

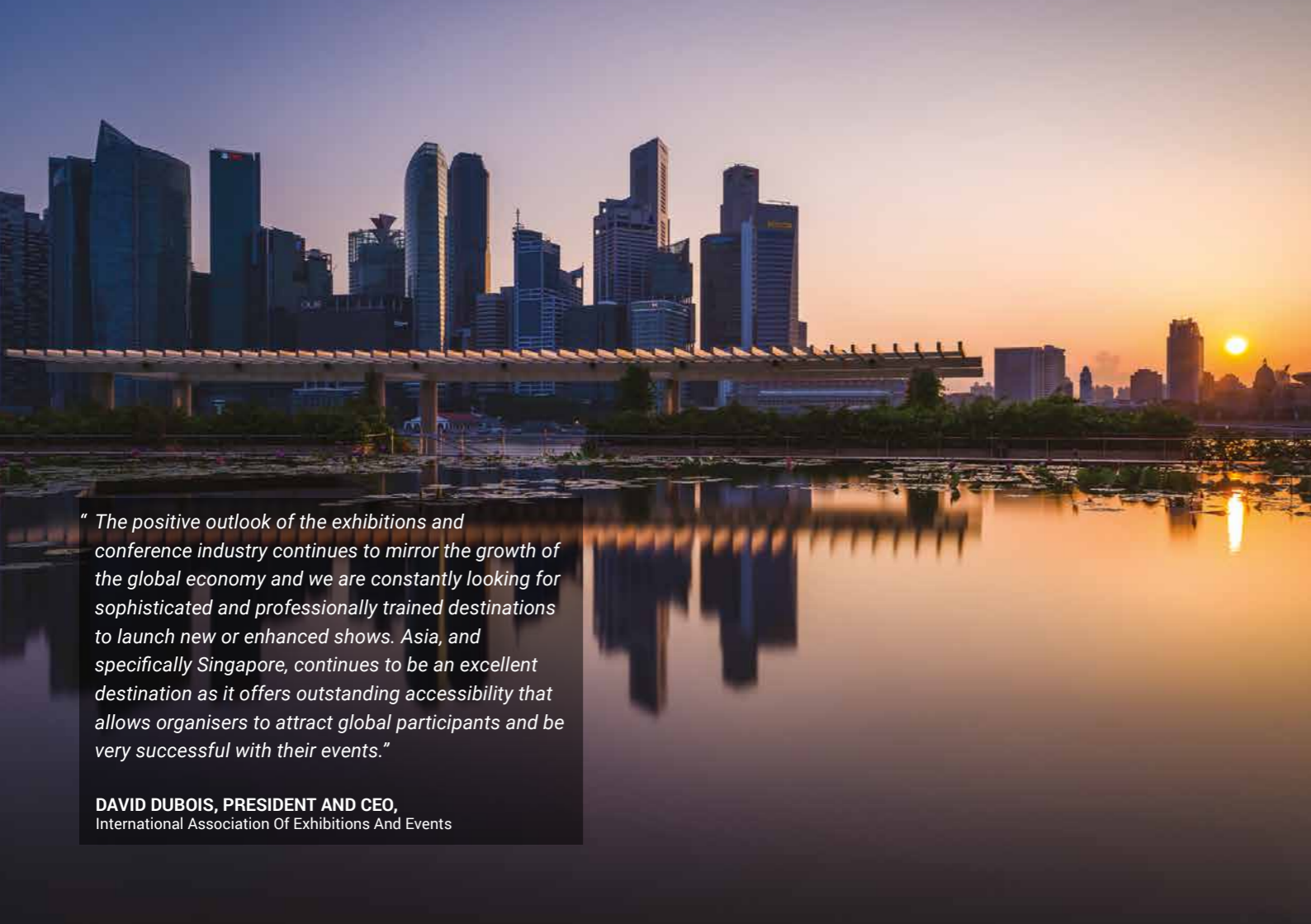
WHERE INNOVATION, GROWTH &
NEW OPPORTUNITIES MEET.



