



Asian MICE Forum 2016

Asian MICE Leader Forum: Asian Power & Opportunities



Ms Rosalind Ng
Immediate Past President/Chairman
Communications, SACEOS
Managing Director, Globe
International Events Consultancy





The MICE industry of Singapore



新加坡：亞太商業前線

Singapore: Asia Pacific's Business Frontier





Business of Events: The Singapore Story



BTMICE: A key tourism sector for Singapore

S\$4.5bn BTMICE Tourism Receipts
in 2015

3mil BTMICE Visitor Arrivals
in 2015



Singapore's Business Events Industry Contribution to the Economy



* BTMICE – Business Travel, Meetings, Incentives, Conventions and Exhibitions

[^] Excluding Sightseeing, Entertainment and Gaming



Singapore's Business Events Industry

Quality Assurance for MICE Events

BUSINESS TRAVEL



BEST BTMICE CITY 2015

TTG Travel Awards 2015

BEST BUSINESS CITY IN SOUTHEAST ASIA 2015

Business Travellers Asia Pacific
2015

WORLD'S EASIEST PLACE TO DO BUSINESS

for the 9th time

Doing Business 2015 Report, World
Bank

CONVENTIONS & MEETINGS



TOP INTERNATIONAL MEETING CITY

for the 8th time

Union of Intl Associations 2014

ASIA'S TOP CONVENTION CITY

for the 14th time

ICCA Global Rankings 2015

EXHIBITIONS



NET EXHIBITION SPACE SOLD

9th in Asia

3rd in SEA

UFI 2016

HIGH INTERNATIONAL REPRESENTATION

32% Foreign Visitors

(UFI: 5%)

74% Foreign Exhibitors

(UFI: 10%)



Singapore's Business Events vs regional markets

	No. of trade fairs identified	Estimated annual size in m ²
China	650	11,186,000
Japan	339	2,051,000
India	172	991,750
Hong Kong	95	964,250
Korea	160	959,000
Taiwan	117	796,500
Australia	184	593,500
Thailand	99	572,750
Singapore	72	343,750
Malaysia	81	339,250
Indonesia	68	238,250
Macau	26	209,250
Vietnam	60	182,500
Philippines	48	177,250
Pakistan	31	86,500
Total	2,202	19,691,500

Source: BSG research



These slides are property of SECB and shall not be reproduced and/or distributed without permission from SECB.





Singapore's Business Events Industry Calendar of Major Events (Programme-based)



Note: Not all programme are reflected



Singapore's Business Events Industry

Looking ahead – Some of the events taking place over the next five years



Milipol 2017



Rotorcraft Asia 2017



Intelligent Transport
Systems World
Congress 2019



International Union for Physical
and Engineering Sciences in
Medicine (IUPESM) 2021

2017

2018

2019

2020

2021



International
Conference on
Public Policy
(ICPP) 2017



International Society of
Ultrasound in Obstetrics
& Gynaecology 2018



International Council of
Nurses World
Congress 2019



Lions 2020



IEEE Antennas and
Propagation Society

IEEE Intl Symposium on
Antennas & Propagation
& the North American
Radio Science Meeting
(IEEE APS) 2021



These slides are property of SECB and shall not be reproduced and/or distributed without permission from SECB.





Enhancing Destination Attractiveness

CITY



**SAFETY &
SECURITY**



ACCESSIBILITY



CONNECTIVITY

MICE INDUSTRY



MEETING SPACES



ACCOMMODATION



LEISURE OPTIONS

These slides are property of SECB and shall not be reproduced and/or distributed without permission from SECB.



