



MEDIA RELEASE

Suntec Singapore Closes the Year on a High Note

Singapore, 5 January 2011 - Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore) ends off 2010 on a high note with a resounding finish.

A total of 1,536 events were held at Suntec Singapore - an increase of approximately 9% over 2009 and welcomed 6.8 million visitors and guests. ¹

Of the total 1,536 events hosted in 2010:

- **1,003 were Corporate Meetings**
- **147 were Exhibitions**
- **51 were Conventions and**
- **335 were Catering and Special Events.**

Of these 83 were international conventions and exhibitions while 115 were local / regional.

In 2010, Suntec Singapore hosted many new and major international events such as (but not limited to):

- Tetra World Congress 2010 (TWC 2010),
- RoboCup 2010,
- 13th International Conference on Emergency Medicine 2010,
- 10th World Congress of Bio-ethics,
- 8th Asia Pacific Harmonica Festival 2010,
- Medical Fair Asia 2010,
- Asia Pacific Congress of Allergy and Clinical Immunology (APPACI) 2010,
- International No-Dig 2010,
- China Sourcing Fair,

¹ In 2009, Suntec Singapore welcomed 6.7 million visitors.

- MRO Asia Conference and Exhibition 2010 and
- The inaugural Singapore 2010 Youth Olympic Games.

The venue also hosted various **returning** shows:

- Breakbulk Asia 2010,
- IDEM Singapore 2010,
- Cards Asia 2010/RFID World Asia 2010/Retail Solutions World Asia 2010,
- Semicon Singapore 2010,
- Tax Free World Association 2010,
- ad:tech Singapore 2010,
- Singapore International Water Week 2010,
- Singapore Garden Festival 2010,
- JEC Composites 2010
- ITB Asia 2010
- OSEA 2010
- Asian Television Forum amongst others.

In May, the iconic Suntec brand name that is synonymous with excellence in the MICE industry launched Suntec International Convention and Exhibition Services Pte. Ltd. The new enterprise is positioned to offer a wide ranging portfolio of services that include sales and marketing representation, venue management, franchising and brand transfer opportunities and consultancy specially designed for the MICE industry. It aims to reach out overseas by tapping onto proven expertise from Suntec Singapore and will draw on the strengths of its resident professionals. Additionally, it will also adopt the collaborative management model that has made Suntec Singapore one of the world's best.

In June, the venue recorded its highest occupancy ever as it welcomed more than 1 million visitors who attended 102 events – hosting an average of 5 events a day. Reaching an occupancy rate of 98%², June was the busiest month in its 15-year history. The MICE (Meetings, Incentives, Conventions and Exhibitions) business alone recorded the highest occupancy at 84%.

² This figure accounts for Suntec Singapore's MICE business, fixed rentals and support functions.

Subsequently in August, the venue was the proud host of the first-ever Singapore 2010 Youth Olympic Games. Being the official convention centre partner, it was also the largest sporting venue for the Olympics – hosting six sports in its 24,000 sqm halls. The team led by its Chief Executive Officer, Pieter Idenburg also participated in the Youth Olympic Games (YOG) Torchbearer Relay – Journey of the Youth Olympic Flame.

An exclusive partnership was also signed between Singapore's first integrated resort **Resorts World Sentosa** with Suntec Singapore. The partnership will have the two properties cross-sell each other to create real business opportunities for both venues while growing the international MICE business for Singapore. Additionally, the venue also inked agreements with Messe Berlin (Singapore), the organiser of ITB Asia, to host its very successful world-renowned travel trade show, ITB Asia, for another three years from 2011 through to 2013.

Continuing its success into 2011, Suntec Singapore is pleased to welcome various new international events and play host to various returning shows. Some of these distinguished events the venue will host in 2011 include (but not limited to):

- 3rd Annual Breakbulk Asia Conference and Exhibition (January)
- **Million Dollar Round Table 2011 (February)**
- Asian Shipping and Work Boat 2011 (March)
- Cards Asia 2011/RFID World Asia 2011 / Retail Solutions World Asia 2011 (April)
- Broadcast Asia 2011 (June)
- ad:tech Singapore 2011 (June)
- ICMAT 2011 International Conference on Materials for Advanced Technologies (June)
- JEC Composites 2011
- ITB Asia (October)
- **World Chinese Entrepreneur Convention 2011 (October)**
- **Informex (November)**
- CIA 2011 (November)

*bold denotes new events

Suntec Singapore also continued to haul in numerous international and regional industry awards, adding to its many accolades. This year, the venue was awarded **“Best Business Events Venue Experience”** at the Singapore Experience Awards 2010 for the second time, **“Asia’s Leading Meetings & Conference Centre”** at the World Travel Awards 2010 for the fifth time, **“Best Convention & Exhibition Centre”** at the TTG Travel Awards 2010 for the fourth time and **“Best Overseas Conference Centre (Silver Award)”** at the M&IT Industry Award 2010 for the second time. In addition, it was also recognised for its contribution to the arts being awarded the **“Distinguished Patron of the Arts”** by the National Arts Council for the third consecutive year. It was also given honours for being a finalist at the HRM Awards for “Best Employer Branding”, Meetings Industry Marketing Awards 2010 for “Best Print/Web Campaign” and the Singapore Experience Awards for its “Most Innovative Marketing Initiative”.

“2010 was a phenomenal year for Suntec Singapore. We have once again shown and demonstrated our strengths and remained resilient. The venue excelled and shone, hosting many firsts – from major business events to aspiring athletes, winning an array of industry awards, signing agreements with industry partners and launching a new entity Suntec International. It was a prolific year for the team. On the accolades front, we continue to be recognised as a respected leader in the meetings industry, winning not one but eleven awards consistently throughout the year,” commented Pieter Idenburg, CEO of Suntec Singapore. “We owe a huge part of our success and achievement to our clients, partners and guests and we are humbled by their firm support and trust they continue to put in us.”

The year also marked another milestone for Suntec Singapore as it turned 15. What began as a vision conceptualised by a group of investors in the mid-eighties has come a long way to becoming the face of Singapore’s MICE industry and a key pillar of Singapore’s economy – supporting Singapore in its bid to bring in big events. It has contributed significantly to Singapore’s economy and profile, allowing the city-state to attract some of the biggest conventions and business events. Building on its global brand, it has also placed Singapore on the world map repeatedly and helped the city state achieve its “Top International Meetings City” time and again.

15 years of stellar achievements - an excellent way indeed to finish off an outstanding year!

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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