



MEDIA RELEASE

Suntec Singapore Transforms into a Blossoming Garden

Singapore, 28 July 2008 - The Singapore Garden Festival (SGF) is back, bringing yet another season of enchantment.

For just one week starting 25 July 2008, Suntec Singapore will be magically transformed into a lush and blossoming elaborate garden, filled with floral creations showcasing the best international garden and floral designers internationally.

And we will guarantee good weather too!

The Singapore Garden Festival is the first garden show in the tropics to bring together and showcase creations from the world's top award-winning garden and floral designers.

And for the first time, couples who are planning their wedding solemnization can do so at the Festival. The National Parks Board has tied up with Suntec Singapore to offer solemnization packages for couples to be wedded amidst the dazzling gardens and floral displays – creating the magic of an 'outdoor' wedding – complete with gazebo amidst lush greenery and splendid award-winning floral displays. The wedded package comes complete with the services of a wedding specialist from Suntec Singapore, food and beverages and the exclusive use of the VIP pavilion.

Another new key component of the Festival is the SGF Expo. This augural three-day trade and business event is targeted at landscape and horticulture professionals from around the world. It aims to provide an international meeting place for industry players to network, exchange ideas and explore all facets of landscape design and horticulture in Asia. It also comprises a trade exhibition and conference and will showcase new technologies and trends on innovative landscape designs.

“This event showcases the versatility of our venue. Our convention and exhibition halls are magically transformed into a garden in the city, offering an oasis for the floral and landscaping marvels from the region and around the world to showcase their creativity and artistic prowess. It is really quite something,” said Pieter Idenburg, Chief Executive Officer of Suntec Singapore.

The mammoth festival, which took ten days to setup and extensive dedicated man-hours to turn the convention halls, exhibition halls and ballrooms (measuring more than 2.3 hectares) into a dazzling garden, in the city, is expected to “wow” throngs of local and overseas visitors throughout the 8-day affair.

The festival kicked-off with a gala dinner with President S R Nathan as the Guest-of-Honour. More than six hundred guests from the business community graced the event, where a dedicated area of the convention halls at Suntec Singapore, was transformed into a fantasy garden complete with a hospitality pavilion. Freshly strung jasmine flowers adorned table centerpieces resembling trees that towered at least nine feet tall with the aroma of a garden in full bloom.

This year, visitors to the festival can expect to see the return of ***Floral Windows of the World***, a showcase of stunning cut-flower displays by 16 floral designers from Singapore and abroad, the ***Singapore Orchid Show***, a dazzling display of Southeast Asia's rich and diverse heritage of orchids, ***Garden Fiesta***, which includes fringe activities like talks, demonstrations and other exhibits catering to the public, families, serious gardeners as well as hobbyists and ***Vibrant Marketplace***, which offers a wide array of plants, gardening and landscape products and services, and arts & crafts for sale.

Suntec Singapore, opened since 1995, has made its mark in hosting a myriad of iconic events of diverse nature within its premier convention facility. Its versatile and flexible space spans over 100,000 square metres. Consistently recognised as one of the leading convention centres in Asia, this is the second time the venue has played host to the Singapore Garden Festival.

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About Suntec Singapore

Suntec Singapore is a world-class venue located at the heart of Asia's most integrated meetings, conventions and exhibitions hub. With 100,000sqm of versatile floor space over six levels, this award-winning facility can cater to events from 10 to 20,000 persons. In addition, Suntec Singapore - Asia's Convention City offers direct access to 5,200 hotel rooms, 1,000 retail outlets, 300 restaurants and the region's newest centre for the performing arts, Esplanade - Theatres on the Bay. While only 20 minutes from Changi International Airport, Suntec Singapore is conveniently located adjacent to the Central Business District and just minutes from the city's entertainment and cultural attractions.

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