



Suntec
SINGAPORE
International Convention &
Exhibition Centre

MEDIA RELEASE

Asia's Convention City Welcomes New Partners to its Alliance

Singapore, 11 May 2011 - *Suntec Singapore, Asia's Convention City*, started its tenth anniversary with new beginnings and renewed fervor when it welcomed two new members **Pico and Pacific World** to its partnership.

The Joint Marketing Alliance (JMA) is an initiative to promote the Marina Bay precinct that includes Suntec Singapore, its surrounding hotels and infrastructure as an ideal convention city -- aimed at providing the necessary elements to make a corporate meeting planners' event a success. It also focuses on strengthening Singapore's position as a premiere venue for meetings, conventions, exhibitions and incentive travel programmes.

The addition of the two new partners will further strengthen the alliance and provide a holistic experience for all business travellers. Pico is a brand concept company that provides total solutions on event marketing for exhibitions to world expositions. Pacific World is a leading DMC in Singapore that focuses on specialist requirements of incentive travel, corporate meetings, conferences and deluxe individual travel services.

Promoted under the brand **Suntec Singapore, Asia's Convention City**, the alliance aims to market Singapore as the top choice for conventions in Asia. With the promise of “*something at every turn*”, delegates will easily find themselves connected to 5,200 five-star hotel rooms, 1,000 retail stores, 300 restaurants and 6 museums – **all within a 15-minute walk**. Add to that some 100,000 square metres of meeting space, climate-controlled passageways and covered walkways, **Suntec Singapore, Asia's Convention City** is undeniably self-contained.

“Suntec Singapore has been spearheading this exceptional partnership since 2001. The tourism industry is all about integration, and this collaboration clearly harnesses each partner’s breadth and depth of experience. Together, with the collective expertise of the partners, we are able to elevate our distinctive proposition and add tremendous value to all our clients and the MICE industry,” commented Pieter Idenburg, CEO of Suntec Singapore.

Established in 2001, the alliance continues to share deep roots and value their strong commitment, working together to promote a common objective.

The initiative is spearheaded by Suntec Singapore and 11 other industry partners namely:

- Conrad Centennial Singapore
- Fairmont Singapore
- Marina Mandarin Singapore
- Mandarin Oriental Singapore
- Pacific World Singapore
- Pan Pacific Singapore
- Pico
- Ritz-Carlton Millenia Singapore
- Singapore Airlines
- Singapore Flyer
- Swissotel The Stamford Singapore

- End -

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 in the Central Business District and just minutes from the city's entertainment and cultural attractions.

For press enquiries, please contact:

Anjna Nihalani
Director – Brands & Communications
Direct telephone: + 65 6825 2226
Mobile: + 65 9878 8828
Fax: + 65 6825 2222
Email: anjna.nihalani@suntecsingapore.com

Karen Chia
Manager – Brands & Communications
Direct telephone: +65 6825 2227
Mobile: +65 9783 3378
Fax: +65 6825 2222
Email: karen.chia@suntecsingapore.com