



**Suntec**  
SINGAPORE  
International Convention &  
Exhibition Centre

## **MEDIA RELEASE**

### **Suntec Singapore Named as a Finalist at HRM Awards 2010**

**Singapore, 8 February 2010** – Suntec Singapore International Convention and Exhibition Centre, Asia's leading convention and exhibition centre has been named a finalist for Best Employer Branding at the recent HRM Awards 2010.

The HRM Awards is the nation's premier awards program. Since its inception in 2003, it has established itself as Asia's pre-eminent HR awards –showcasing the best and brightest HR talents in Singapore. Approximately 700 executives attended the gala event which was organised by Key Media.

Suntec Singapore was named an award finalist for its commitment towards aligning the employer brand to its core mission. The award recognises employers who have successfully created a positive identity for themselves among employees, competitors and the wider market – thereby creating a distinctive brand in attracting key potentials.

Asia's leading venue launched a corporate branding campaign mid last year to demonstrate the venue's dedication to its clients. Entitled "***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, Suntec Singapore 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.

“We are honoured to be selected as a finalist for this award and recognised for our employer branding. At Suntec Singapore, we are passionate about everything we do. We believe that our people are our most important resource – empowering our staff through collaborative management, achieving operational excellence and ensuring constant innovative and creative practices in our industry,” commented Jacqueline Goh, Director of Human Resources and Administration. “We value co-operation and we work together as a team to achieve our common objectives. We view this relationship as one of our fundamental core values and we strive to maintain a positive work environment and that is conducive for open information exchange. We congratulate the other finalists and are honoured to be amongst the prestigious organizations for this award.”

Suntec Singapore is also a sponsor for Best Corporate and Employee Citizenship award at the event. The award recognizes an organisation that shows strong commitment to corporate social responsibility and who are essential champions in their organisation's march toward sustainability.

Suntec Singapore is proud to be a finalist with the other esteemed organisations such as Hewlett-Packard Singapore, McDonald's Restaurants, Unilever Asia, Yahoo! South East Asia, Ministry of Manpower, NTUC First Campus Co-operative and Cherie Hearts Group International.

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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.

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

Anjna Nihalani

Director – Marketing & Communications

Direct telephone: (65) 6825 2226

Fax: (65) 6825 2222

Email: [anjna.nihalani@suntecsingapore.com](mailto:anjna.nihalani@suntecsingapore.com)

Karen Chia

Manager – Marketing & Communications

Direct telephone: (65) 6825 2227

Fax: (65) 6825 2222

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