



MEDIA RELEASE

Suntec Singapore International Convention & Exhibition Centre Appoints European Representative

Singapore, 29th July 2005 – Suntec Singapore International Convention and Exhibition Centre, through its joint-marketing alliance “Suntec Singapore. Asia’s Convention City”, has appointed Janet Sealy Partnership to be its European Representative in an effort to expand its share of the growing meetings, incentives and conventions market coming from Europe.

Janet Sealy Partnership will be the first overseas representative for Suntec Singapore and its eight joint-marketing alliance partners The Oriental Singapore, Marina Mandarin Singapore, The Pan Pacific Singapore, Swissotel The Stamford, Conrad International Singapore, Pacific World Singapore, Singapore Airlines and the Singapore Tourism Board. The alliance will tap on Janet Sealy Partnership’s expertise and knowledge in the international congress market throughout Europe.

Janet Sealy Partnership has named its partner Simon Halewood to spearhead efforts in drawing more large European conventions to Suntec Singapore.

Mr. Halewood was the Director of Europe for the Japan Convention Bureau in London for 10 years before joining Janet Sealy Partnership earlier this year. His network in Europe, where he acted as the European coordinator for the Asian Association of Convention and Visitors Bureaus, makes him an ideal candidate for the position. He also speaks English, French and Japanese and has a good knowledge of German and Italian.

Mr. Halewood and Ms Janet Sealy, founder of Janet Sealy Partnership, will help “Suntec Singapore. Asia’s Convention City” bring its marketing strategy for international associations meetings to the next level, propelling its position beyond Asia’s leading convention hub.

“Both Janet and Simon have exceptionally broad experience and knowledge in the international congress and exhibition markets, coupled with their vast contacts in the convention and exhibition industry, this will definitely give us the leverage and enhance our presence in the European market,” commented Warren J. Buckley, CEO of Suntec Singapore.

Through this representation and direct access and networking with key industry partners throughout Europe Suntec Singapore expects to continue to draw world-class conferences such as the WTO - Inaugural Ministerial Conference, SIBOS, next year’s IMF / World Bank Annual Meetings 2006 and the International Bar Association. Such large events generate multiple business visitor nights and thus benefit all partners in the alliance and even more importantly - the Singapore economy.

Already an iconic venue located in the heart of Asia’s most integrated meetings, conventions and exhibitions hub this move will further strengthen Suntec Singapore’s position in the European market and beyond.

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.

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