

UNIQUELY  
*Singapore*



# *Singapore* - The Exchange Capital of the World

Jul 14, 2008



I stand in the centre of a world of opportunities.

# Singapore Tourism Board (STB) and the Singapore Exhibition & Convention Bureau (SECB)



## Vision

To be a leading economic development agency in tourism, always setting new benchmarks and pioneering best practices

## Mission

To develop and champion tourism, so as to build the sector into a key driver of economic growth for Singapore

Network of 22 offices worldwide



**SINGAPORE EXHIBITION  
& CONVENTION BUREAU**

## The SECB

A business group under STB



# Leveraging Singapore's Key Industry Clusters for Business Events



## Attract

- Pro-active bidding for new SC events
- Attract foreign industry players, corporations and int'l associations to organize events and/or set up bases here

## Create

- Create new Strategic Cluster events
- Create new specialized industry players

## Grow

- Groom existing events to make them larger in size
- Develop players' capabilities in hosting more and larger events



1 Why Singapore?

2 Our Track Record

3 Singapore in the near future...

4 BE in Singapore Incentive Program



# Key Success Factors

- Strategic Location & Accessibility
- Excellent Infrastructure
- Safe Environment
- Price Competitiveness
- Superb Accommodation & Meeting Facilities
- Multi-language Proficiency
- Multi-cultural society
- Excellent Track Record
- Professional Players in the Tourism Industry
- Professional Services provided by the Singapore Tourism Board



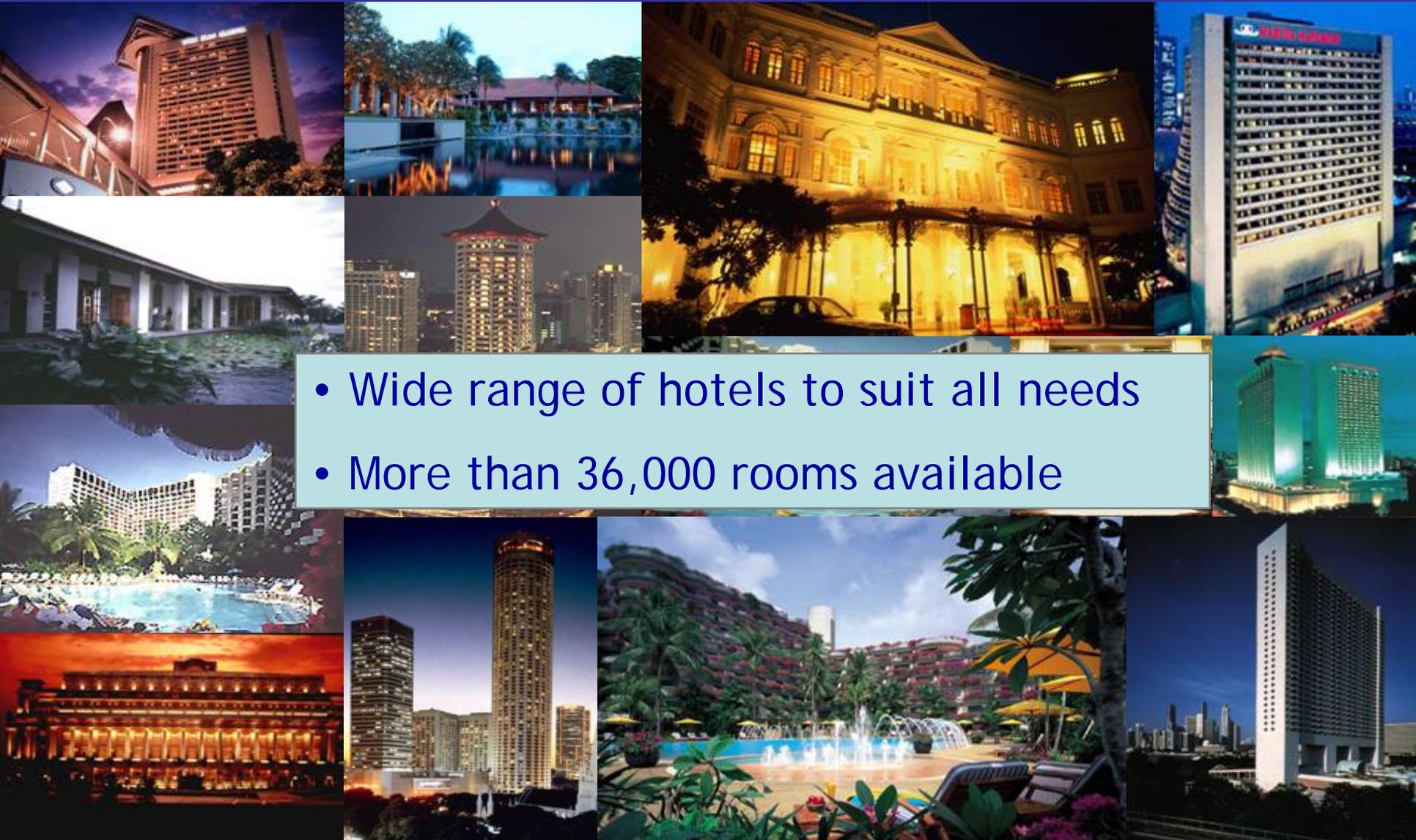
**Strategic Location** with global access  
to 182 cities in 57 countries via 83 airlines