SINGAPORE



A guide to creating successful business events in Singapore



“ The positive outlook of the exhibitions and conference industry continues to mirror the growth of the global economy and we are constantly looking for sophisticated and professionally trained destinations to launch new or enhanced shows. Asia, and specifically Singapore, continues to be an excellent destination as it offers outstanding accessibility that allows organisers to attract global participants and be very successful with their events.”

DAVID DUBOIS, PRESIDENT AND CEO,
International Association Of Exhibitions And Events

Introducing Singapore

Where innovation, growth & new opportunities meet.

Singapore's MICE landscape truly is one of a kind. As the established regional destination for business events with proven strengths in various industries, the city is Asia's thought leader on providing platforms for future solutions, and exchange capital for international buyers and sellers. It's where great minds converge, connect and collaborate. This is a city where new opportunities and possibilities are created to shape the future.

Recognised by The World Bank as one of the easiest places to do business in the world (Doing Business 2017 Report), Singapore has also clinched the Best BTMICE City accolade for the 6th consecutive year at the prestigious TTG Travel Awards 2017.

Among other accolades, Singapore was named top APAC meeting city by the Union of International Associations (UIA) in 2016. Singapore continuously brings in new compelling content including a number of first-in-Asia events, such as innovfest unbound and inter airport South East Asia in 2015, the Millennial 20/20 Asia Summit, Food Vision Asia and InsurTech in 2016, as well as Speciality & Fine Food Asia in 2017 and Brainstorm Design Conference, Money20/20 Asia and ILTM Asia Pacific in 2018.

Contents

“Over the past decade, UFI’s membership in Asia has jumped from fewer than 50 to over 240 companies, representing all the international industry leaders! Each year, net space sold in Asia continues to rise, as does Asia’s role within the global exhibition industry. Throughout this journey of growth and expansion, Singapore has maintained its impressively world-class infrastructure and highly professional MICE workforce. Those high standards attract visitors and exhibitors to Singapore’s trade shows year after year. We at UFI look forward to continued close collaboration with all of our members and partners in and through Singapore.”

KAI HATTENDORF, MANAGING DIRECTOR,
UFI The Global Association of the Exhibition Industry

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We are here to help

Singapore Exhibition & Convention Bureau™

The Singapore Exhibition & Convention Bureau™ (SECB) is a part of the Singapore Tourism Board (STB). As the lead government agency for the business events sector, we are responsible for shaping and retaining Singapore’s exceptional reputation as one of the world’s best business events destinations.

As a business events champion

We drive initiatives to develop Singapore’s vibrant MICE environment and achieve greater business competitiveness. We also strive to reinforce Singapore’s position as a regional events hub by connecting event organisers with venues and supporting services, leading government agencies, local associations and business partners.

As an experience architect

We value every business attendee and trade visitor, and are dedicated to supporting our industry partners to create seamless and efficiently-run events.

As a global marketer

We also facilitate marketing and publicity support for your event to help you reach your regional and global target audience, including event listings on the VisitSingapore Business Events LinkedIn account and visitsingapore.com/mice.

Singapore is a member of the BestCities Global Alliance, the world’s first convention bureau alliance. Other member partners include Berlin, Bogotá, Cape Town, Copenhagen, Dubai, Edinburgh, Houston, Madrid, Melbourne, Tokyo and Vancouver. To deliver the best professional practices and service, we pride ourselves on our close cooperation that extends across organisations, cultures and countries.

The Singapore Difference



Leverage the Asian hub with a global perspective

Singapore's strong global trade and communications networks provide easy access and trade flows between the Asia Pacific region and the world. Strategically positioned in the middle of this fast-growing region, Singapore is the perfect launch pad to access the emerging markets of ASEAN, China and India.



Organise events with ease

With a comprehensive network of efficient infrastructure and quality support services to tap on, event organisers can be assured of being able to organise events of various sizes with ease, in an environment which is reputed for its safety and security.



