



Suntec
SINGAPORE
International Convention &
Exhibition Centre

MEDIA RELEASE

Suntec Singapore Registers a Significant Year for 2009

Singapore, 6 January 2010 - Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore), Asia's foremost venue for meetings, incentives, conventions and exhibitions has registered a significant year for 2009.

Despite the global economic climate and a worldwide pandemic, the leading venue in Singapore hosted 1,408 events and welcomed 6.7 million visitors to its venue - an increase of approximately 5% more visitors to its venue over 2008.

All sectors from the meetings, incentives, conventions and exhibitions (MICE) delivered robust growth. Of the 1,408 events, 911 were corporate meetings, with 54 conventions and 138 exhibitions. Of the conventions and exhibitions held, 96 were international conventions and exhibitions, with special events such as concerts, banquet functions, convocations and graduations and others at 304.

In 2009, the venue also hosted many prominent international events such as the Asia Aging Forum 2009, 4th Congress of the International Society for Vascular Behavioural and Cognitive Disorders 2009, Alzheimer's Disease International Conference, FDI Annual World Dental Congress, Spikes Asia (1st Asian Advertising Festival), International Council on Systems Engineering (INCOSE) 2009, World Congress of the International Confederation of Principals 2009 amongst others – with the most notable being the APEC 2009 Leaders Week.

The venue also had the opportunity to host various returning shows such as the Asian Shipping and Work Boat Asia 2009, Pulire Asia 2009, Sea Asia 2009, WIMAX Forum Congress Asia 2009, Tax Free World Association (Asia Pacific), SEMICON Singapore

2009, Singapore International Water Week 2009, ITB Asia, CIA 2009 and Enviro Asia 2009.

2010 has the hallmarks of being yet another busy year as the venue gears up to host and welcome back the many regular events as well as several new events at its venue. Some distinguished events the venue will host in 2010 include:

<u>Events</u>	<u>Estimated Number of Delegates</u>
International Housing Conference 2010 (Jan)	-
Corporate Combined Service by Victory Family Centre (Jan)	4,000
The Internet Show 2010 (April)	1,000
Eco World 2010 (April)	2,000
RoboCup 2010 Singapore (Jun)	3,500
13th International Conference on Emergency Medicine 2010 (June)	1,500
JCI Asia-Pacific Conference Singapore (Jun)	2,000
10th World Congress of Bio-ethics (Jul)	800
8th Asia Pacific Harmonica Festival 2010 (Jul)	2,000
World Congress of Biomechanics (Aug)	1,500
Singapore 2010 Youth Olympic Games (Aug)	2,000
Discoveries 2010 (Oct)	3,000
Asia Pacific Congress of Allergy and Clinical Immunology (APPACI) 2010 (Nov)	1,200
International No-Dig 2010 (Nov)	1,200

The venue will also welcome back the return of many successful shows such as (but not limited to):

IDEM Singapore 2010 (April)	5,000
Cards Asia 2010/RFID World Asia 2010/Retail Solutions World Asia 2010 (April)	6,000
TFWA AP 2010 (May)	3,000
Tetra World Congress 2010 (TWC 2010) (May)	2,000
CityScape Asia 2010 (May)	1,000
Singapore Garden Festival 2010	100,000
JEC Composites Asia 2010 (Oct)	2,500
ITB Asia 2010 (Oct)	5,000

2009 was also a year of achievements for Suntec Singapore. The venue garnered copious awards that comprised “**Best Business Venue Experience and Most Innovative Marketing Initiative (Business Events)**” at the inaugural Singapore Experience Awards, **Asia’s Leading Conference Centre** by World Travel Awards, “**Best Convention & Exhibition Centre**” by TTG Travel Awards, “**Distinguished Patron of the Arts**” by the National Arts Council and “**Partner of Heritage Award**” by the National Heritage Board for its contribution towards the arts and heritage in Singapore. The venue’s security and fire safety team also picked up several accolades for its continual commitment to safety and security.

“Having emerged from a challenging but fruitful year in 2009, 2010 will continue to be significant for Suntec Singapore. This year, we will host several new and returning (conventions & exhibitions) shows at our venue, with an exciting lineup of events that are of paramount standing in their respective fields such as the inaugural Youth Olympic Games,” said Pieter Idenburg, Chief Executive Officer of Suntec Singapore. “Our multi-functional and flexible facilities have always enabled us to attract all types of events – and we continue to do so. As a venue that hosts global events and high profile conventions and exhibitions annually, we are committed to and will continue to provide our clients and guests value-added products and “going the extra mile and beyond the call of duty” services to ensure that we continue to raise the bar professionally.”

In 2010, starting off the New Year with a bang and fresh from its string of awards in the last quarter of 2009, Suntec Singapore has once again, received the honours for one of the “**Best Convention and Exhibition Centre**” and “**Best MICE Sales Team**” at the annual CEI Asia Industry Awards 2010.

CEI Asia is regarded as one of the best magazine serving the region’s corporate events industry and the annual Industry Awards recognizes outstanding organisations across Asia. The winners of these awards are voted by its discerning readers.

This is the second consecutive year that Suntec Singapore has garnered an award for Best Convention and Exhibition Centre and Best MICE Sales Team – having moved up one notch in both categories.

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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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