



MEDIA RELEASE

Suntec Singapore Says Cheers to Wine for Asia 2008

Singapore, 11 June 2008 – This October, Suntec Singapore, Asia's leading convention and exhibition centre, says cheers to the sixth edition of Wine for Asia 2008 for the first time.

Billed as Asia's most comprehensive international wine exhibition, it will be held from 16 – 18 October 2008 at Suntec Singapore. This year's event is expected to be even more exciting with several new activities that will help to create more "buzz" and interest for wine connoisseurs.

"We are delighted to host Wine for Asia at Suntec Singapore. Wine is being appreciated by increasingly more individuals in Singapore and we look forward to the 'entertaining' element this event brings to add to the diversity of our events calendar," said Pieter Idenburg, CEO of Suntec Singapore.

Highlights of this year's show include a wine business forum where participants will engage in dialogue sessions with wine experts on the opportunities and challenges of marketing and selling wines online. Other highlights include amongst others, Wine Style Asia Award 2008, Wine Sensory Symposium & Open Tasting and an International Wine Importer course.

The show attracted close to 4,500 trade visitors from 33 countries last year. A total of 441 exhibitors from 34 countries, including a record number of 14 pavilions from Argentina, Australia, Brazil, Chile, France, Germany, Greece, Hungary, Italy, New Zealand, Portugal, Singapore, South Africa and Spain took part in the event.

Wine for Asia 2008 is organised by MP Asia and Wine Resources. It is supported by the Singapore Exhibition and Convention Bureau and the Singapore Food Manufacturers Association.

For more information on the 2008 event, please visit www.wineforasia.com

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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 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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