Mix business with unique leisure experiences

Singapore provides a concentration of diverse leisure offerings to complement your business activities, all within a compact and accessible city that makes it easy for time-hungry business travellers to enjoy.



Work with an ideal business partner

Singapore's healthy MICE ecosystem boasts a wide range of experienced industry players who are well-versed in organising business events in Singapore. The SECB is constantly working with MICE industry players to encourage continued excellence, in order to provide ever higher standards of professional and efficient services for greater success.



Access thought leadership in a secure intellectual property rights environment

Singapore is a thought leader in various knowledge-based industries. Together with a robust legal framework for intellectual property rights protection, it is the ideal partner to create innovative solutions for the growth of your business events.



Channels of Support

Business Events in Singapore (BEiS)

The BEiS scheme extends financial support to MICE organisers on fulfilment of specified deliverables to help anchor and grow quality events in Singapore as well as catalyse the innovation of new content. It also supports business and capability development activities jointly undertaken by association and industry players to promote business event offerings. Grants are extended on a reimbursement basis.

Eligibility Criteria: The recipient must be a business, company or association in the MICE sector. The level of support will also be dependent on content, brand, and attendee profile, including the level of foreign visitor attendance.

Kickstart Fund (KF)

The KF supports the creation and test-bedding of innovative lifestyle concepts and events with strong tourism potential and scalability, in order to enhance the vibrancy of Singapore as a tourist destination.

Eligibility Criteria: The recipient must be a legal entity with qualifying projects include customer-focused events or concepts.

Singapore MICE Advantage Programme (SMAP)

SMAP is a partnership between the SECB, Changi Airport Group, Singapore Airlines Group, JetQuay and Uber to provide business events organisers and MICE delegates with greater value such as savings on air tickets, enhanced event planning and delegate experiences, financial grants and discounts on advertising spaces in Changi Airport, among other benefits.

Eligibility Criteria: The level of support is dependent on a minimum number of foreign participants.

Approved International Fair (AIF)



The AIF scheme confers official recognition on selected trade fairs with proven international and commercial appeal. It plays a significant role in helping exhibitors and visitors identify trade fairs with strong access to global and Asian markets. AIF events are easily identified by the AIF logo. Approved local exhibitors in AIF events benefit from a tax incentive.

Eligibility Criteria: The trade exhibition must be organised by a professional exhibition organiser and adhere to international standards. It must have at least one successful showing in Singapore and be at the forefront of introducing products and services to the industry. The event will be assessed on the number of foreign exhibitors and visitors, and size of exhibition space.

Please refer to VisitSingapore.com/mice for detailed information on the channels of support.

Strategic Industries

Advanced Manufacturing

Aerospace & Logistics

Applied Health Sciences

Design

Financial Services

Innovation

Media & Digital Content

Travel

Urban Solutions





Advanced Manufacturing

Sophisticated demand for advanced manufacturing solutions

Over the last decade, Southeast Asia has been growing its manufacturing output steadily, registering a strong compound annual growth rate (CAGR) of 5.5% and accounting for almost a 4% share of the global manufacturing output. The region also hosts a variety of electronics manufacturing activity – from integrated circuit assembly to insulated wiring, and produces about 13% of global electronics. As a market and manufacturing base, Southeast Asia has immense potential.

Importantly, the region is shifting towards more productive manufacturing that requires more complex skills and advanced technologies, a move reflective of the experience of other Asian manufacturing powerhouses such as Japan, South Korea and China previously. This development towards advanced manufacturing holds great potential for synergistic partnerships with EU enterprises to tap the growing Asian demand in the advanced manufacturing industry.

An advanced manufacturing hub

Singapore is a globally competitive manufacturing hub supported by its strategic location offering easy accessibility to regional and international markets, as well as a pro-business environment and highly skilled workforce. The government works closely with the industry to capture opportunities from new business models, creating and enabling infrastructure and propelling talent development.

