



Suntec
SINGAPORE
International Convention &
Exhibition Centre

MEDIA RELEASE

Honours for Suntec Singapore

Singapore, 19 November 2010 – It was a month of celebration, glory and honour for Suntec Singapore.

With the escalating Meetings, Incentives, Conventions and Exhibitions (MICE) business heating up, coupled with intense competition as cities worldwide vie to host major events; Suntec Singapore has continued to remain tops - receiving top honours for its product and service excellence.

“Best Convention and Exhibition Centre”

For its strong commitment towards excellent service, Suntec Singapore has been voted “Best Convention and Exhibition Centre” for the fourth year running by readers of TTG Asia, TTG China, TTGmice and TTG-BTmice China magazines. The annual TTG Travel Awards, now in its 21st year, is presented by TTG Publishing, a leading publisher and organiser of events in trade and tourism in Asia Pacific. The award ceremony took place on October 7 in Bangkok, Thailand.

“Asia’s Leading Meetings and Conference Centre”

Five other world-class venues proved no match for Suntec Singapore, which was crowned “Asia’s Leading Meetings and Conference Centre” at the World Travel Awards 2010 for the fifth consecutive time since 2006. The London-based awards programme, highly regarded as the Oscars of the tourism and hospitality industry, celebrates and recognises top guns from various sectors through votes cast by travel professionals in over 160 countries.

“Best Business Event Venue Experience 2010”

Suntec Singapore excelled once again at the Singapore Experience Awards 2010 where it won the coveted “Best Business Event Venue Experience” award for the second consecutive year. Cementing Suntec Singapore’s position as the leading MICE venue in Singapore, this award acknowledges a business event venue that displayed unique appeal, facilities and versatility coupled with service excellence. In addition, the business event venue has to demonstrate corporate social responsibility and sustainability in its operations.

“Distinguished Patron of the Arts 2010”

For its commitment to the arts in Singapore, the venue was conferred the ***Distinguished Patron of the Arts 2010*** for the third consecutive year. The Patron of the Arts recognizes an individual and/or organization for its contribution to the arts in Singapore. The Distinguished Patron of the Arts category is the highest honour given for contributions of at least S\$1.5 million and above.

“Most Innovative Marketing Initiative” – Finalist

The venue was also a finalist for the Most Innovative Marketing Initiative Award for its ‘Suntec First’ marketing campaign. The award recognises an organization’s marketing initiatives that have demonstrated ingenuity, technical quality, considered planning and effective execution in creating an integrated brand marketing campaign specific to a business event. It also aims to capture creatives that have displayed originality and uniqueness executed through the various media.

“Meetings Industry Marketing Awards 2010” – Finalist

For its fresh take on marketing the Marina Bay precinct, Suntec Singapore was recognised as a Finalist for “Best Print/Web Advertising Campaign” category at the 9th Meetings Industry Marketing Awards (MIMA) which was held on October 18th in London. The campaign, titled “Something at every turn”, featured a series of three print advertisements each offering a different visual based on the works of Dutch artist M.C. Escher. The Escher series is the international branding campaign for the Joint Marketing Alliance which markets Suntec Singapore - Asia's Convention City. This series of 3 creative prints shows the essential services, as provided by the JMA partners, all within a 15 minute walk of Suntec Singapore. They were launched over three years and run in key international trade publications and online trade portals. Organised by Meetings & Incentive Travel magazine, the awards was launched in 2002 to raise the standards of marketing in the meetings and events industry and to recognise good work done by marketers across the globe.

“Winning these awards is an important motivating factor for our team of dedicated professionals. We are an operational business - it is hard work to ensure that every event is a success” said Pieter Idenburg, CEO of Suntec Singapore. “Our staff have a can-do spirit and work tirelessly to ensure that every request and every need receives attention. Sharing the success and celebrating these wins drives us as a team to be relentless in our pursuit of excellence, and to spur on – to deliver the best experience possible for our customers”.

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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.

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