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Suntec Singapore Unleashes New Technology

12 July 2002, Singapore - Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore) has leveraged on Internet technology to provide more compelling information on their corporate website and in a better-organised and user-friendly menu. The new website is also equipped with powerful online tools to capture a wider and more diversified market, as well as to provide better service to all its customers.

Furthermore, Suntec Singapore has struck up partnerships with key players StarHub Pte Ltd and International Video Conferencing Centre to bring to customers Wireless Broadband Internet access available throughout the venue and to add state-of-the-art video conference facilities. This is in addition to having a current broadband wireless provider at its facility, namely 5G Networks (www.5g.com.sg).

Mr. Warren J. Buckley, CEO of Suntec Singapore said: "We are looking at the various ways that we can add more value to our current product and service offering, so that customers can come to us for a single and seamless connection to a comprehensive suite of meetings, convention and exhibition services."

On partnering with Suntec Singapore to provide Wireless Broadband Internet, Mr. Kyong Yu, Senior Vice President of IP Multimedia Services of StarHub Pte Ltd and concurrently the General Manager of StarHub Internet said, "We're very excited about the possibilities of our new service that will be launched very soon in the second half of this year, and hope you will experience the tremendous opportunities that it offers. The service will change the way organisations operate, freeing them from a single location and allowing them the flexibility of working anywhere that is convenient or important to them. "



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Mr. Timothy Ngiam, CEO for International Video Conferencing Centre (IVCC) underlined the strategic importance of IVCC's partnership with Suntec Singapore in his speech, "It takes remarkable vision, competence, foresight and unfaltering cooperation from Suntec Singapore to make video conference facilities conveniently available to their customers and to achieve the objective of being a world-class venue for Conventions and Exhibitions."

Suntec Singapore has revamped its corporate website to increase the speed of response to customers and to offer quick access to information, as well as raise the overall productivity for the sales and marketing team at the Centre.

Some of the features include:

- **Content Management System**

The Online Site Administrator™ is a suite of web-based administration tools customised by RadCity Asia Pte Ltd that empowers Suntec Singapore to update the information independently and instantly, therefore ensuring that the website stays fresher and more compelling to visitors.

- **Database Management**

The database management application is a package of e-tools from RadCity Asia's eVisitorSuite™, to enhance interaction and communication with customers in targeted, personal and relevant ways. This is achieved through visitor profiling, an email management and marketing system and an online survey system. The new website also allows for the efficient management of clients' data which greatly increases productivity.

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- Wider Search Functions

Searching for events held at the convention centre is now a breeze. A search for events can be done by category, as well as through an organiser's name. This spells greater publicity and marketing mileage for organisers and their events, as well as convenience for users.

- Downloadable Electronic Brochures and Floor-plans

Downloadable and printable e-brochures and floor plans offer users easy access to detailed information about the size, seating capacity and unique features of the large convention and exhibition halls, auditoriums right up to the smallest meeting rooms.

- Online Request for Proposals

Visitors to the site can request for proposals by filling up the electronic RFP for prompt and accurate response. This template increases efficiency as it reduces time spent on going back and forth, getting and receiving information.

- Online Surveys

As part of its efforts to stay competitive, online surveys can be conducted and the feedback and data can be organised automatically. This enables the Convention Centre to meet customers' needs faster and more accurately.



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- Strategic Partnership

Suntec Singapore's strategic partnerships with industry leaders such as theweddingfair.com also aims to provide specialised service to potential customers with their proprietary online wedding planning tools on the website.

With the new technological package of Wireless Broadband Internet, Video Conferencing Facilities and the new online capabilities, Suntec Singapore is set to add greater value to customers and their events.

--- The End ---

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 direct access to 100,000sqm of space, 5,200 hotel rooms, 300 restaurants and comprehensive shopping and entertainment facilities. Over six levels, Suntec Singapore offers a convention hall that can hold up to 12,000 people theatre style, an exhibition hall of 12,000 sqm, a spacious ballroom, 31 meeting rooms, an auditorium and a multi-purpose Concourse.

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