Sectors such as aerospace, oil and gas, automotive and machinery have located key remanufacturing activities in Singapore, with aerospace maintenance, repair and overhaul being the biggest contributor. In fact, manufacturing accounts for about a fifth of Singapore's GDP and more than 400,000 jobs. In the latest Committee of Future Economy Report 2017, advanced manufacturing is one of the key growth sectors identified for further development. This will be done by growing complementary sectors such as robotics, additive manufacturing, advanced materials, sensors and lasers and optics.

Initiatives in developing advanced manufacturing

Manufacturing is a key pillar to Singapore's economy and the government is committed to ensure the sector is well-positioned by taking measures such as investing in advanced manufacturing technologies and promoting their adoption in areas like additive manufacturing and robotics. The Singapore government intends to support the Future of Manufacturing initiative and has established the Advanced Remanufacturing and Technology Centre (ARTC), Asia's first centre for test-bedding and developing manufacturing technologies, in 2015. It involves universities and industry partners that seek to bridge technological gaps in the adoption of advanced remanufacturing processes.

RELEVANT SITE VISITS

Singapore Centre for 3D Printing consolidates cutting-edge technology and research for 3D printing, while spearheading Singapore's efforts in 3D printing. sc3dp.ntu.edu.sg

Advanced Remanufacturing and Technology Centre is a world-renowned facility for remanufacturing and manufacturing technologies, processes and systems. a-star.edu.sg/artc



Current business events landscape

Singapore aims to become a global hub for leading advanced manufacturing business events while collaborating with more international brands in the industry. Currently, the manufacturing events in Singapore include **Inside 3D Printing** and **Singapore International Robotics Expo**. Inside 3D Printing is by the organisers of the largest professional 3D printing event in the world, Inside 3D Printing Conference and Expo in New York, while Singapore International Robotics Expo is the regional marketplace to discover business opportunities, projects and funding availabilities for the adoption of robotics and automation solutions.



Opportunities for growth

Singapore's vision to be a technology-intensive digital manufacturing hub opens up a new realm of business event opportunities. In particular, there are opportunities for thought leadership platforms and marketplaces that showcase the latest emerging technologies enabling the shift to advanced manufacturing. These include events rooted in key verticals like digital factory, urban digitalisation, industrial robotics, automation, big data analysis and augmented reality.



Aerospace & Logistics

Connecting Asia and beyond

By 2030, Asia expects its middle class to grow by an additional 2.5 billion people, which will drive intra-Asia trade and mobility due to rising consumption.

China's Belt and Road Initiative (BRI) will be the new economic paradigm that has the potential to bring Eurasia, China and Southeast Asia even closer together and will transform global trade.

Intra-ASEAN trade is also projected to grow exponentially under the ASEAN Economic Community 2015 plan, with the bolstering of Southeast Asia's connectivity encompassing roads, rails, maritime ports and airports.

Focal point of exchange

Singapore is well-placed to facilitate these developments as a leading logistics and supply chain hub, with robust aviation and maritime capabilities. Through the Singapore Aviation Academy and the Singapore Maritime Institute, Singapore has also trained thousands of regional personnel in these two sectors.

With over 100 aerospace companies such as ST Aerospace, Goodrich, Rolls-Royce, and Pratt & Whitney based here, Singapore's aerospace industry accounts for a quarter of Asia's Maintenance, Repair and Overhaul (MRO) output, supported by Seletar Aerospace Park.

Concurrently, with a strategically positioned global hub seaport connected to

600 ports in over 120 countries, Singapore is the ideal Asian gateway for global leaders in shipping finance, shipbroking, risk management and marine insurance. Little wonder that some 130 of the world's top shipping groups have established their presence here.

Global leader in supply chain management and logistics

Singapore's flourishing logistics hub is ranked in the top five performers among 155 countries in The World Bank's 2016 Logistics Performance Index. Some 20 of the top 25 global logistics players, including DHL, TNT, Kuehne + Nagel, Sankyu, Schenker, Toll, UPS and Yusen Logistics, have centralised their regional supply chain operations in Singapore.