- ▶ Within a 7-hour flight radius of 2.8 billion people
- ▶ Changi Airport consistently rated as “Best Airport”



# World Class Hotels & Accommodation



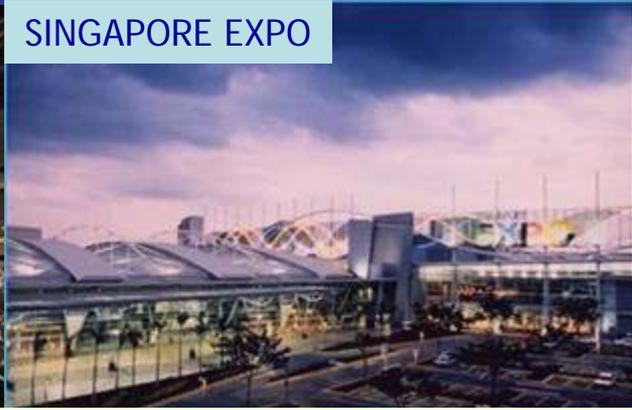
- Wide range of hotels to suit all needs
- More than 36,000 rooms available



# WORLD CLASS MEETING & EXHIBITION FACILITIES



RAFFLES CONVENTION CENTRE



SINGAPORE EXPO

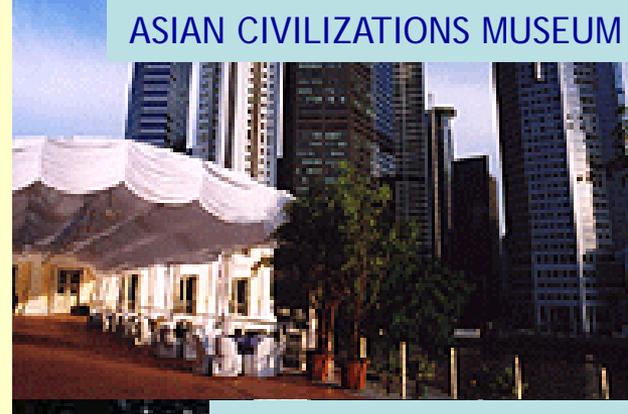


CHIJMES



SUNTEC SINGAPORE INTERNATIONAL CONVENTION & EXHIBITION CENTRE

- Ability to accommodate groups of 20 - 20,000 pax
- 182,000 sqm of meeting space
- Dedicated convention & exhibition facilities
- All fully equipped with state-of-the-art facilities



