

SACEOS

Meetings • Incentives • Conventions • Exhibitions • Events

S I N G A P O R E

Singapore, the green gateway to capturing growth opportunities in Southeast Asia

By Richard Ireland, President, SACEOS



SACEOS - Voice & Champion of Singapore's MICE industry



Set up in 1979, SACEOS is the **Singapore Association for Convention & Exhibitions Organisers & Suppliers** – the national trade association for **Meetings, Incentives, Conventions, Exhibitions (MICE) & Events** industry.

Our mission is to be the voice and champion of the MICE & Events industry, and to grow the vibrancy and diversity of the industry with a common vision of strengthening Singapore's position as the leading global destination for events.

By working closely with government agencies such as Singapore Tourism Board, SACEOS is committed to supporting the industry by fostering innovation, transformation and development. Through our pillars of **Community, Commerce and Capabilities**, we strive to equip enterprises and workforce to meet their evolving needs, and to emerge stronger together.

Our Key Events



Asia CEO Summit

The Asia CEO Summit, taking place 3-5 October 2023 in Singapore, will bring together global and regional industry leaders to review the regional business environment and chart the next course of action and collaboration for the betterment of the industry.



Singapore MICE Forum

Happening on 26-28 July 2023, the industry's choice thought leadership event will once again connect global and regional industry players, promote learning and uncover emerging and evolving trends.



Singapore MICE Awards

The inaugural awards will celebrate and recognise the best of the MICE industry in Singapore and Asia Pacific. Featuring 11 exciting categories, it is an award by the industry, for the industry.

International Events are returning to Singapore

Over
60 events
in 2nd half of 2022

Over
80 events
in 1st half of 2023

Key Events 2022/2023

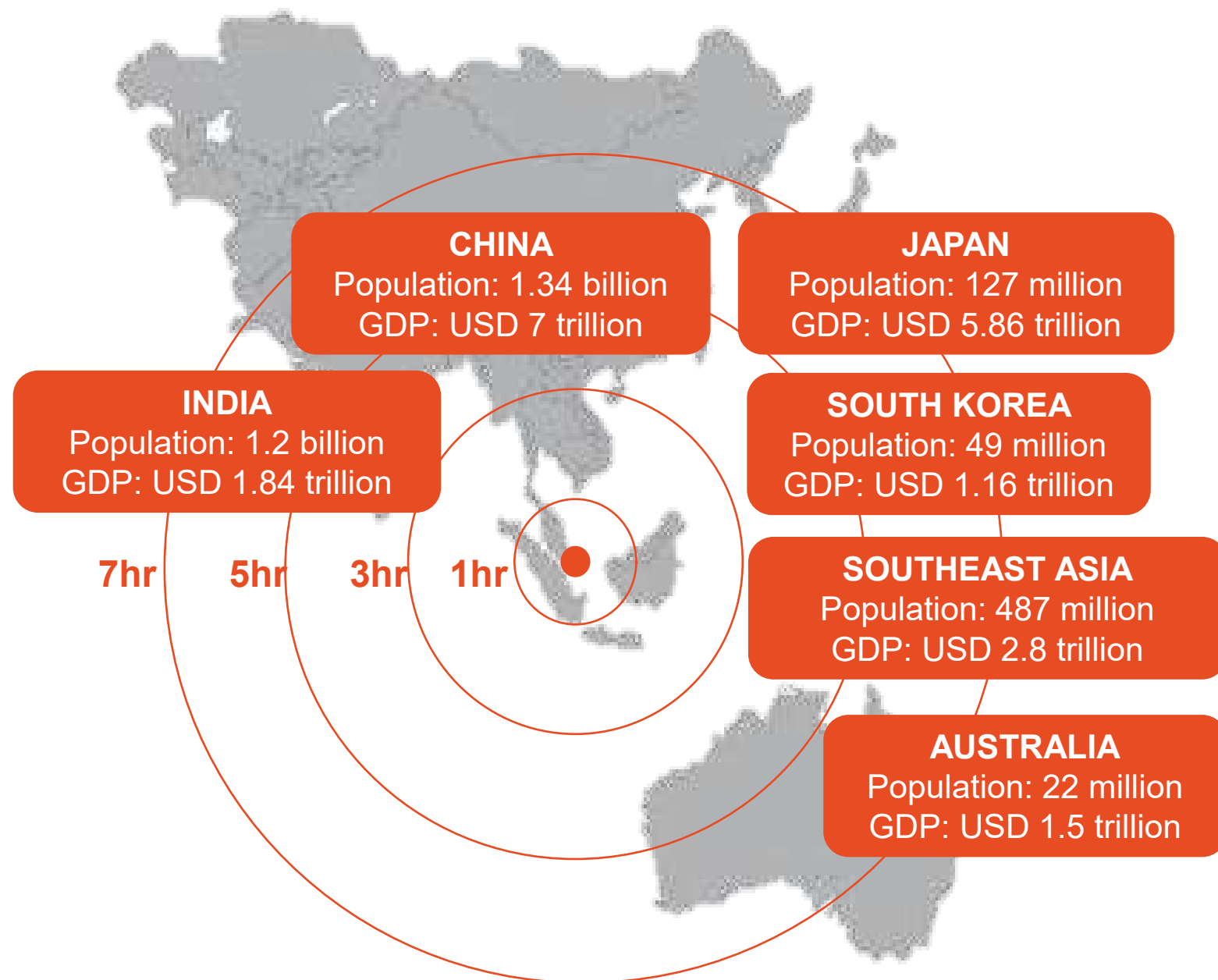
- Food & Hotel Asia
- Singapore Fintech Festival
- gamescom asia
- Jewellery and Gem World Singapore
- INTA's 2023 Annual Meeting Live+
- Cosmoprof Asia
- gamescom asia
- Bloomberg New Economy Forum
- Shangri La dialogue
- Milken Institute Asia Summit
- Silmo Singapore