In the next decade, Singapore will invest extensively in infrastructure including developing Changi Airport Terminal 5 and Tuas mega-port, doubling their capacities. The mega-port will feature deep-water berths to serve the increasing use of mega vessels. The Jurong district will also be developed into Singapore's second Central Business District, anchored by the Singapore-Kuala Lumpur High Speed Rail terminus. The Singapore-Johor Bahru Rapid Transit System is also in the pipeline and together with the High Speed Rail project, will enhance cross-border collaborations and provide seamless travel between Singapore and Malaysia.

RELEVANT SITE VISITS

Seletar Aerospace Park hosts a dedicated cluster of over 60 global and home-grown companies involved in various aerospace activities. The unique lifestyle epicentre of the park, The Oval, also offers the opportunity for community-themed programmes amidst open spaces and lush greenery, with a special view of jets landing and taking off along the runway. jtc.gov.sg/industrial-land-and-space/pages/seletar-aerospace-park.aspx

SATS Coolport is a supply chain innovation providing complete and secure temperature-controlled supply chain services for perishables and healthcare products. sats.com.sg

Pasir Panjang Terminal Phases 3 and 4 are the newest and most advanced terminal facilities operated by PSA Singapore. They also feature the latest port innovations such as a zero-emission, fully-automated electric yard crane system, which raise port productivity and enhance the ability to manage greater business complexity and create higher skill-based career opportunities. singaporepsa.com/our-business/terminals



Current business events landscape

It is no surprise that business events in these sectors have flourished in Singapore. The **Singapore Airshow** is one of the world's top three international airshows, with over US\$12.7 billion worth of transactions inked in 2016. **Rotorcraft Asia**, the first of its kind in Asia, gathers the entire civil helicopter industry in one convenient location, catering to the growing civil, medical, rescue and parapublic aviation needs. It is co-located with **Unmanned Systems Asia**, which focuses on the latest drone technologies and solutions in aerial, ground, surface and underwater systems.

Key events for the Maritime industry include **Asia Pacific Maritime**, Asia's premier exhibition and conference focusing on shipbuilding & marine, workboat and offshore. **Singapore Maritime Week**, with its anchor event **Sea Asia**, gathers the international maritime community in celebration of all things maritime while highlighting Asia's pivotal role in the global shipping world.



Opportunities for growth

As Asia progressively accounts for a bigger share of global trade and transportation, the strong growth of Asia's emerging economies will boost the intra-regional movement of goods and people. Burgeoning passenger numbers call for immediate infrastructure, indicating potential for business events which facilitate partnerships to address infrastructure gaps and investment models. As oil prices fluctuate and developing economies battle with pollution, sustainable travel and logistics are shaping up to be important focus areas, as is the unique realm of user-centric comfort and design. Specifically for the supply chain and logistics sector, there is demand for niche events that focus on innovation in areas such as advanced infrastructure, process automation, systems integration and analytics.



Building the next
frontier of healthcare



Applied Health Sciences

Asia is home to more than half of the world's population, according to the United Nations' Population Division, and will see major demographic shifts over the coming decades that will open up opportunities for biomedical and healthcare providers.

As populations age rapidly and lifestyles change, there is an increase in the prevalence of developed-world diseases, which has led Asia's drug and medication industry to experience unprecedented growth. This potential is further fuelled by increasing government healthcare budgets and the introduction of health insurance schemes across the region, reported Deloitte's 2016 Global Health Care Outlook. Rising disposable income and consumer healthcare awareness will also spur demand for non-essential and therapeutic treatments.

The choice Asian healthcare headquarters and medical technology base

Singapore has become Asia's fastest growing bio-cluster base, as strategic partnerships between research institutes, corporate laboratories and public hospitals yield new medicines and therapies for regional and global markets. Approximately US\$1.1 billion is spent on biomedical research and development (R&D) annually, so it comes as no surprise that seven of the world's top 10 pharmaceutical companies, including GlaxoSmithKline, MSD, Novartis, Pfizer and

Sanofi-Aventis, as well as all of the top 10 medical technology providers have located their regional headquarters in Singapore.