ASIAN CIVILIZATIONS MUSEUM



THE ARTS HOUSE @ OLD PARLIAMENT HOUSE



SENTOSA BEACH HALL



PAVILION BY THE LAKE @ THE SINGAPORE ZOO



# Vibrant & Dynamic Eco-system of players in the Tourism Industry

## PCO, PEO, DMC & AMC Services



## Hotels



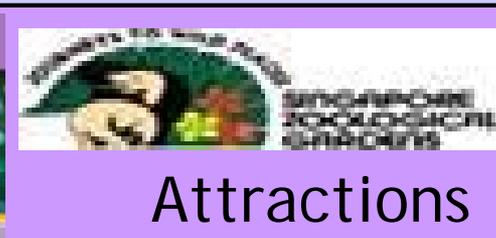
## Industry Associations



## Venues



## Other Govt Agencies



## Attractions



**CULTURE**



**UNIQUE HOTEL**



**SHOPPING**



**Compact Country  
offering  
Variety & Intensity of  
Experiences**

**NIGHTLIFE**



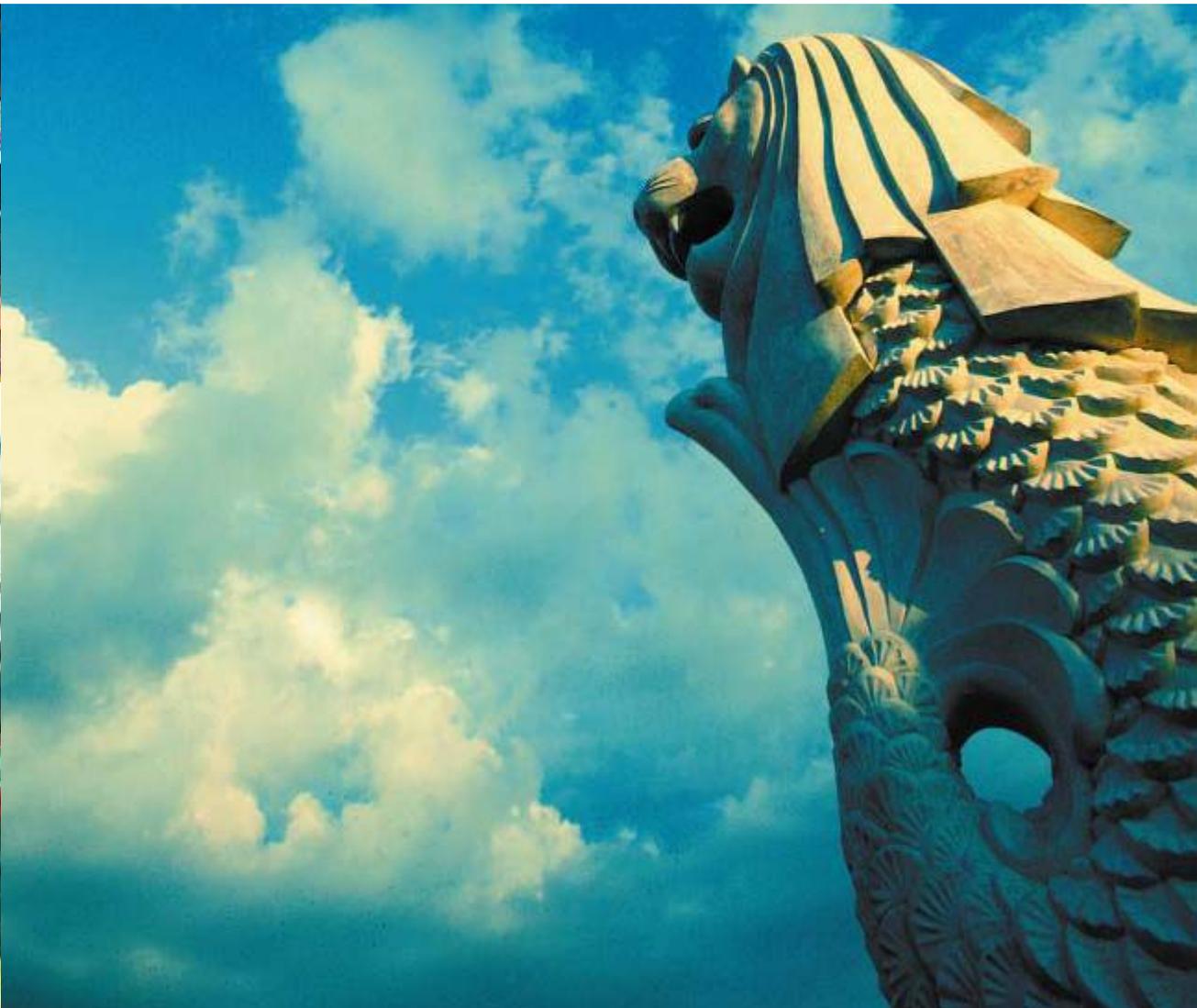
**UNUSUAL  
SPAS**



**ATTRACTIONS**



**The Merlion is a mythical creature that symbolized Singapore's early history as an entreport**



# Singapore is a contradiction of modernity and tradition

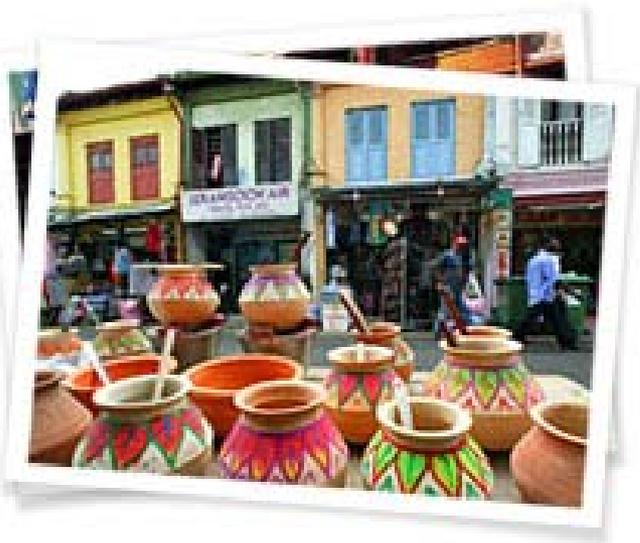