Upcoming Key Events:

- Singapore MICE Forum
- Singapore International Energy Week (SIEW)
- Restaurant Asia 2023
- Gastech Exhibition & Conference
- FIND – Design Fair Asia
- Transport logistic and air cargo South East Asia 2023
- InsureTech Connect Asia
- World Congress of Dermatology
- ITB Asia

Situated at the confluence of the world's most populous nations, Singapore is well-positioned as gateway to a fast growing market

4 billion people within a 7-hour flight radius, including SEA



SOUTHEAST ASIA

Within a **4-hour** flight radius:

- Access to **all 10 SEA countries**
- 5th largest economy in the world, expected to be 4th largest by 2030 with around **60%** of the population below the age of 35
- Asean will grow at +5%

Within a **3-hour** flight radius:

Access to **five of six largest and most digitally-connected economies** in SEA:

- Singapore
- Malaysia
- Indonesia
- Thailand
- Vietnam

Visitors can easily travel in and around Singapore



Quarantine free entry into Singapore



Visa-free entry* for **most international markets**

Visa processing time of **3 working days**



Singapore's **multi-lingual society** means easy communication with locals for your delegates



Our **efficient public transportation system** allows visitors to get around easily

**Excluding approximately 30 countries and places such as Afghanistan, Democratic People's Republic of Korea, Jordan, Libya, Mali, Saudi Arabia, Tajikistan, Uzbekistan, Yemen. Information accurate as at April 2023.*

Singapore, a choice MICE destination: An exchange capital of the world



An ideal platform to network, exchange ideas and source for business prospects & opportunities



Strategic access to global markets, through air, sea and communications networks and FTAs



Solid track record for hosting high-profile, international MICE events which attract opinion leaders from around the world



A dynamic business ecosystem with a concentration of MNC headquarters and International Organisations



Excellent Infrastructure with state of the art technology



World-class tourism and leisure products contributing to a vibrant, dynamic and cosmopolitan landscape

Singapore, a choice MICE destination: Variety of after hours leisure activities



World class MICE Venues



Singapore EXPO
(123,000 sqm)



Sands Expo and Convention Centre
(120,000 sqm)



Suntec Singapore Convention
(42,000 sqm)



Resorts World Convention Centre
(11,000 sqm)

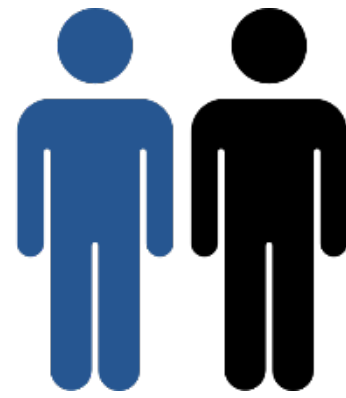


Raffles City Convention Centre
(10,000 sqm)

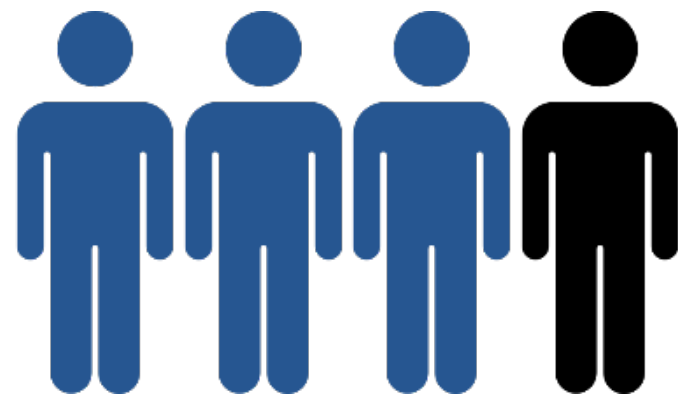


Changi Exhibition Centre
(Outdoor 100,000 sqm
Indoor 40,000 sqm)

