



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

## **MEDIA RELEASE**

### **Suntec Singapore's Spectacular Line-Up for 2011**

**Singapore, 15 June 2011** – Suntec Singapore International Convention & Exhibition Centre is expected to start the second half of 2011 on an impressive note.

Beginning in the second half of 2011, the centre has confirmed a host of prestigious exhibitions and conferences that covers a diverse range of topics, from travel retail to broadcasting, medical science to entrepreneurship, airport capacity limitations, digital and screen printing amongst others.

The key line-up of events for the second half of 2011 includes (but not limited to):

- 10<sup>th</sup> Asia Pacific Congress of Endoscopic Surgery – August
- 11<sup>th</sup> World Chinese Entrepreneurs Convention (WCEC) – October
- ITB Asia – October
- JEC Composites – October
- 15th Asia Pacific Retailers Convention & Exhibition - October
- FESPA Asia 2011 – October
- Singapore International Energy Week – October
- IATA 129<sup>th</sup> Schedules Conference - November
- Informex Asia 2011 – November

These events alone will bring more than 50,000 delegates to Singapore, adding to the vibrant MICE landscape that is synonymous with the city-state.

With these new conferences and exhibitions in the pipeline, it also pushes the boundaries of the convention centre's team experience and ability to cope with a diverse range of events.

"We have already seen strong growth in the first half of 2011 and it is terrific to see such a spectacular line-up of events for Suntec Singapore for the second half of the year. The embedded strengths of this organisation resides in our staff – who exhibit unlimited drive and dynamism. I am confident that we will continue to be the venue of choice for our clients and partners - not only with repeat bookings - but with the rest of our recently-secured contracts," says Pieter Idenburg, CEO of Suntec Singapore. "My team and I will continue to give and provide the finest quality of service and attention to detail; and create a great environment for people to come together and meet."

The start of 2011 also saw a couple of major events completed in succession. **MDRT Asia Experience 2011**, which drew approximately 5,000 delegates and **WorldMUN Singapore 2011**, which drew about 2,500 delegates from over 65 countries and 270 academic colleges, were two events (amongst several others) which received much media attention both locally and internationally, making for a strong first quarter for Suntec Singapore.

The second quarter also witnessed the return of **Tax Free World Asia (TFWA)**, the world's largest Duty Free & Travel Retail association and a leading provider of high quality exhibitions to the Duty Free & Travel Retail industry; followed by the prominent **Singapore International Water Week** and **BroadcastAsia 2011**.

The line up of events for Suntec Singapore this year will contribute significantly to the centre as well as Singapore's economy and profile. Building on its global brand, Suntec Singapore has repeatedly placed Singapore on the world map and helped Singapore keep its status as "Top International Meetings City" time and again.

The venue is poised for solid growth and is expected to end 2011 with approximately 1,500 events.

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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 in the Central Business District and just minutes from the city's entertainment and cultural attractions.

### **For press enquiries, please contact:**

Anjna Nihalani  
Director – Brands & Communications  
Direct telephone: + 65 6825 2226  
Mobile: + 65 9878 8828  
Fax: + 65 6825 2222  
Email: [anjna.nihalani@suntecsingapore.com](mailto:anjna.nihalani@suntecsingapore.com)

Karen Chia  
Manager – Brands & Communications  
Direct telephone: +65 6825 2227  
Mobile: +65 9783 3378  
Fax: +65 6825 2222  
Email: [karen.chia@suntecsingapore.com](mailto:karen.chia@suntecsingapore.com)