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International Convention &
Exhibition Centre

MEDIA RELEASE

ITB Asia Signs Three-Year Extension with Suntec Singapore

Singapore, 22 September 2010 – Messe Berlin (Singapore), the organiser of ITB Asia, today announced it will continue to hold its very successful world-renowned travel trade show, ITB Asia, for another three years from 2011 through to 2013 at the Suntec Singapore International Convention & Exhibition Centre.

ITB Asia, the tradeshow for the Asian travel market, was established in Singapore in 2008. Singapore's strategic location, within easy access of many ASEAN countries as well as the newly emerging economies in the region, augmented the city-state's credibility as a destination of choice for the Asian edition. Additionally, Singapore's continual distinction as "top international meetings city and top international meetings country" is a strong endorsement that accentuates Singapore's position as the world's preferred business events destination. As a leader in Singapore's meetings, incentives, conventions and exhibitions (MICE) industry, Suntec Singapore is committed and well-positioned to harness the continued advancement of business events and to the support of this significant industry tradeshow that will benefit the hospitality and tourism trade of Singapore.

Anchored in Suntec Singapore since its inception in 2008, ITB Asia is the premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting business. For over four decades, Messe Berlin has been successfully organising the world's leading and largest travel trade show, ITB Berlin, an event that draws in excess of 110,000 trade visitors annually. The second edition of ITB Asia in 2009 drew over 6,100 attendees including 553 invited buyers.

"Having attended the world renowned ITB show in Berlin for the last 28 years where fruitful partnerships have been cultivated, it is indeed an honour to host its very successful brand extension, ITB Asia, in Suntec. The partnership allows a whole new generation of tourism trade executives the opportunity to engage in high quality business exchange. The fact that they have extended their contract is a testament to the long-standing and excellent working relationships and friendships we have forged over the years," said Pieter Idenburg, Chief Executive Officer of Suntec Singapore. "Securing this pre-eminent event for the next three years is a real endorsement for our team as we are committed to creating business value for ITB Asia. We look forward to playing a key role in the event's growth and success in the years ahead."

Messe Berlin CEO Mr Raimund Hosch said that the Suntec contract extension was good news for the travel industry in Asia. "Our ethos at Messe Berlin (Singapore) is to create the optimum business environment for ITB Asia exhibitors and buyers. Suntec is the right choice due its logistics, access, facilities and a 'can-do' mindset. ITB Asia's exhibitors and buyers and the travel industry across Asia will benefit from this continued excellent partnership," he said.

ITB Asia 2010 will be held from 20 - 22 October. Hundreds of travel buyers are expected to attend, with about 21,000 buyer-seller meetings projected. In as early as May this year, demand for the leading global travel show had already garnered healthy bookings, with approximately 15% more floor space booked and sold compared to 2009. In addition, hundreds of exhibitors have also locked in early to secure preferred floor positions, of which 70% are return sellers. The event is expected to draw more than 6,000 attendees.

In recent months, Suntec Singapore continues to surge ahead and remains a premier venue of choice for numerous prominent industry events from the Singapore International Water Week and Robocup 2010 to the Singapore Garden Festival and the inaugural Singapore 2010 Youth Olympic Games.

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To date, the venue has hosted more than 1,150 events and will host another 250 more events by the end of this year – from conventions, exhibitions, corporate meetings, incentive groups to F&B events/catering. Its recent new wins include the Million Dollar Round Table in 2011, World Chinese Entrepreneur Convention 2011 and the Chartered Financial Annual Conference in 2013.

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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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