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International Convention &
Exhibition Centre

MEDIA RELEASE

Suntec Singapore Excels Yet Again at the Singapore Experience Awards 2010

The only business events venue to have received the coveted award twice

Singapore, 4 November 2010 – Nothing Short of Excellent!

That's the mantra for Suntec Singapore as the venue excels once again at the Singapore Experience Awards 2010 for **Best Business Event Venue Experience**. It is the only business events venue to have received the coveted award twice in a row.

The Singapore Experience Awards, organised by the Singapore Tourism Board, is the most prestigious awards platform in Singapore's tourism industry. It recognises individuals and organisations with the best product and service delivery who have contributed to a distinctive and compelling Singapore Experience and brings together the best in the fields of retail, leisure, education, healthcare, business travel and MICE.

Entries were judged by a highly-distinguished panel of internationally recognised professionals in their respective fields. A total of 83 finalists have been shortlisted for 27 award categories.

The Best Business Event Venue Experience Award recognises a business event venue for its demonstrated unique venue appeal, facilities and versatility in settings as well as excellence in service. The entry also includes components on corporate social responsibility and sustainability in its operations.

“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”.

Suntec Singapore 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.

Additionally, the first 3 award-winning events for the night ‘***International Conference on Materials for Advanced Technologies (ICMAT 2009) for Association Conference of the Year***’, ‘***Sea Asia 2009 for Exhibition of the Year***’ and ‘***WIT – Web in Travel 2009 for Trade Conference of the Year***’ were esteemed events held at the award-winning venue of Suntec Singapore in 2009. The ***Ritz-Carlton Millenia***, Suntec Singapore’s Joint Marketing Alliance partner was also conferred the ***Best Hotel Experience*** award for its product and service excellence.

Suntec Singapore is also the ideal venue for some of the largest trade exhibitions and conferences in the region.

"The facilities at Suntec Singapore are first-rate but it is its service excellence that sets it apart as a world class venue. We are proud of the close partnership we have established and congratulate the Suntec Singapore team on this deserved award," said Stephen Tan, Chief Executive of Singapore Exhibition Services, organiser of OSEA2010. OSEA2010 is the largest trade event for the oil and gas industry in the Asia Pacific and will be held in Suntec Singapore from 30 November to 3 December.

Suntec Singapore, under the stewardship of Pieter Idenburg has won umpteen awards and accolades, reinforcing its stature and strength as Singapore's leading business events venue - time and again. Just this month, the venue has also been conferred ***Asia's Leading Meeting and Conference Centre*** by the World Travel Awards for the fifth consecutive year as well as ***Best Convention & Exhibition Centre*** at the annual TTG Travel Award 2010 for the fourth consecutive year – with both awards recognizing the most outstanding organizations across the Asia Pacific.

Since its opening in 1995, the venue has hosted close to 16,000 events from the World Trade Organisation Ministerial Conference 1995, World Economic Forum to the IMF/World Bank Annual Meeting 2006, the APEC Leaders Week 2009 and the recent Singapore 2010 inaugural Youth Olympic Games.

With two months to the end of 2010, the venue expects to register a strong performance – with 1,500 events and 6.8 million visitors.

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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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