



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

## **MEDIA RELEASE**

### **Suntec Singapore Wins Business Event Venue Excellence and Most Innovative Marketing Initiative Awards at the Inaugural Singapore Business Events Awards 2006**

**Singapore, 3 August 2007** - Suntec Singapore International Convention & Exhibition Centre - Asia's Convention City, bagged two of the seven awards for Business Event Venue Excellence and Most Innovative Marketing Initiative Awards at the inaugural Singapore Business Events Awards 2006 held at The Ritz-Carlton Millenia Singapore, last evening.

The Business Event Venue Excellence Award recognizes a business event venue that has demonstrated excellence in providing services through professional conference and exhibition organizers as a MICE venue and elevates the standard of world-class MICE facilities in Singapore, while the Most Innovative Marketing Initiative Award is given out to an organization that demonstrates originality, creativity and effectiveness in promoting a MICE event or its organisation's business.

The other winning award picked up by Suntec Singapore was for its *'Joint Marketing Alliance - Suntec Singapore, Asia's Convention City'* campaign. The ad campaign, conceptualized by TBWA, aimed to proactively market the precinct composed of Suntec Singapore, the surrounding hotels and supporting infrastructure as Asia's foremost convention destination and a self-contained, fully integrated convention city.

Suntec Singapore's other ad campaign '*Nothing Is Too Small*' is also one of the 3 finalists under this category. This is the second award for Suntec Singapore for its innovative marketing, the first being the UFI Marketing Award 2006 for *Best Ideas to Win Customers*. With a second marketing award in tow, Suntec Singapore is set to move forward with bigger ideas to stay competitive in the MICE industry.

"We are absolutely delighted to win two of the inaugural BTMICE awards - the 'Business Venue Excellence' and 'Most Innovative Marketing Initiative' awards. Empowered by this high recognition, we are determined to continue to play our part in the ongoing achievements of Singapore as a leading convention city. A big thank you goes to our clients and our industry partners but even more so to our professional staff, whose passion and dedication ensures our continued success," said Warren J Buckley, Chief Executive Officer of Suntec Singapore.

Since its opening in 1995, Suntec Singapore has hosted numerous high profile events like the WTO Ministerial Conference to the World Economic Forum to SIBOS to the recent 2006 Annual Meetings of the IMF and World Bank Group.

The Singapore Business Awards, launched by the Singapore Exhibition & Convention Bureau, a group of the Singapore Tourism Board aim to recognize the contributions of business events industry players that have played a part in Singapore's standing as a premier business travel and MICE destination. In recent years, the Singapore MICE industry has staged successful high-profile events from the World Economic Forum to the 2006 Annual Meetings of the IMF and World Bank Group.

Other contenders for the awards included Professional Conference Organisers (PCO), Professional Exhibition Organisers (PE), Destination Management Companies (DMC), Exhibition and convention venue operators, freight forwarders as well as related companies and suppliers for the MICE industries.

- End -

## 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.

---

### **For press enquiries, please contact:**

Elena Arabadjieva

Director – Marketing Services & Communications

Direct telephone: (65) 6825 2226

Mobile : (65) 9339 0690

Fax: (65) 6825 2222

Email: [elena.arabadjieva@suntecsingapore.com](mailto:elena.arabadjieva@suntecsingapore.com)

Karen Chia

Manager – Marketing Services & Communications

Direct telephone: (65) 6825 2227

Mobile : (65) 9783 3378

Fax: (65) 6825 2222

Email: [karen.chia@suntecsingapore.com](mailto:karen.chia@suntecsingapore.com)

## APPENDIX:

With everything you want within a 15-minute stroll, Suntec Singapore puts you ahead in the game.

Suntec Singapore International Convention & Exhibition Centre is at the heart of a self-contained convention city that offers a convenience no other venue can match. Like direct access to 75,000 square metres of meeting space, 5,200 hotel rooms, 1,000 shops, 300 restaurants and even a world-class performing arts centre. In short, everything an event planner will ever want, and all within a 15-minute stroll. Contact us at E-mail: [sales@acc.com.sg](mailto:sales@acc.com.sg), Tel: (65) 6820 3883 or Fax: (65) 6825 2222, or simply visit [www.acc.com.sg](http://www.acc.com.sg)

SUNTEC SINGAPORE. ASIA'S CONVENTION CITY.

### Joint Marketing Alliance Initiative-Suntec Singapore, Asia's Convention City

This campaign was founded to proactively market the precinct composed of Suntec Singapore, the surrounding hotels and supporting infrastructure as Asia's foremost convention destination and a self-contained, fully integrated convention city. The aim is to market Singapore as "THE CONVENTION" destination in Asia and more specifically promote the precinct surrounding Suntec Singapore as the best choice in Singapore with "everything you want within a 15 minute walk".

The campaign presents a clear departure from the usual run-of-the-mill convention centre advertisements in the market. It visualizes the idea of connectivity in a memorable way, using the "dartboard" as an analogy - with Suntec Singapore in the "bull's eye" and the surrounding areas in concentric circles to illustrate value and proximity.

This initiative reflects the unique industry alliance and cooperative effort where a group of private entities jointly invest in a common marketing campaign.