also trained thousands of regional personnel in these sectors.



With over 100 aerospace companies based in Singapore such as ST Aerospace, Goodrich, Rolls Royce, and Pratt & Whitney, Singapore's aerospace industry accounts for a quarter of Asia's Maintenance, Repair and Overhaul (MRO) output, supported by the dedicated Seletar Aerospace Park.

Global leader in supply chain management and logistics

This flourishing logistics hub ranked number 1

amongst 155 countries in The World Bank's 2012 *Logistics Performance Index*. 21 of the top 25 global logistics players like DHL, TNT, FedEx, Kuehne + Nagel, Sankyu, Schenker, Toll Logistics, UPS and Yusen Logistics centralize their regional supply chain operations in Singapore.

Centre for world-class urban transport solutions

Ranked as the world's leading city in city transportation and infrastructure, Singapore continues to innovate in creating a people-land transport system and has become one of the least congested major cities in the world. The city has pioneered implementation of a sophisticated Intelligent Transport System (ITS), including one of the world's first Electronic Road Pricing systems.

Transporting solutions through business events

It is no surprise that business events in this sector have flourished. The **Singapore Airshow** is one of the world's top three international airshows, with over US\$32 billion of deals signed in 2014. Asia Pacific Maritime has grown at a rate of 17% in exhibition space while the newly launched **Singapore International Transport Congress** welcomed over 1,000 international C-suite buyers.



Singapore's Changi Airport, one of Asia's largest cargo airports, handles close to

2m tonnes
of cargo annually

Singapore boasts the world's busiest transshipment hub, handling about one-seventh of the world's container transshipment throughput or

31.26 million
TEUs of containers in 2012

The Asia Pacific MRO generated is forecasted to grow from **US\$16.4bn** to **US\$26.5bn** by 2022, at 5.5 per cent per annum



Fleet growth will be led by Asia Pacific region (including China) and is anticipated to grow from an active fleet of **6,850** aircraft to **10,300** aircraft in 2022

The Asia Pacific public transport market is expected to grow substantially in the urban rail market. The latter is expected to reach

US\$90 billion

by 2020, growing 5 to 6 per cent annually from an estimated

US\$50 billion
in 2010

OPPORTUNITIES AND GROWTH

Growth opportunities lie in understanding Asia's specific needs. Burgeoning passenger numbers call for immediate infrastructure, indicating potential for business events which facilitate partnerships to address infrastructure gaps and investment models. As oil prices rise and developing economies battle with pollution, sustainable travel and logistics is also an important focus area; as is the unique realm of user-centred comfort and design.



GATEWAY TO ASIA'S TOURISM GROWTH

Visitor arrivals, hotel occupancy rates, tourism investment growth and business travel spend have been rising across Asia for the past decade, taking the region to the top of international market growth charts. With Asian travellers projected to account for at least 50 per cent of global tourism expenditure by 2020, all eyes are on the region for future growth prospects.

Singapore is at the heart of this explosive growth, within a seven-hour flight radius of half the world's population, and ranked as Asia's most competitive tourism and aviation hub by the World Economic Forum. The travel trade recognises this and a wide range of Multinational Corporations (MNCs), Small and Medium Enterprises (SMEs), as well as start-ups call Singapore home. Singapore's vibrant ecosystem of travel companies and access to the region makes it a prime launchpad for



successful tourism events. Asia's most influential travel trade festival, **TravelRave**, takes place in Singapore, and enjoyed a record high of 10,800 international attendees in 2013. **ITB Asia**, a partner event of TravelRave, regularly attracts participants from more than 90 countries – hot on the heels of its predecessor, ITB Berlin, the world's leading travel trade show.

Singapore as a regional hub

Half of the top 10 largest global hotel groups have their regional headquarters in Singapore, including InterContinental Hotels Group, Hilton Worldwide and Carlson Rezidor. Singapore's attractive business environment and investment in entrepreneurship also maintain a steady ecosystem of travel technology companies keen to expand into Asia, such as TripAdvisor, Hotel Reservation Service (HRS), Rakuten Travel, Wego, and Skyscanner.



