



MEDIA RELEASE

Record 610,000 Food Lovers at 1st Mega F&B Fair at Suntec Singapore

17 March 2004, Singapore – From 11 to 15 March 2004, more than 610,000 food lovers feasted and shopped at one of Singapore’s biggest food and beverage events that was held at Suntec Singapore International Convention and Exhibition Centre.

The first Food and Beverage Fair 2004, which was held at two Convention Halls, featured more than a hundred food manufacturers, traders, importers/exporters and suppliers, and occupied more than 7,000 square metres of space. Visitors to the five-day event were especially tempted with the comprehensive and scrumptious spread of the best of local, Asian and International delights, and the wide range of food and beverage products at great discounts, all under one roof.

The overwhelming response even took Mr Melvin Koh, Sales Manager of Eastern Directories, the show's organiser, by surprise. He said: "I am definitely very happy with the turnout. Even though we were expecting a turnout of up to 600,000, we are still surprised that we actually exceeded target by another 10,000."

"For a first-time show, it certainly does say something about the quality of the event. We had successfully positioned the event as a more upmarket F&B fair, with a touch of 'classiness' to it: we maintained the cleanliness and hygiene at all times, and there is even piped-in music! The exhibitors are certainly delighted as we had the best of the crowds, thanks to the ideal central location of Suntec Singapore."



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Said Ms Alice Yeo, Director of Sales for Suntec Singapore: "610,000 is certainly among the highest public show attendance numbers that we have witnessed at our venue in the recent years."

Given these strong testimonials to the vibrancy of doing business at Suntec Singapore, the organiser is looking forward to coming back with the second edition of the F&B Fair in September later this year. Mr Koh promises that this time, it is going to be even bigger and better, and it will have a unique concept, which he would not divulge as yet: "We are definitely looking at occupying all three

Convention Halls this time, taking up over 10,000 square metres, as almost 100% of the current exhibitors have confirmed their participation for the next show. We will make it a half-yearly food fair, underlining Singapore's position as the food paradise of Asia, that can be enjoyed by tourists and locals alike."

- The End -



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About Suntec Singapore International Convention and Exhibition Centre (Suntec Singapore)

Located at the heart of a totally integrated meetings, conventions and exhibition hub, Suntec Singapore is a world class venue offering 100,000sqm of versatile space and direct access to 5,200 hotel rooms, 300 restaurants and comprehensive shopping and entertainment facilities. Suntec Singapore's flexible event space is spread over six levels including a convention hall that accommodates up to 12,000 people theatre-style, an exhibition hall of 12,000 sqm, a sub-divisible ballroom, 31 meeting rooms, a Theatre and a multi-purpose Concourse. Additionally, the venue has the largest banquet kitchen in Singapore supported by an award-winning food and beverage team.

For Media Enquiries, please contact:

Elena Arabadjieva

Tel: (65) 6825 2226

Email: Elena.Arabadjieva@suntecsingapore.com

Karen Chan

Tel: (65) 6825 2229

Email: Karen.Chan@suntecsingapore.com

Suntec Singapore International Convention and Exhibition Centre
1 Raffles Boulevard, Suntec City, Singapore 039593