Major Exhibition Venues:

Sands Exhibition & Convention Centre



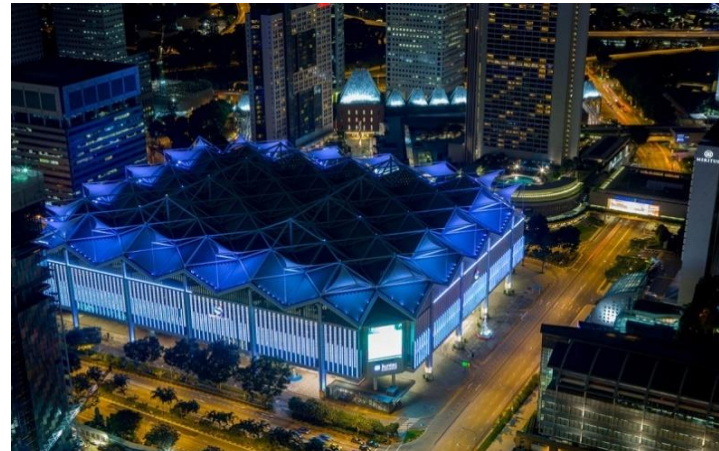
Singapore EXPO



Changi Exhibition Centre



Suntec Convention and Exhibition Centre

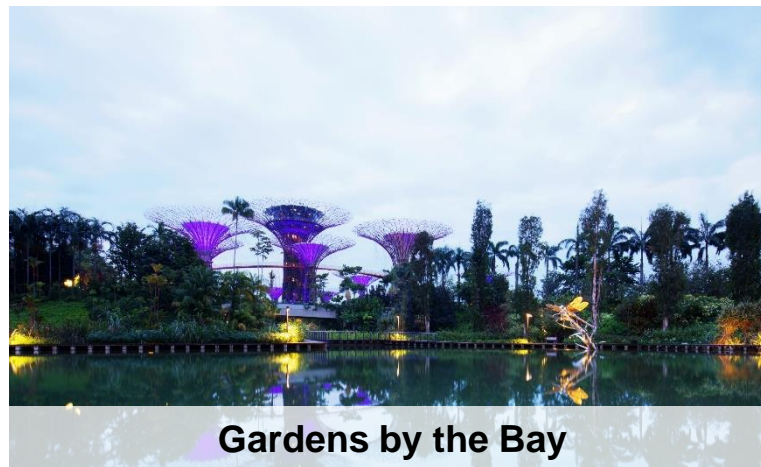




Unconventional Venues



National Gallery Singapore



Gardens by the Bay



Shark Encounter



SEA TREK Adventure

Marine Life Park, Resorts World Sentosa (RWS)



Universal Studios Singapore



Growing Portfolio of Quality Events

A holistic approach through key industries



Environment & Energy



Transport & Security



Technology & Innovation



Lifestyle & Travel



Infrastructure



Finance & Prof Services



Biomedical & Healthcare



Social



InfoComm & Media



Supporting Industry Competitiveness

Nurturing Platforms and Partnerships

MICE INDUSTRY



**LOCAL TRAINING
& DEVELOPMENT**



**INTERNATIONAL
EXPOSURE**



**RECOGNITION
PLATFORMS**

LOCAL ASSOCIATIONS



**BUILDING
CAPABILITIES**



**SUPPORT FOR
CONVENTIONS**



**AMBASSADOR
PROGRAMME**



Organizers in Singapore



Conference & Exhibition
Management Services Pte. Ltd.

experia
events that influence

GLOBE INTERNATIONAL
EVENTS CONSULTANCY





Key Industry Voices 主要相關機構：





SACEOS



The only Association for the MICE +
Business Events industry in Singapore





Singapore MICE Forum 2016 (SMF)

2016

420 delegates representing 25 countries attended SMF2016 from 28 – 29 July with discussion on the following topics:

Day 1

- Keynote: <Re:Imagine> A New World Order
- Global Industry Thought Leaders Panel: <Re:Imagine> MICE
- <Re:Imagine> Marketing: Sponsors to Partners
- <Re:Imagine> Growth



Day 2

- <Re:Imagine> Digital Strategy
- <Re:Imagine> Experiential Design
- Closing Keynote: <Re:Imagine> Our MICE Future





Singapore MICE Forum 2017



Mark your Calendar:
27 – 28 July 2017 – Singapore



SACESS
Meetings • Incentives • Conventions • Exhibitions
S I N G A P O R E





Enquiries

For enquires on the MICE industry in Singapore, you may contact:

Ms Jasmine Lew – Singapore Tourism Board, E-mail: jasmine_lew@stb.gov.sg or

Chloe Pung, SACEOS, E-mail: chloe@saceos.org.sg

Thank You!