



## **MEDIA RELEASE**

### **SENIOR APPOINTMENT AT SUNTEC SINGAPORE INTERNATIONAL CONVENTION AND EXHIBITION CENTRE**

**Singapore, 3 August 2005** – Suntec Singapore International Convention & Exhibition Centre, Asia's leading convention centre, has appointed Mr Pieter Idenburg as Senior Director of Business Operations.

Mr Idenburg will be responsible for overseeing the overall business operations of various departments in the development and enhancement of "Suntec Singapore. Asia's Convention City".

Mr Idenburg brings with him extensive management experience gained in companies such as American Airlines, United Airlines, The Walt Disney Company and joins Suntec Singapore after having served as a Senior Manager with British Airways and where, as a General Manager, he was in charge of their Airport Operations and Customer Services in Northern Europe, Eastern Europe and parts of the Mediterranean and the Middle East.

As a self proclaimed global citizen, Mr Idenburg lived and worked in the United States and in various countries in Europe and is no stranger to Singapore where he was the Director of Sales & Marketing for the Sheraton Towers in the mid-nineties.

"We are delighted to welcome Pieter Idenburg to the team. His significant experience in general management, as well as sales and marketing in the airlines, hospitality and services industries, makes him the ideal person for this key position. Under his leadership, we are confident that 'Suntec Singapore. Asia's Convention City' will be

further strengthened,” says Warren J. Buckley, CEO of Suntec Singapore International Convention & Exhibition Centre.

Mr Idenburg is originally from the Netherlands and is fluent in English, Dutch and German. He is married to a Singaporean and they have two children.

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### About Suntec Singapore

Suntec Singapore is a world-class venue located in the heart of Asia's most integrated meetings, conventions and exhibitions hub. With 100,000sqm of floor space on six levels, this award-winning facility can cater to events from 10 to 12,000 persons. In addition, Suntec Singapore - Asia's Convention City offers direct access to 5,200 hotel rooms, 1,000 retail shops, 300 restaurants and the region's new 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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