**Different cultures and religions **BLEND** Harmoniously**  
**NO language barriers - English widely-spoken**



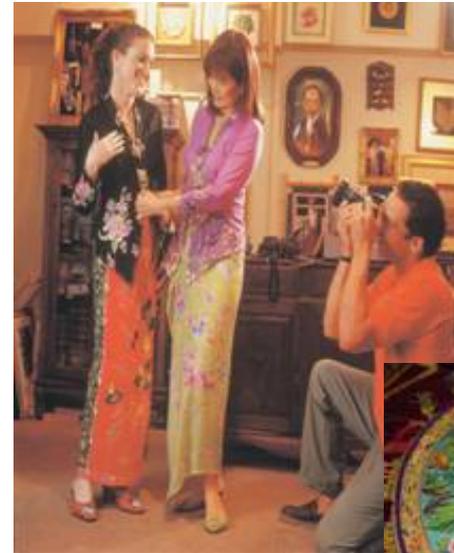


# Ethnic districts - a showcase of Singapore's diverse cultures



## Little India

Spice-centered streets serving as focal point of Singapore's Indian community



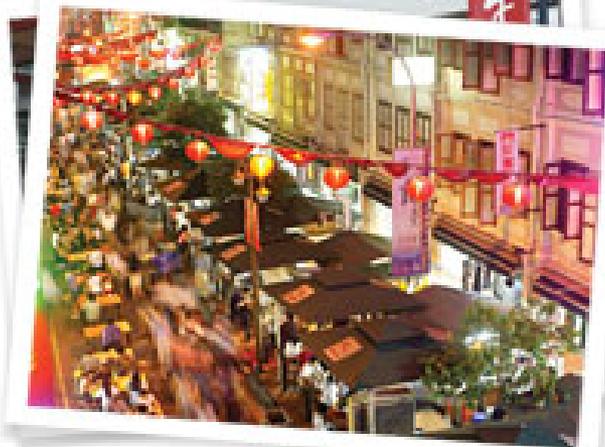
## Joo Chiat / Katong

Rich Peranakan (Mix of Chinese & Malays) & Eurasian heritage and architecture



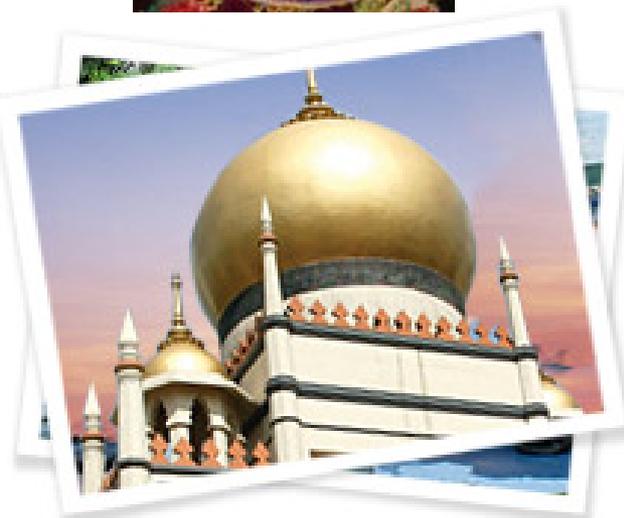
## Chinatown

Evolved since 1821 when first Chinese junk arrived from Xiamen, Fujian province in China