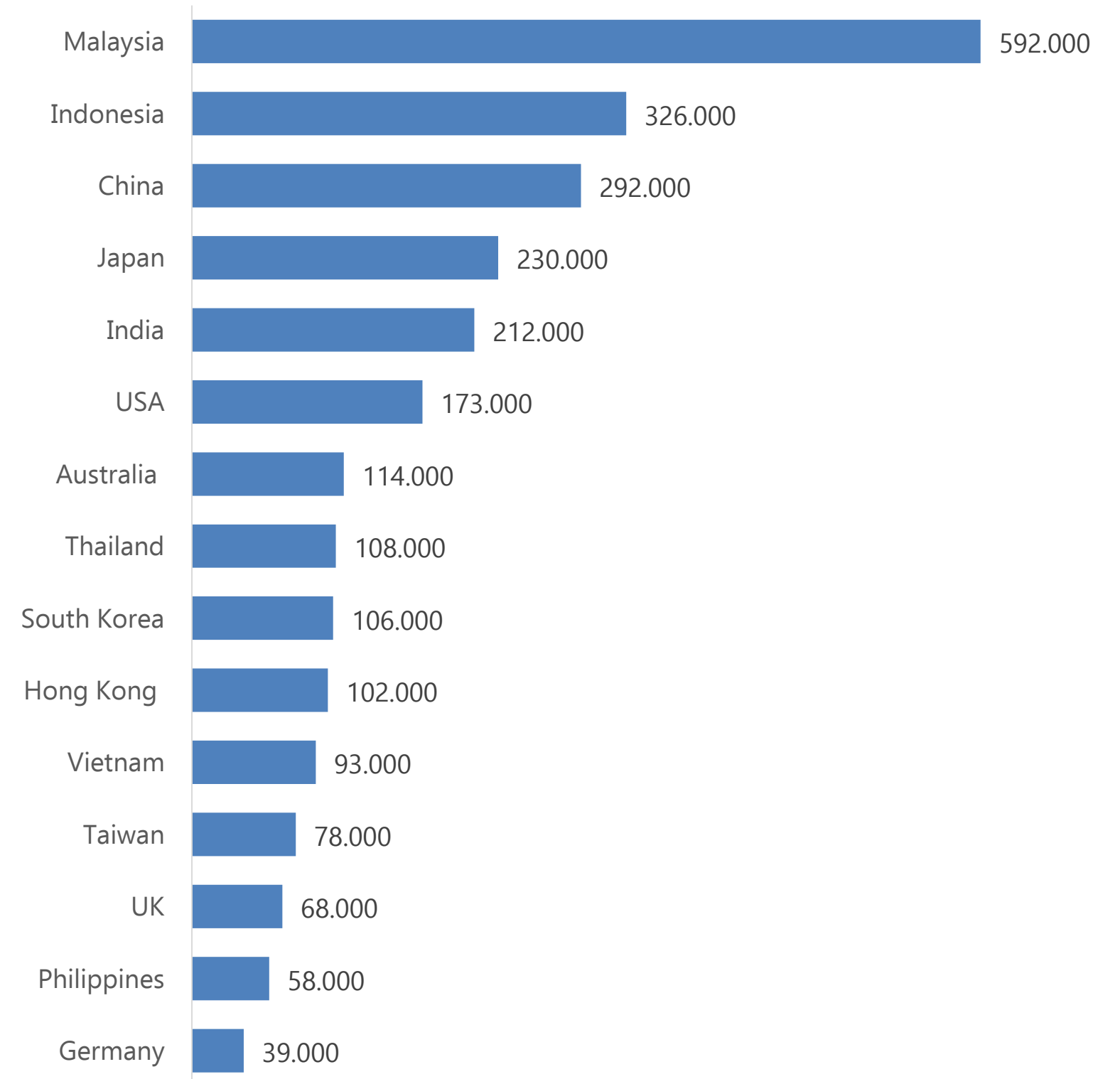
Singapore MICE events attract high international participation



**Nearly 1 in 2
(45%)
attendees are
international**



**3 in 4
(78%) exhibiting
companies are
international**



Top 15 BTMICE Markets in 2019

Based on STB's figures

Positioning Singapore as one of the most sustainable MICE destinations in APAC

MICE Sustainability Dialogue



Launch of MICE Sustainability Roadmap



Launch of Waste Management Guidelines

MEDIA RELEASE

National guidelines for waste management published to drive sustainability at MICE events in Singapore

The guidelines will provide guidance and best practices to the industry in reducing waste at MICE events

Singapore, Tuesday, 7 March 2023

1st Waste Management workshop



Sustainability in MICE Workshop



GSTC Criteria for MICE

GSTC to develop new Criteria with support from the Singapore Tourism Board

SINGAPORE

5 key Exhibitor trends

Exhibitions are performing very well and many shows are beyond pre-pandemic size, attendance and revenues

Inflation is impacting exhibitors - cost of participation is going up considerably - travel, logistics, stand construction etc

Customers are very focused on achieving positive ROI of their investment and all partners

Many customers are looking for multiple contact points with their customers

Sustainability is and will become a greater focus for exhibitors

**THANK
YOU**

