



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

MEDIA RELEASE

Passionate About Everything We Do
Suntec Singapore Launches New Corporate Branding Campaign

Singapore, 1 June 2009 - Building on its momentum in the escalating MICE industry, Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore) – a global leader in the meetings, incentives, conventions and exhibitions market - has launched a corporate branding campaign to demonstrate the venue's dedication to its clients.

Titled "***Passionate about Everything We Do***" – the campaign comprises three different print executions – ***Picnic, Arm-Chair and Lunch-Box***, each featuring a Suntec Singapore employee from different departments. The notion of the campaign is to encapsulate the passion at the heart of every employee. A closer look at each print ad reveals the employees' dedication to perfection at work, so much so that it transcends into their personal lives and becomes part of their inherent being.

An industry veteran, the venue prides itself on service attributes such as attention to detail, flexibility and pro-activeness - that everyone of its employee is dedicated to give the perfect experience to its clients and visitors. The activities focus on the core attributes of the venue and bring to life the true passion and dedication that goes on at the renowned venue through its brand ambassadors – its employees – who share and embrace core corporate values to achieve the common mission to be the world's best host.

This rendering takes on a different approach from its previous campaign, which showed the versatility and flexible space that Suntec Singapore can offer to different sized groups.

“Passion is when vision, talent and fervour meet commitment, competency and experience. Our people and our passion is what make us a world-class venue and a recognized brand internationally,” commented Pieter Idenburg, Chief Executive Officer of Suntec Singapore.

As Asia’s leading convention centre and Singapore’s foremost venue for meetings, conventions and exhibitions, Suntec Singapore is constantly raising the bar - injecting unceasing passion and commitment in fulfilling the unique needs of our individual customers.

“Through this campaign, we want to reaffirm our dedication to our clients and our customers that we will do what it takes to make every event successful. Our passion and commitment to our work enables us to be creative, to be innovative and to have fun all at the same time,” adds Anjna Nihalani, Director of Marketing and Communications.

The new print ads will have its initial feature in various mainstream and trade publications such as Singapore’s financial daily The Business Times and local Human Resources and Marketing magazines. This will be followed by online executions using channels such as websites, EDMs (electronic direct mailer) and social networking sites.

The brand campaign was conceptualised by TBWA\Tequila\ in collaboration with Suntec Singapore's Marketing and Communications team.

- End -

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.

For press enquiries, please contact:

Anjna Nihalani
Director – Marketing & Communications
Direct telephone: + 65 6825 2226
Mobile: + 65 9878 8828
Fax: + 65 6825 2222
Email : anjna.nihalani@suntecsingapore.com

Karen Chia
Manager – Marketing & Communications
Direct telephone: +65 6825 2227
Mobile: +65 9783 3378
Fax: +65 6825 2222
Email: karen.chia@suntecsingapore.com