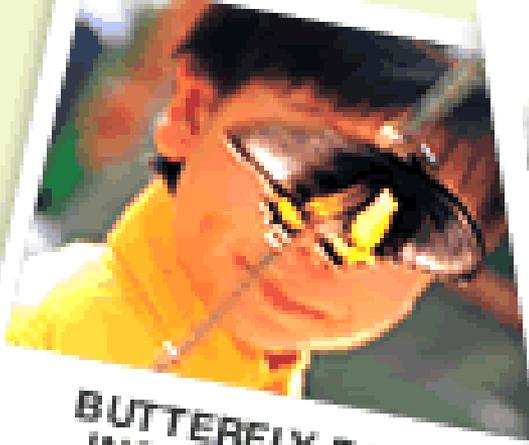
## Arab Street / Kampong Glam

Historic seat of Malay royalty in Singapore



# Singapore Botanic Gardens





**BUTTERFLY PARK &  
INSECT KINGDOM**



**CABLE CAR**



**IMAGES OF SINGAPORE**



**SENTOSA LUKE**



**SKY TOWER**



**THE MERLION**



**SENTOSA 4D MAGIX**

**Sentosa Island**



**Exclusive Experience – A touch from a top achiever**

# Arriving in Style



**Mustafa Shopping Centre is open  
24 hrs daily and stocks over 150,000  
different products**



# Roadside Dining at Chinatown Food Street



# The National Dishes of Singapore are Chilli Crab and Chicken Rice



# The Doorman at the Raffles Hotel is one of Singapore's most photographed personalities



# Singapore's Night Safari is the world's first



**NIGHT**



**SAFARI**



**Gourmet Safari Experience**

**Jurong Bird Park is home to  
8000 birds of some 600 species**



**Eclectic mix of high end restaurants, alfresco dining, lively bars and pubs**



**Ministry of Sound: Largest in world**  
**US\$4.5 million, 129,000 sq ft, >3,000 pax**



# Deepavali Street Light Up in Little India (Oct)



# The Christmas Light-up stretches for 3 miles from Orchard Road to Marina Bay (mid Nov-Dec)





**The Chingay Parade of Floats and Dance is held Friday and Saturday (Jan/Feb) after Chinese New Year**





**Travel on the luxurious Eastern and Orient Express**

# Singapore is a hub for 14 luxury cruise lines



# Luxury Cruise Lines Calling in 2008

- Crystal Cruises
- Princess Cruises
- Holland America
- Royal Caribbean
- Cunard
- Seabourn
- Seven Seas
- SilverSeas
- Celebrity Cruises



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# Iconic Events in Singapore

Anchoring iconic events in Singapore to strengthen our position as the Exchange Capital of the World



IMF/ World Bank Annual Meeting (2006)



International Olympics Committee (2005)



Congress of the International Council of Nurses Conference



Asian International Exhibition of Textile and Machinery (2005)



# Prominent Business Events in Singapore



Oracle EMEA Excellence Club (2007)



