



MEDIA RELEASE

Suntec Singapore Shines at the Inaugural Singapore Experience Awards 2009

Singapore, 10 November 2009 - Suntec Singapore International Convention & Exhibition Centre - Asia's leading convention centre has proved its prowess once again. The distinguished venue reaped two awards for ***Best Business Event Venue Experience*** and ***Most Innovative Marketing Initiative Award*** at the inaugural Singapore Experience Awards 2009 held at The Capella last evening.

The **Best Business Event Venue Experience** Award recognises a business event venue that has demonstrated unique venue appeal, facilities and versatility in settings as well as excellence in service, elevating the standard of world-class MICE facilities in Singapore that includes corporate social responsibility and sustainability in its operations.

"At Suntec Singapore, we are passionate about everything we do. We take pride in being flexible, creative and listening to all our clients by continually improving our service standards and adding value – leveraging on the strengths of our people through collaborative management, achieving operational excellence and ensuring constant innovative and creative practices in our industry," said Pieter Idenburg, CEO of Suntec Singapore.

Dovetailing the win, the venue also captured the **Most Innovative Marketing Initiative Award**. The award is given out to 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. Suntec Singapore's winning campaign – ***Passionate about Everything We Do*** - focused on its employees and what sets the venue apart from its competitors, resulting in a campaign that is people-driven – shining the spotlight on the people behind the scenes. It features three of our employees from various departments across a series of print advertisements, with each employee playing a role permeating passion and zeal to ensure the guests' experience.

“We are proud to receive this prestigious award which is a glowing tribute to the team at Suntec Singapore who has always been the cornerstone behind every success story of our centre. The Passion campaign is a people-driven campaign that is creative and innovative,” commented Anjna Nihalani, Director of Marketing and Communications at Suntec Singapore. “On behalf of the senior management team, my warmest thanks to our employees who have served as the true inspiration for the conceptualization and execution of this terrific campaign”.

Suntec Singapore was also a finalist for Association Conference of the Year, for AIPC (Association Internationales Palais des Congres) for being a co-organiser for the prominent AIPC 2008 conference where peers and industry colleagues from over 50 countries experienced the warm hospitality of the venue.

Since its opening in 1995, Suntec Singapore has hosted numerous high profile events like the WTO Ministerial Conference to the World Economic Forum to SIBOS to the 2006 Annual Meetings of the IMF and World Bank Group. This week, it serves as the main meeting venue for APEC Leaders Week 2009.

Last week, the venue was also conferred ***Asia's Leading Conference Centre*** by the World Travel Awards in London. We were voted the best by more than 170,000 travel agents worldwide, having maintained this honour for four consecutive years.

Just last month, Suntec Singapore was voted best ***Best Convention & Exhibition Centre*** at the 20th Annual TTG Travel Award 2009 for the third consecutive year. The TTG Travel Awards, reputed as the most coveted and influential awards in the region's travel industry recognizes the most outstanding individuals and organizations across Asia Pacific.

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.

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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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