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Suntec Singapore Calls For Budding Entrepreneurs In Phase One of Its Business Recovery Plan

9 June 2003, Singapore - Suntec Singapore is organising its first ever indoor-Bazaar that is set to be the largest in town with 200 stalls and with room to expand further. The event will be held in its Phase 1 business recovery plan targeting the local market for the period between now and end of September. The first part of Phase 1 targeting the international market started in May and is continuing into Phase 2, which will start from July onwards and into 2004.

"Besides the Bazaar, there are new initiatives targeting the local corporate market with a variety of seminar and banquet packages starting from S\$20 to S\$50+ + +. The bazaar is a result of a challenge that we threw to the staff to utilise any empty space we have to create or source out activities that will draw consumers. So, the team brainstormed and among many other ideas, the indoor bazaar came up as a top favourite. They wanted something that everyone, whether young or old, could enjoy and also, in these trying time, they wanted to develop an income-generating channel for participants," said Mr Warren J. Buckley, CEO of Suntec Singapore.

COOL Bazaar @ Suntec Singapore reaches out to families, encouraging them to step out and have fun, and in addition, its offers an enjoyable platform for families and friends to make some money together. Turning around the idea to an actual event in all of one week, Suntec Singapore picked the last weekend of the June holidays and made it very affordable with space rental from a low \$156 per 2m by 2m space for the entire period.



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As another challenge, this event has zero advertising and promotion budget to keep rental cost low. Since application opened on Friday 6 June, the Centre has received over a hundred enquiries in response to word-of-mouth and email marketing. Enquiries have ranged from sale of the usual knick-knacks to unusual products like used motorbikes, nail art, fortune telling and wall-mounted fish tanks. Interested callers have come from all walks of life from homemakers to small business owners to even corporate enquiries.

Suntec Singapore is targeting for a wide mix of products to be sold at the bazaar. For example, they are looking to attract sellers of hand made products, used goods, vintage clothing, collectible clocks/radios/watches/toys, basketry, home ware, accessories, second-hand electronics, snacks and more.

Contact 6825 2190 or email sales@suntecsingapore.com to find out more. Application forms are available at www.suntecsingapore.com (under Promotions)

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About Suntec Singapore International Convention & 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 sqm of versatile space and direct access to 5,200 hotel rooms, 300 restaurants and comprehensive shopping and entertainment facilities. Suntec Singapore's flexible function 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. It also has four food and beverage outlets.

For press enquiries, please contact:

Sueanne Mocktar-Ng
Assistant Director - Marketing Communications
DID: (65) 6825 2226
Fax: (65) 6825 2222
Mobile phone: (65) 9474 6496
Email: sueanne.ng@suntecsingapore.com
Website: www.suntecsingapore.com