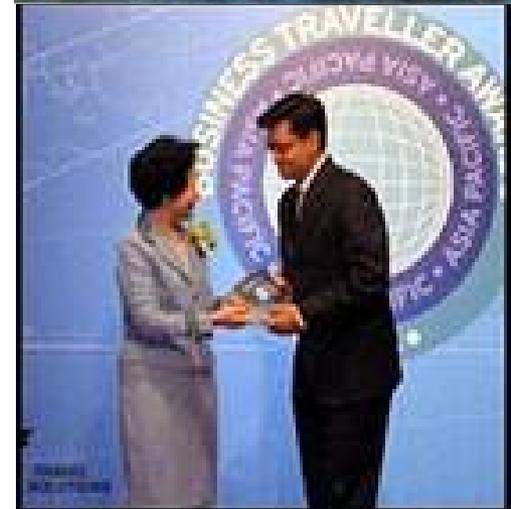
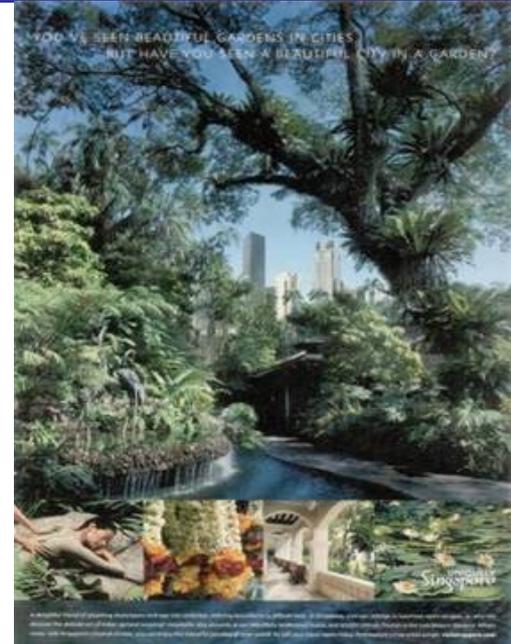
# IEEE Events in Singapore since 2004

- **IEEE 802.11 Interim Meeting 2003**
- **IEEE Conference on Emerging Technologies-Nanoelectronics (CET) 2006**
- **17<sup>th</sup> International Zurich Symposium on Electromagnetic Compatibility 2006**
- **IEEE Conference on Industrial Electronics and Applications (ICIEA) 2006**
- **Oceans Asia Pacific 2006**
- **IEEE International Conference on Management of Innovation and Technology (ICMIT) 2006**
- **Asia-Pacific Magnetic Recording Conference 2006 (APMRC 2006)**
- **The 2<sup>nd</sup> IEEE Conference on Industrial Electronics and Applications**
- **The International Symposium on Integrated Circuits, ISIC 2007**
- **2007 IEEE Multi-conference on Systems and Control**
- **The 15 World Conference on Co-operative Education (WACE 2007)**
- **The IEEE International Conference on Industrial Engineering and Engineering Management (IEEM 2007)**
- **The IEEE Congress on Evolutionary Computation (CEC 2007)**
- **The IEEE International Conference on Ultra-Wideband (ICUWB 2007)**
- **The IEEE Multi-Conference on Systems and Control (MSC 2007)**
- **The 8<sup>th</sup> International Power Engineering Conference (IPEC 2007)**
- **The 6<sup>th</sup> International Conferences on Information, Communications and Signal Processing (ICICS 2007)**



# Accolades: Top MICE Destination

- Third best city in the world for meetings  
*(Union des Associations Internationales 2006)*
- TOP Convention City in Asia for the past 24 consecutive years  
*(Union des Associations Internationales 2006)*
- World's 3rd Top Convention City & Top Convention City in Asia  
*(International Congress & Convention Association 2006)*
- Best Business Destination City  
*(DestinAsian Reader's Choice Award 2006)*
- No.2 among 155 countries in terms of ease of doing business  
*(World Bank's 'Doing Business In 2006: Creating Jobs' Report)*
- Most Globalised Nation in the World  
*(5<sup>th</sup> Annual At Kearney and Foreign Policy magazine globalisation index, 2005)*
- BEST International MICE Destination  
*(Financial Express Business Traveller Magazine 2004)*



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# Marina Bay: An Integrated MICE Precinct



