



**Suntec**  
SINGAPORE  
International Convention &  
Exhibition Centre



**S U N T E C**

SUNTEC CITY DEVELOPMENT PTE LTD

**MEDIA RELEASE**

## **Iconic Landmarks in Suntec City Support Earth Hour 2009**

**Singapore, 24 March 2009** – At precisely 8.30pm on March 28, Asia's leading convention centre, Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore) and one of Singapore's largest shopping mall, Suntec City Mall, will join iconic buildings around Singapore in turning off lights at key elements of their properties for an hour in a joint effort for the global Earth Hour.

In support of this global initiative, the precinct in and surrounding Suntec City will be swathed in darkness. The convention centre's iconic sails on its roof, column lights in various combinations along the driveway of the convention centre, lights for the lobby's cascading water feature and the indoor electronic boards in the lobby will be turned off. The façade logos on the malls and all 4 office towers, including that of Carrefour and True Fitness, the outdoor advertisement by TNT, as well as the renowned Fountain of Wealth, the largest in the world, will also be switched off.

"We are part of the global effort to fight climate change and reduce environmental impact. There are many ways we can work together to be green. Our collaborative effort with Suntec City Mall is a reminder that each of us can play a part in fighting global climate change. This symbolic gesture demonstrates that by working together, people all around the world can make a difference," said Pieter Idenburg, Chief Executive Officer of Suntec Singapore, a conventions and exhibitions venue that caters to approximately 1,500 events annually.

Over the years, Suntec Singapore has also demonstrated its environmental leadership in the MICE and tourism industry by investing in green initiatives from the onset. Its concern for the environment was already a consideration in the management of its business. The pipes in the convention centre's roof collect rainwater to irrigate the plants in the vicinity. Other initiatives include comprehensive recycling efforts with Sembcorp Environmental Management (Sembcorp) to boost recycling efforts and increase energy conservation within its venue. Efforts within the organisation are underway to reduce its carbon footprint by embarking on more digital strategies.

Elsewhere within the shopping hub, with over 400 retail and F&B outlets, recycling bins are placed prominently for visitors' usage. Energy is also conserved with the use of glass roof natural skylight and atrium lightings controlled via photo cell sensor. Sensor taps are also installed in restrooms and NEWater used for cooling towers, Galleria Water Pearl Fountain and the watering of plants to conserve water. It is a requirement for term contractors to use environmentally friendly and green mark certified material, and tenants are also strongly encouraged to do likewise for their fitting out work.

Earth Hour is an initiative that began in Sydney in 2007. Last year, more than 50 million people around the globe participated and in 2009, Earth Hour aims to reach out to 1 billion people in 1,000 cities. Renowned landmarks set to go dark include the Eiffel Tower in Paris, CN Tower in Toronto, Rio de Janeiro's Christ the Redeemer statue and Sydney's Opera House.

Suntec City is also known as the vertical Silicon Valley of the East, with its skyscrapers dominating Singapore's skyline. Renowned American architect I.M Pei, in collaboration with Tsao & McKown, designed the precinct. Built in the heart of Marina Centre, it was designed to be a "city within a city". The structure of Suntec City is supposed to resemble the human left hand, with the 18-storey Suntec City Tower representing the thumb, the four 45-storey office towers the fingers, the convention centre the wrist, and the fountain plaza a gold ring in the centre of the palm. Suntec City is Singapore's largest private commercial development. The massive precinct also houses Suntec Singapore International Convention & Exhibition Centre.

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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, 6 museums 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.

### **About Suntec City Mall**

Stretching a kilometre across the five office towers, Suntec City Mall is a major shopping hub with over 400 retail outlets and 100 food and beverage establishments across four main thematic zones (Galleria, Tropics, Fountain Terrace and Entertainment Centre), including Singapore's largest hypermarket, Carrefour. Visitors can also indulge themselves in selective shopping in the five specialty zones – Galleria for a distinctive mix of international fashion brands and dining outlets; e-life@suntec for the latest digital and IT products, MPG for hip street fashion; Happy Kidz for children and maternity wear; and Tasty Treatz for delectable snacks and delights. Every year, more than 200 events are held in the mall to add fun and entertainment to the retail experience Suntec City Mall has to offer. Come evening, the Fountain of Wealth, the centrepiece of Suntec City Mall and the world's largest fountain recorded in the Guinness Book of Records, springs to life with a multimedia extravaganza accompanied by song and message dedications. With so much to see and do, Suntec City Mall is certainly the choice shopping and dining destination.

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