



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

## **MEDIA RELEASE**

### **Suntec Singapore International Convention & Exhibition Centre Appoints Pieter Idenburg as new Chief Executive Officer**

**Singapore, 4 January 2008** - Suntec Singapore International Convention & Exhibition Centre welcomes a new era of management and excellence with a new leader. The centre, which is one of Asia's foremost venues for meetings, conventions and exhibitions, has appointed Pieter Idenburg to the position of Chief Executive Officer as of 1 January 2008. Mr Idenburg takes over from Mr Warren James Buckley, who has returned to his hometown Vancouver, Canada, after being with Suntec Singapore since 2001.

Mr Idenburg joined Suntec Singapore in 2005 as its Senior Director of Business Operations. His outstanding contributions propelled him to the position of Chief Operating Officer (COO) in early 2007 with enhanced responsibilities. These included the day to day running of the Centre as well as overseeing the complex logistical food and beverage operations that govern the world renowned convention and exhibition centre. In addition, he provided the direction for the sales and marketing divisions and oversaw the strategic initiatives of the Centre. His tenure at Suntec Singapore also saw him helming landmark projects such as the building enhancement and the complex Suntec Singapore venue operations for the recent IMF-World Bank Annual Meetings in 2006.

"It is an exciting time for the MICE industry in Singapore and I am honoured to lead the team at Suntec Singapore to the next phase of development," said Mr Idenburg.

A Dutch national and a self-proclaimed global citizen, Mr Idenburg, came to Singapore in 1994 and joined Sheraton Towers before moving on to British Airways in Frankfurt. He made the return to Singapore to join Suntec Singapore in 2005. Prior to his stay this country, he has lived and worked extensively in the United States and various parts of Europe with prominent international companies such as American Airlines, United Airlines, Continental Airlines and The Walt Disney Company.

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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 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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