Changi Airport is the **seventh** busiest international airport in the world, serving **110** airlines flying to **240** cities in **60** countries and territories worldwide

Asia Pacific recorded an average annual growth in visitor arrivals at

6.2%

between 2005 and 2012, strongest in the world. This mirrors the growth in International Tourism Receipts. According to UNWTO, this region also has the strongest prospects to sustained growth

“Singapore's position as a travel and business hub offers us and our exhibitors' unique and valuable synergies helping to draw together a wide range of high-level delegates and participants from all around the world”

NINO GRÜTTKE, EXECUTIVE DIRECTOR, MESSE BERLIN SINGAPORE, ITB ASIA

75%

of visitor arrivals are from Asia

The island is within a **seven-hour**

flight radius of half the world's population



Changi Airport handled **more than 51m** passenger movements in 2012. Capacity is set to **more than double** by mid-2020s under ambitious expansion plans



Hotel trade activity in Asia Pacific has been on an upward trend since 2000, and surged **160%** to hit **US\$9.5bn** in 2013 as investor confidence is cemented across Asia Pacific



OPPORTUNITIES AND GROWTH

Increasing activity in the tourism events scene reflects booming demand from Asia's intensely competitive travel industry for opportunities to showcase and access innovative tourism concepts and business opportunities. Events that cater to segments such as attractions as well as broad areas of tourism investment, experience development and capability-building are particularly relevant as the industry looks to scale up and prepare for the future.



ASIA'S CITIES NEED URBAN SOLUTIONS

By 2026, the United Nations forecasts that half of all Asians will be urban dwellers. Mega cities, with populations of more than 20 million, will emerge across the region, putting intense pressure on finite resources such as land and clean water.

These significant challenges call for governments and city planners to have a comprehensive toolkit of cutting-edge urban solutions at their fingertips.

A liveable and sustainable city

Singapore is consistently ranked among the world's most liveable cities. By 2030, the city-state aims to reach even more sustainability goals that cut across energy intensity, waste management, water consumption, air quality and green environment.

Solving the world's problems

From transportation and public housing, to energy management and water treatment, Singapore has developed some of the world's most advanced urban solutions, including collaborating in the development of eco-cities from China to India. Homegrown company Hyflux, a leading water and environmental solutions provider, now builds the world's largest seawater desalination plant in Algeria.

Thought-leadership in urban solutions events

Singapore's sustainable development initiatives are poised to turn Singapore into a hub for important international urban solutions events. MICE events such as the **World Cities Summit, Singapore International Water Week, CleanEnviro**



Summit Singapore and **Singapore International Energy Week**, provide government leaders, experts and captains of industry with opportunities to gather and address critical challenges that come with urbanisation.



RELEVANT SITE VISITS

Marina Barrage guided tour showcases Singapore's first reservoir in the city. Come face-to-face with stunning engineering equipment right in the heart of urban vibrancy. pub.gov.sg/Marina



"Singapore Storeys" starts with a walk through the URA City Gallery, and continues through the city. This tour brings to life the ongoing development journey Singapore takes to become a liveable

city, an endearing home, one building at a time. ura.gov.sg/gallery

The Zero Energy Building (ZEB) showcases Singapore's R&D efforts in sustainability. The fully functional, 4,500m², building aims to achieve net zero energy consumption through a combination of green building technologies and passive design. bca.gov.sg/zeb



OPPORTUNITIES AND GROWTH

Singapore's progressive commitment to innovative urban solutions has seen vast business event opportunities. The twin goals of liveability and sustainability call for more thought-leadership platforms and marketplaces that deep dive into unique areas of focus including clean and renewable energy, food security, social inclusivity and those that nurture the next generation of urban leaders.



