



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

## **MEDIA RELEASE**

### **Suntec Singapore Strengthens Leadership Team with the Appointment of Director, Business Development**

**Singapore, 6 February 2009** - Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore), Asia's leading business meetings venue, today announced the expansion of its leadership team with the appointment of Arun Madhok as Director of Business Development.

In his new role, Mr Madhok will be responsible for leading business development initiatives for Suntec Singapore, broadening its market scopes that include diversification strategies and new lines of trade. He will also play a key role in the execution of the company's growth strategy.

Prior to his appointment at Suntec Singapore, Mr Madhok has garnered extensive experience in the airline and hospitality industries. His expertise includes strong project management in customer service, operations, information technology and business development. His strong business acumen has also led to significant growth in several major new markets across Eastern Europe, Mediterranean and North Africa during his tenure with British Airways.

"We are delighted to welcome Arun to our management team," said Pieter Idenburg, Chief Executive Officer of Suntec Singapore. "He brings with him extensive business development experience and we are confident that his appointment will help us achieve and further our goals to cultivate new products to maintain our edge in the local, regional and international MICE industry."

Mr Madhok is a graduate of Spicer Memorial College and Osmania University in India. He speaks English, German and Hindi. Mr Madhok is married and his leisure pursuits includes scuba diving, horse riding and website development.

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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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