



**Suntec**  
**SINGAPORE**  
International Convention &  
Exhibition Centre

## **MEDIA RELEASE**

### **Suntec Singapore Announces Key Management Promotions**

**Singapore, January 30, 2012** - Suntec Singapore International Convention and Exhibition Centre (Suntec Singapore), an internationally acclaimed award winning venue has announced the appointment of two key management positions.

**Mr. Ong Wee Min** has been promoted to the position of Chief Commercial Officer from his previous role of Director, Commercial. In this role, Mr. Ong will lead the Centre's sales and marketing activities for the various market segments as well as manage a team of highly qualified professionals. He will also hold commercial responsibility for Suntec International, an entity that provides a wide ranging portfolio of services focusing on the MICE industry that include sales and marketing representation, venue management, consultancy services as well as franchising and brand transfer opportunities.

Mr. Ong, with Suntec Singapore since 2000, has held various leadership positions. He actively represents Suntec Singapore at numerous global trade show events and works closely with international associations to position Singapore and the award winning Suntec Singapore as a premier destination to hold global events. Mr. Ong also serves on the Global Taskforce of the US-based Professional Convention Management Association (PCMA) and the on the International Sections Council of the American Society of Association Executives (ASAE).

**Mr. Arun Madhok** has been promoted to the position of Chief Operating Officer from his previous role as Director, Business Development. In his role, Mr. Madhok will be responsible for the overall operations of Suntec Singapore as well as overseeing and implementation of the planned Suntec Singapore modernization programme.

Since joining Suntec Singapore in 2009, Mr. Madhok has been instrumental in reviewing the operational activities and implementing changes that allow the Centre to fine tune its delivery processes to ensure seamless service while consistently focusing on service excellence. Mr. Madhok has also been influential in developing, coordinating and steering the plans for the modernization programme that will be underway in mid-2012 until early 2013.

Pieter Idenburg, Chief Executive Officer said, "The positions of Chief Operating Officer and Chief Commercial Officer are absolutely critical as we move forward and embark on our modernization programme. Both gentlemen have proven their capabilities in successfully handling both rudimentary and complex operations as well as key projects that we have undertaken. I am confident that the venue will continue to be successful as they focus on operational and service excellence with a healthy dose of innovation".

Suntec Singapore concluded another healthy year in 2011 as the venue hosted 1,600 events that brought a total of approximately 7.1 million visitors through its doors. The venue also marked phenomenal occupancy rates of between 90% - 98% for several months of the year. Additionally, Suntec Singapore bagged 11 major industry awards that included the Best Business Venue Experience (the only venue to have secured it for three consecutive years!) at the Singapore Experience Awards as well as being a sixth time winner for Asia's Leading Meeting & Conference Centre at the World Travel Awards.

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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. An award-winning facility, Suntec Singapore has versatile floor space that 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.

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