Gardens by the Bay  
at Marina South

Marina Bay Sands Resort

New Downtown

Marina Centre &  
Suntec Convention Centre

Esplanade- Performing Arts Centre

Civic District and  
Singapore River





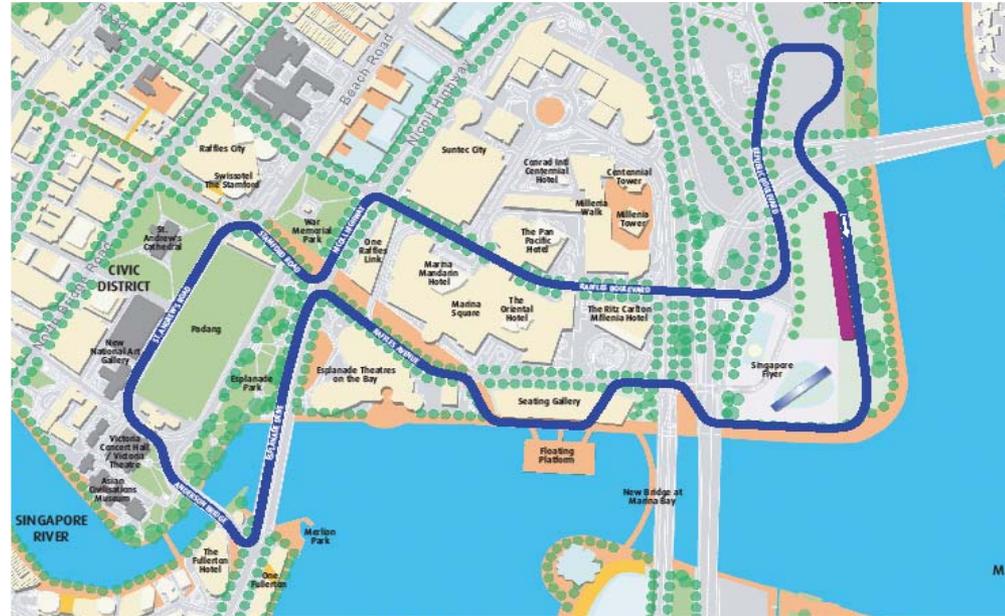
# Singapore Flyer – Officially Open!

Estimated 2.5mil visitors each year, development cost of US\$240mil



# F1 Singtel Singapore Grand Prix

Inaugural Race on 28 Sept 2008



“Hosting an F1 race will bring Singapore closer to its ambition of becoming a “vibrant, global city. The race is estimated to generate about S\$100 million (US\$66 million) a year in incremental receipts.”  
*Senior Minister of State (MTI) Mr. Iswaran*





1 ha Sky Park

Art-Science Museum

2,600 Hotel rooms

Two 2,000 seat Theatres

Casino

100,000 sqm Retail and Dining

100,000 sqm MICE Facilities

# Marina Bay Sands Resort

- Over \$5 billion investment
- Completion in Q4 2009
- Developed by Las Vegas Sands





# Marina Barrage - Opening in 2009





# Gardens by the Bay

101 ha "Green Lung" in the city



# Resorts World at Sentosa

Six hotels; 1,800 rooms and casino

Universal Studios  
Theme Park Singapore

Water Park

Spa Resort

Maritime Museum

Marine Life Park

- Over \$5 billion investment
- Completion in 2010
- Developed by Genting International



# Singapore - Entertainment Capital of Asia

More than 1,000 exciting Nightspots within 30 minutes proximity



# Orchard Road Rejuvenation - 2008/2009

- Government to spend \$40 million
- 100,000 sqm of retail space added

**Ion Orchard**  
by CapitaLand and  
Sun Hung Kai  
(2008)



**Somerset Central**  
by Lend Lease (2009)



**Orchard Central**  
by FEO (2009)



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# Business Incentives as Critical Enablers

## BE (Business Events) in Singapore Incentive Scheme

A \$170 million development fund with the following objectives:

- **Catalyze** – A catalyst to create, anchor and grow strategic business events to ensure sustainable long-term development of the MICE industry
- **Bid and attract** – To enable the industry to competitively bid for and attract a critical mass of rotational business events to sustain a healthy business events pipeline
- **Anchor brand events** – Target high-visibility business events



# BE in Singapore Incentive Support

## Financial Support From SECB

Offer a financial grant up to S\$118,000 (subject to terms and conditions) to IEEE for cost related items like:

- Professional Services Fees
- Marketing Activities
- Funding Keynote Speaker
- Program Enhancements

## Non-Financial Support From SECB

Non-financial support in the following areas if needed:

- Liaise with relevant governmental bodies & third parties
- Assist in immigration clearance
- Help co-ordinate and organize site inspections and educational trips when needed
- Publicity via the Visit Singapore Website

## Additional Sponsorships/Support

Potential sponsorships from:

- Infocomm Development Authority of Singapore (IDA)
- Institute of Infocomm Research (I<sup>2</sup>R)

Additional support from:

- Singapore Airlines
- Marina Bay Sands

\* Details will be provided upon confirmation.



*Singapore-Where Great Things Happen*



Thank you