



**MEDIA RELEASE**

### **Suntec Singapore Renews Award-Winning Campaign**

**9 May 2003, Singapore – Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore) is pleased to announce that the joint marketing campaign, “Singapore Intelligence Centre – Where Great Minds Meet”, will continue through 2003.**

Following two years of successfully marketing the Singapore Intelligence Centre, the consortium partners of the joint marketing campaign have unanimously agreed to carry on with the strategic alliance between Suntec Singapore, Singapore Tourism Board, Singapore Airlines, and its hotel partners.

“The joint marketing campaign was created with our partners to collectively and powerfully promote the strengths of a totally integrated events infrastructure. The initiative has proved effective the last two years and we are happy to continue this collaboration in providing a one-stop events service to our valued clients,” says Mr Warren Buckley, CEO of Suntec Singapore.

Working closely with the partners and STB, Suntec Singapore, which hosted a total of 1,288 events last year, conducted research on 183 associations in the last 18 months and to date, Suntec Singapore has won five international bids representing 7,800 delegates. The Centre is now bidding for another 23 international meetings.

As if proof of the campaign’s successful, the Singapore Intelligence Centre has been awarded the 2003 Pacific Asia Travel Association (PATA) Gold Award for Industry (Convention/Exhibition Venue). Unparalleled in what it has got to offer, Suntec Singapore will continue to seek out key local and international partners to strengthen the destination sell in the international market.



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The Singapore Intelligence Centre was established in 2001 with partners pooling their resources to market the Marina Bay area. Marketed as a self-contained, 'city-within-a-city' adjacent to the Central Business District, Suntec Singapore sits right in the heart of a commercial and leisure district, offering direct access to 75,000 square metres of function space, 5200 hotel rooms, 1000 retail shops, 300 restaurants and the region's new performing arts centre. Facilities are interconnected and easily accessible via air-conditioned tunnels and covered walkways.

Suntec Singapore is able to offer customers a single contact point for flexible space rental, accommodation and event management. This represents true one-stop shopping for the convention or exhibition planner, where Suntec Singapore will provide a totally comprehensive and tailored proposal encompassing the different components that the customer needs.

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### **About Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore)**

Located at the heart of a totally integrated meetings, conventions and exhibition hub, Suntec Singapore is a world class venue offering 100,000 sqm of versatile space and direct access to 5,200 hotel rooms, 300 restaurants and comprehensive shopping and entertainment facilities. Suntec Singapore's flexible event space is spread over six levels including a convention hall that accommodates up to 12,000 people theatre-style, an exhibition hall of 12,000 sqm, a sub-divisible ballroom, 31 meeting rooms, an auditorium and a multi-purpose Concourse. Additionally, the venue has the largest banquet kitchen in Singapore supported by an award-winning food and beverage team.

#### **For more information, please contact:**

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