

Successful Alliance by Three Leading Asian Venues Breaks New Ground

7 November 2003, Singapore - Initiating unparalleled cooperation in Asia, three top Asian venues, namely Suntec Singapore International Convention and Exhibition Centre (Suntec Singapore), Nippon Convention Center (Makuhari Messe) and Shanghai New International Expo Centre (SNIEC) have come together to offer a combination of world-class exhibition and convention facilities in Asia, thereby providing a single channel of easy access to the fastest growing region in the world. Signing an official memorandum of understanding today at Suntec Singapore, the three partners have called the new alliance, Asia Pacific Venues Alliance (APVA).

Unveiling the logo today at Suntec Singapore are tan Sri Frank Tsao, the Chairman of Suntec City Development, the holding company that owns Suntec Singapore, Mr Sugiyama, President of Nippon Convention Center and Mr Wolfram Diener, General Manager of SNIEC. Using the play of calligraphy in the logo, Asia Pacific Venues Alliance is contained within a globe of the world and the colour red is used to reinforce the Asian imagery.

The Alliance aims to bring key client benefits like the combined knowledge and expertise of the three venues, easier access to information on all three venues and knowledge of the three convention and exhibition markets at their finger tips.

The APVA partners have also agreed to undertake joint marketing programmes, common research activities, as well as hold regular exchanges of knowledge on markets they are operating in and the marketing and operation aspects of their venues. The partners are also working towards benchmarking and standardising customer service and operation processes, as well as the development of preferential rates for cross selling the venues and for referrals.

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Mr Warren Buckley, Chief Executive Officer of Suntec Singapore, said, "While we have been involved in joint marketing programmes with partners like hotels and airline, this is the first time that Suntec Singapore is working so closely with other convention and exhibition venues. In fact, this is a landmark development not just for us, but for Asia as well since it serves to strengthen Asia's position as a whole in the international market. Through this Alliance, we are also able to increase the speed and efficiency of marketing our venues, in addition to reaping a whole host of other benefits for clients and our organisations. The cooperative is in line with Suntec Singapore's strategic direction of cross-national marketing."

Mr Yasumasa Iwasaki, Executive Managing Director of Nippon Convention Center commented, "I hope that the activities of this alliance will promote the expansion of many exhibitions and conferences into East Asia. This calls for our own endeavours to fit 'globalisation and speed', the concepts which are necessary for the 21st century. For us at Makuhari Messe, this is also a good opportunity to enhance our international outlook in our marketing and operations projects."

Mr Wolfram Diener, General Manager of SNIEC added, "After securing admirable progress in the China market, we have started to reach out to the overseas markets and this Alliance makes it possible for us to pool our resources with our partners to develop new competencies and to enhance the value we offer to our customers. Creativity and partnership are vital success factors that will take us forward in a constantly changing environment and we are confident that this bold initiative, which encourages an open communication between the venues, will give each a stronger identity and brand strategy to help attract the international MICE market to Asia."

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The working party had earlier met in Singapore from 16 to 17 July 2003 to discuss the scope of the agreement, as well as to exchange information on each facility. During the discussion, the parameters of the cooperation were explored and specific working parties were created to pursue the development of the marketing and operations initiatives. This formal signing ceremony marked the launch of the joint-marketing programme and the sealing of the various initiatives agreed upon.

- The End -

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

Located at the heart of a totally integrated meetings, conventions and exhibitions hub, Suntec Singapore is a world class venue offering 100,000 square metres 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 square metres, 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.

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About Nippon Convention Center

Makuhari Messe opened in October 1989 as the first multi-functional convention facility in Japan and is one of the largest of its kind in Japan. As Makuhari Messe consists of three facilities - the International Exhibition Hall, International Conference Hall, and Makuhari Event Hall - all of your convention needs can be met. Furthermore, the excellent location between central Tokyo and Narita International Airport makes either accessible by automobile or train within 30 minutes, and the presence of several hotels in the near vicinity makes Makuhari the ideal venue for international events.

Since opening, Makuhari Messe has hosted a wide variety of famous international trade fairs including The Tokyo Motor Show and The International Food and Beverage Exhibition (FOODEX), which are held every year. The ASEM Economic Ministers Meeting and The World Judo Championships are just two examples of the numerous international conferences and world-class sporting events that have been held, making Makuhari Messe well known as a pioneer among Japanese convention centers.

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Shanghai New International Expo Centre (SNIEC)

Following its official opening in November 2001, SNIEC has been experiencing a rapid growth by hosting more than 50 world-renowned exhibitions each year and more to come in the future. Situated in Shanghai Pudong, the business hub of China, SNIEC had drawn the world attention on its easy accessible location, pillar-free, one-storey structure and various on-site services.

Besides the current available 57,500sqm indoor and 20,000 outdoor space, an aggressive expansion has been planned to be completed in early 2004, which comprises another two exhibition halls and a total 80,500 available indoor space, a north entry hall, a 3-star hotel with around 150 rooms and a canopy in front of South Entry Hall, plus another outdoor Chinese restaurant. The complex is expected to provide a more personalized service with even better qualities. SNIEC also markets itself as a multifunctional venue open to the diverse social and corporate events. After the whole project, SNIEC consists of 18 exhibition halls and an integrated hotel and conference centre with total exhibition space of 250,000sqm.

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