



Suntec
S I N G A P O R E
International Convention &
Exhibition Centre

MEDIA RELEASE

Suntec Singapore - 15 Years of Stellar Achievements

Singapore, 30 August 2010 – Singapore's grand dame of convention and exhibition facilities turns 15 today. Suntec Singapore has come a long way since its opening to much fanfare as the first of its kind here in 1995. Always ready to rise to the occasion as Singapore's host to the world, the centre celebrates a decade and a half of iconic and memorable events.

An impromptu surprise celebration was held this afternoon to commemorate 15 years of stellar achievements. The journey of Suntec Singapore's success was shared to the team by Pieter Idenburg, CEO of Suntec Singapore. In true spirit of the festivity, a giant birthday cake, meticulously whipped up by the kitchen team in under 5 hours was brought on stage. Measuring 6 ft x 3 ft and weighing approximately 396 pounds, dedicated employees who had been with the organisation for the last 15 years were then invited to cut the cake with Pieter.

Over the last decade and a half, the centre has cemented its reputation as a premier MICE destination with an excellent track record of hosting more than 15,000 iconic events of diverse nature, which have helped propel Singapore onto the world stage as the place for meetings, conventions and exhibitions.

Some of these prestigious events are:

- World Trade Organization Ministerial Meetings (1995),
- World Economic Forum (1998),
- 90th Annual Rotary Convention (1999),
- Society for Worldwide Interbank Financial Telecommunication (SWIFT 2003),
- International Monetary Fund Meetings (2006),
- Tax Free World Association (1995 – 1997, 2000 – 2010),
- Singapore International Water Week (2008, 2009, 2010),
- ITB Asia (2008 – 2010),
- APEC Leaders Week (2009) and
- the recent inaugural Singapore 2010 Youth Olympic Games.

Today, Suntec Singapore enjoys success as an internationally acclaimed venue that has built a good brand name and solid reputation. Combined with the plethora of awards and accolades it regularly receives gives it credence both in and beyond the industry. These include the titles of “Best Convention and Exhibition Centre” at the TTG Travel Awards 2009 for the third consecutive year, “Asia’s Leading Conference Centre 2009” at the World Travel Awards and “Best Business Event Venue Experience” at the Singapore Experience Awards.

What started off as a vision conceptualized by a group of investors in the mid-eighties has indeed come a long way to become the face of Singapore’s MICE industry and a key pillar of Singapore’s economy.

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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