Global demand for water reached **4.5 trillion** cubic metres in 2012

UN's Food and Agriculture Organisation estimates that currently **925m** people, nearly 1 in every 7, go to bed hungry every night

By 2025, 20 megacities in emerging markets will contribute

US\$4.5tn to global growth. The majority of these – (including Tokyo, Mumbai, Shanghai, Beijing, Delhi, Calcutta, Dhaka) will be in Asia

World population: 7.1 billion 2013, **9.7bn** 2050



According to estimates of the Third World Centre for Water Management, at least **1.3 billion** tonnes of food are wasted each year globally

More than half of the world's population now work or live in urban areas, there will be

6.4bn by 2050. More than **30%** of this increase will be from Asian countries



B

CONVENTION
VENUES



CHANGI EXHIBITION CENTRE

Sited near to Changi Airport, the Changi Exhibition Centre's versatile facilities offer the flexibility to host both large-scale outdoor and indoor events. Set against the backdrop of Singapore's idyllic eastern shore, it offers attendees a panoramic view of the seafront, a mere 20 minutes from the thick of the action in the CBD.

Exhibition capacity 33,200m ² (indoor)
100,000m ² (outdoor)
Nearest MRT station Changi Airport



MARINA BAY SANDS EXPO & CONVENTION CENTRE

Situated within the award-winning Marina Bay Sands® Integrated Resort complex, the Sands Expo & Convention Centre stands at the heart of the Central Business District, overlooking the picturesque Marina Bay. Its central location presents attendees with a selection of some of Singapore's finest dining, shopping, and entertainment. Integrated within the venue

are 2,561 hotel rooms. Marina Bay Sands is the winner of the "Best Business Events Venue Experience" award in the Singapore Experience Awards 2013.

Exhibition capacity 31,750m ²
Conference capacity 11,000 pax (largest room available)
Nearest MRT station Bayfront



RESORTS WORLD CONVENTION CENTRE

Located in the sprawling Resorts World Sentosa® Integrated Resort complex, the Resorts World Convention Centre is a vibrant MICE venue, with direct access to 1,500 rooms in six prestigious hotels. Its enviable location on Singapore's southern resort island places attendees in close proximity to Southeast Asia's only Universal Studios®, the world's largest aquarium, and a panoply of other fine leisure offerings – all only 10 minutes from the CBD.

Exhibition capacity 12,800m ²
Conference capacity 6,500 pax (largest room available)
Nearest MRT station Harbourfront

SINGAPORE EXPO

By far Singapore's largest purpose-built MICE venue, Singapore EXPO's proximity to Changi Airport and the Changi Business Park places it in prime position for large events with high international visitorship. Just under 15 minutes away from the city centre, it boasts two hotels providing more than 500 rooms and is a short walk from Changi City Point shopping mall. The



adjoining MAX Atria convention centre provides dynamic spaces to support a range of events, from conference, meetings and product launches, to banquets and cocktail receptions.

Exhibition capacity 100,000m ²
Conference capacity 16,000 (largest room available)
Nearest MRT station Expo



SUNTEC SINGAPORE CONVENTION AND EXHIBITION CENTRE

The recently refurbished Suntec Singapore Convention and Exhibition Centre has direct access to 5,200 hotel rooms, 1,000 retail outlets, 300 restaurants, six museums and, the city's premier performing arts theatre, Esplanade by the bay. Less than 10 minutes from Orchard Road, Singapore's world-famous shopping boulevard, it places attendees within easy reach of all that the city has to offer.

Exhibition capacity 12,000m ²
Nearest MRT station Esplanade, Promenade, City Hall

HOTEL CONFERENCE FACILITIES

There are over 100 hotels in Singapore, the majority of which offer world-class meeting facilities. They are equipped with fully serviced business centres, broadband internet access, and other business amenities, and can cater to group sizes ranging from 20 pax to 1,000 pax.



UNCONVENTIONAL VENUES

From the lush surroundings of Gardens by the Bay, to beachfront locations like Sentosa, Singapore's range of unconventional spaces provide unique settings for events of any size.



TYPES OF VENUES	EXAMPLES
Historical and cultural	Asian Civilisation Museum, CHIJMES
Nature and wildlife	Gardens by the Bay, S.E.A. Aquarium
Venues with aerial view	Marina Bay Sands Skypark, Equinox Complex, Jewel Box
Waterfront	Marina Bay Cruise Centre, Sentosa
Nightspots	Butter Factory, St. James Power Station

For a detailed listing, please refer to the Meetings Planners Guide, available for download at YourSingapore.com/MICE



C

PLAY & STAY

LEISURE PRECINCTS

Compact and convenient, Singapore in an exciting collection of distinct neighbourhoods that offers business visitors a unique opportunity to combine business with pleasure.

