



**For immediate release**

## **PCMA's Global Expansion Plans in Asia Take Shape in Singapore**

***Renewed two-year partnership with SECB includes commitment to anchor PCMA Meetings Forum Singapore in city***

***Singapore, 20 May 2015*** – The Professional Convention Management Association (PCMA) and the Singapore Exhibition and Convention Bureau (SECB) have renewed their commitment to grow conference management education further in Singapore and Asia with a new two-year partnership agreement. As part of this agreement, PCMA and the SECB will grow the annual PCMA Meetings Forum Singapore that will see its second edition take place over two days in June.

With the Association landscape in Asia at an early stage of development, opportunities abound for association leaders and executives to benefit from PCMA's education in conference management.

The two-day Forum from June 30 to July 1 will see discussions being led by prominent US Association Leaders from established organisations such as the World Obesity Federation, GAMA International, Association for Financial Professionals and the International Urogynecological Association, amongst others, and facilitated by Mr Sherrif Karamat, CAE, Chief Operating Officer of PCMA.

"PCMA focuses on delivering high quality education and business networking to help the meetings industry grow and advance. Our members and customers are looking to the region as an area of opportunity and we want to be on the ground supporting the development," said Mr Karamat.



The partnership also offers the chance for Singapore to showcase its appeal as a conventions destination to the world. In fact, during PCMA's first public forum to Singapore associations in 2014, invited speakers – including Ms Lisa Dyson from the Teachers of English to Speakers of Other Languages, Inc (TESOL) – were very impressed with the city's economic drive and keen focus on the meetings industry. Singapore was mooted, and later chosen as the host of the TESOL International Association Regional Conference 2015 in December.

"We felt strongly that our regional conference's next location needed to be in Asia, and Singapore was the logical choice not only because its location is easily accessible for delegates from around the region and that the city state holds great appeal as a convention destination to our delegates. Additionally, the level of commitment to the association market from the SECB sets the destination apart from others in the region for us," said Ms Dyson.

Ms Neeta Lachmandas, Assistant Chief Executive (Business Development) at the SECB said, "We are happy to have found the right partner in PCMA. They not only provide relevant and strong education content for our Association and meetings industry but are also committed to innovating and setting standards in conference management themselves."

"We are also happy that PCMA is able to leverage Singapore's strength in Asia's meetings industry as an access point to reach key Asian audiences. With them as a partner, we are constantly learning from each other and mutually adding value to each other's objectives. This is an important element in a partnership and one that we appreciate very much," added Ms Lachmandas.

Mr Karamat added: "SECB continues to be a great partner of PCMA. Our organisations are aligned on education objectives to provide training and



programmes to better an already sophisticated local infrastructure. Similar to PCMA, Singapore recognises how important it is to constantly evolve and look forward and ensure continued strength as a meetings and business events destination.”

The PCMA Meetings Forum Singapore 2015 will be held in conjunction with the Singapore MICE Forum, which is organised by the Singapore Association of Convention and Exhibition Organisers (SACEOS).

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**About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore’s key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the “YourSingapore” brand. For more information, please visit [www.stb.gov.sg](http://www.stb.gov.sg) or [www.yoursingapore.com](http://www.yoursingapore.com).

**About the Singapore Exhibition and Convention Bureau™**

The Singapore Exhibition and Convention Bureau™ (SECB) has a mission to champion business travel and business events as key drivers of the tourism sector and enablers for industry growth in Singapore. It aims to establish Singapore as a dynamic business events destination where people, technology and ideas converge to create great value for customers. As the leading government agency for the



business events sector in Singapore, the Bureau works with stakeholders to create, attract, and grow business events, as well as ensuring exceptional experiences in the delivery of these events. The Bureau also develops partnerships with international organisations and alliances.

### **About BestCities Global Alliance**

The Singapore Exhibition & Convention Bureau™ (SECB) is a member of the BestCities Global Alliance. BestCities is the first global alliance to put in place its own Quality Management System ensuring a consistent level of convention bureau service excellence from all partner cities. BestCities Partners are Berlin, Bogotá, Cape Town, Chicago, Copenhagen, Dubai, Edinburgh, Houston, Melbourne, Tokyo and Vancouver. For more information, please visit <http://www.BestCities.net>.

### **About the Professional Convention Management Association (PCMA)**

PCMA is the multi-channel professional resource and premier educator for leaders in the meetings, conventions, events and trade show industries. PCMA provides their 6,500+ members with a community of likeminded colleagues, innovative education and creative global solutions to enhance both their professional development and their organization's face-to-face and virtual connections. Headquartered in Chicago, PCMA has 17 chapters throughout the United States, Canada and Mexico with members in more than 35 countries. For additional information, please visit the PCMA Web site at [pcma.org](http://pcma.org).