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**SINGAPORE**  
International Convention &  
Exhibition Centre



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## **MEDIA RELEASE**

# Suntec Singapore and Resorts World Sentosa Seal Singapore's biggest MICE partnership **Will Grow the MICE business for Singapore**

**Singapore, 3 March 2010** – Suntec Singapore and Resorts World Sentosa today announced an exclusive partnership that will have the two properties cross-sell each other to create real business opportunities for both venues while growing the international MICE business for Singapore as a whole.

The exclusive agreement between Asia's leading convention and exhibition centre and Singapore's first integrated resort allows event planners to offer their clients the opportunity to conduct their exhibitions and day meetings within the Central Business District in Suntec Singapore, and continue with after-hours social functions at Resorts World Sentosa.

The versatility is expected to provide unprecedented options to international event planners, and add sparkle to Singapore's attractiveness as a MICE destination. Suntec Singapore is one of the foremost leaders in the MICE industry while Resorts World Sentosa is an integrated destination which includes its Compass Ballroom – Asia's biggest, column-free ballroom – Universal Studios Singapore, a casino and top-class entertainment acts.

Together, the two heavyweights will cross-sell venues through joint sales calls, customised proposals and event concepts to international meeting planners, whose guests and delegates could enjoy seamless transfers between the two venues, as well as exclusive and customised services and experiences.

The partnership is an industry milestone that augments the commitment of both players to develop new offerings to grow Singapore's MICE (meetings, incentives, conventions and exhibitions) and tourism market.

"We are really excited about this partnership with Resorts World Sentosa which we strongly believe will serve as a winning proposition. Together, we hold the experience of the guests paramount and are committed to giving business and leisure visitors the best of both worlds, providing them with a true Singapore experience," says Ong Wee Min, Director of Sales and Client Services of Suntec Singapore.

“This proposition will entice, as well as, provide today’s business travelers innovative options while they are in Singapore, thereby strengthening and solidifying Singapore’s dominance in the MICE industry worldwide,” Mr Ong said.

Ms Elena Arabadjieva, Director of MICE at Resorts World Sentosa, said: “Resorts World Sentosa is Singapore’s IR. As part of that philosophy, we are committed to work with existing venues and industry players to grow the MICE pie for Singapore. Our partnership with Suntec Singapore, one of the strongest MICE players in this region, will create a very compelling proposition to international meeting planners who will look at Singapore with more than passing interest.”

“The synergies are there – Suntec Singapore has fantastic credibility in the market place with its many years of experience and excellent exhibition and convention facilities, while Resorts World Sentosa offers new meeting capacities amid world-class entertainment offerings and unique venues such as Universal Studios Singapore that have never before existed in Singapore,” Ms Arabadjieva added.

### **Track Record:**

As Singapore’s premier exhibition & convention centre located in the heart of the city, Suntec Singapore has made its mark in hosting a myriad of iconic events of diverse nature, with many that are of paramount industry standing, within its premier convention facility. A versatile and flexible space spanning over 100,000 square metres, the venue has received a host of accolades and awards and has been recognised as one of the leading convention centres worldwide. Suntec Singapore has recently embarked on a partnership with MCI, whereby it will be the preferred partner for the MCI Group.

Suntec Singapore is also the lead partner for the Joint-Marketing Alliance – a strategic agreement that reflects the cooperative effort of a group of private entities jointly investing in a tactical marketing campaign that promotes Suntec Singapore and the surrounding precinct as Asia's Convention City.

The venue has earned its reputation for holding business events of paramount industry standing that include, for example, the APEC 2009 Leaders’ Week, the 2006 Annual Meetings of the IMF and World Bank Group, the World Trade Organisation Ministerial Conference 1996 and the World Economic Forum in 1998 to SIBOS (SWIFT international banking operations seminar) in 2003.

Resorts World Sentosa has to date, secured more than 50 confirmed events through 2011. The lineup includes many new events, as well as several that will return to Singapore after an absence of many years. Events it has confirmed include World Chinese Entrepreneurs Convention, to be attended by 4,000 of the world’s Chinese political and business leaders, and the Nu Skin Enterprises Convention, with more than 7,000 delegates.

Singapore, already continuously ranked a top business events city by ICCA and UIA as one of the best cities in the world for global business travelers,. This union will enhance to strengthen Singapore’s position as a leading business events city.

### **About Resorts World Sentosa**

Resorts World Sentosa, one of the world's most extensive and expensive integrated resorts at US\$4.4 billion, was built in a record time of under three years. Resorts World Sentosa has soft opened its four hotels on 20 January 2010, its shopping and dining strip, FestiveWalk on 1 February 2010 and Singapore's first casino on 14 February 2010, together with the Resorts World Convention Centre, which includes its Compass Ballroom, 26 function rooms and 1,600-seat Festive Grand theatre. Supporting the attractions are a 3,500-lot carpark facility, restaurants, retail stores, entertainment and public attractions that include Emmy-award winner Jeremy Railton's Lake of Dreams and Chamber of Treasures.

Resorts World Sentosa will open the world's largest Marine Life Park, its Maritime Experiential Museum, a destination spa and two remaining hotels with a total of 500 rooms in phase two development.

### **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.

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