The island's array of leisure options guarantees every delegate an experience he or she will

1 ORCHARD ROAD

Futuristic shopping malls, flagship designer stores and a packed calendar of promotions, launches and lifestyle events – welcome to **Orchard Road**, Singapore's shopping mecca. Unique offerings from local fashion designers hang alongside world-famous luxury and high-street brands in an avenue of stores that rivals London's Oxford Street, Paris's Champs-Élysées and New York's Fifth Avenue. Bargain hunters can spend an afternoon wandering the labyrinthine, yet refreshingly air-conditioned alleys of Far East Plaza, while label hunters luxuriate in the exclusive setting of Orchard Gateway, ION or Robinsons Somerset malls.



2 MARINA BAY

The Sands Convention and Exhibition Centres and the Suntec Singapore Convention and Exhibition Centre make **Marina Bay** best known as a MICE hub. But it is also the heart of Singapore's arts and entertainment sector – the island's "West End." After taking in a show at one



never forget. Shophouses, beaches, theme parks and unique architecture provide exotic locations for networking and downtime alike. They also demonstrate the breakneck speed of development that has shaped Singapore, and gives a fascinating insight into one of Asia's best known success stories.



of two major theatres, visitors can be wowed by a ride on the Singapore Flyer or a stroll through the Supertree Grove at Gardens by the Bay. Waterfront dining experiences at the Fullerton Heritage and local streetfare at Gluttons Bay or Satay by the bay are complemented by a star-studded cast of celebrity chef restaurants, all in the shadow of Singapore's iconic skyline.

3 SENTOSA HARBOURFRONT

It may be just minutes from the bustling CBD, but **Sentosa** island feels a world away from Singapore. Pristine white beaches, sprawling golf courses and exclusive spas make the island an adult's playground. Thrill seekers will

be drawn to attractions such as Universal Studios Singapore, WaveHouse, iFLy Singapore, MegaZip and Adventure Cove Waterpark™, after which they can head to Vivo City for some retail therapy, or St James Power Station for the heart-thumping nightclubs. This diverse



island offers an exciting choice of backdrops for unique teambuilding activities and escape on every level.

4 CULTURAL PRECINCTS

Singapore's ethnic enclaves, **Chinatown**, **Little India**, **Kampong Glam** and **Joo Chiat**, are home to rich customs and traditions and offer the intrepid explorer a feast of new experiences. Witness an intoxicating mix of commerce and culture as heritage brands, merchant stores, temples and mosques vie for space with new businesses such as designer outlets, boutique hotels, bars and cafés. Learn about the evolution of businesses as these precincts constantly change and develop over time to remain epicentres of trade, and continue to be relevant to today's discerning travellers.



5 SINGAPORE RIVER

Wine, dine, and club by the riverside at any one of the trio of quays along the Singapore River. **Robertson Quay** is an entertainment enclave with bars, performing arts houses and art galleries. It is home to the Singapore Tyler Print Institute, which has free print and paper art installations. **Clarke Quay** is a colourful kaleidoscope of restored warehouses that comes alive at night with an array of restaurants, jazz clubs and more. **Boat Quay** is a trailblazer of the Singapore entertainment scene, offering an eclectic mix of high end restaurants, alfresco dining and lively bars and pubs.





HOTELS

Singapore has a total inventory of over 51,000 rooms, ranging from small boutique or heritage hotels with fewer than 50 rooms each, to large establishments with more than 500 rooms. Hotels are spread across all major tourist precincts, so your event attendees are guaranteed convenient accommodation regardless of where your event is held. All our hotels are constantly rejuvenating

and refreshing their products in response to evolving customer needs, maintaining world class standards. Despite such high quality, the hotel rooms are available at a wide range of price points, from mid-tier to luxury, and delegates will be able to find suitable accommodation, regardless of budget.

➤ For detailed listing on hotels, please refer to **YourSingapore.com**

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