With precision and reliability being key in the development of medical technology and supplies, Singapore's strict standards of regulatory requirements and intellectual property (IP) protection ensure it is well-regarded as a trusted base for manufacturers of complex and high quality medical instruments and devices for global markets. With the global medical device and technology sector expected to reach nearly US\$530 billion by 2022, Singapore is well-placed to attract new players in the software, big data and advanced manufacturing sectors.

In addition, Singapore now plays an important role in the global life sciences tools market, especially in the areas of manufacturing, R&D and operations. A subset of the medical technology segment, more companies are locating their R&D centres alongside manufacturing operations to ensure a seamless process from product design to manufacturing and final production here in Singapore.

Beyond the medical sciences

Singapore's strong infocomm and technology infrastructure also supports the development of intelligent solutions for the healthcare sector. This infrastructure will be critical as the island's healthcare industry gears up to support its ageing population.

RELEVANT SITE VISITS

Singapore General Hospital Museum is a repository of artefacts and records, where visitors can trace the long and rich history of Singapore's oldest and largest acute tertiary hospital since it was established in 1821, and learn about the development of medical specialities and medical education in Singapore.
sgh.com.sg



Current business events landscape

Singapore's competitive biomedical and healthcare landscape is driving innovation and demand for supporting exhibitions and trade conferences. International industry experts, pharmaceutical and biotechnology companies, investors and healthcare players regularly convene in Singapore for events such as **BioPharma Asia Convention**, **Medical Fair Asia**, **IDEM Singapore** and **MEDLAB Asia Pacific**.

The success of trade conferences like **Ageing Asia Investment Forum** is an indication of the growing demand for intelligent technologies and strategies in gerontology. Other notable association congresses focusing on rehabilitative healthcare include the **World Congress of Integrated Care 2013**, the **World Confederation for Physical Therapy Congress 2015**, the **3rd Asia Pacific Meeting on the Simulation in Healthcare 2016**, and the **Asia Pacific Hospice Conference 2017**.



Opportunities for growth

As Singapore and ASEAN's healthcare and biomedical industries develop, there is rising demand and market relevance for healthcare thought leadership conferences. The shift in focus on the continuum of care and preventive care studies is another trend that is surfacing. Alongside Asia's demographic trends and Singapore's medical specialities, there is also a captive regional audience for trade conferences, exhibitions and confexes on chronic and infectious diseases, cardiology, ageing and rehabilitation, healthcare technology, nutraceutical and medical sub-specialities.



Design

Designing the future from Asia

Singapore is firmly establishing its credentials as the design capital of Asia, further burnishing its UNESCO Creative City of Design standing.

Boundless market potential and vast regional talent pools have seen the international design scene shift its focus away from the mature West to the emerging East.

This new energy has seen Singapore's prominence increase further, as both a gateway to Asia for international design houses, as well as to international markets for new Asian designers.

Market and consumer sophistication

From architecture and interiors to fashion and retail, Singapore's refined consumer base sustains high demand for the world's top names in design. It is also shaping up to be a key design hub spearheading regional industry development, as global labels launch into the booming Asia Pacific market from the flourishing city-state.

Multinational corporations recognise Singapore's unique confluence of arts, culture, business, and technology and are responding by establishing new design centres here to tailor exclusive products for Asian markets. Among them are Procter & Gamble, Electrolux, Porsche Design Studio and Tupperware Brands.

Award-winning international architects are coming to Singapore for collaborations and developing new architectural projects such as Learning Hub by Thomas Heatherwick, The Interlace and DUO by Ole Scheeren, and the upcoming Project Jewel Changi Airport by Moshe Safdie, who was also behind the iconic Marina Bay Sands® integrated resort.

Talented network of designers

Singapore's home-grown designers are greatly valued and have also gained global acclaim, winning many international awards and accolades. Some local initiatives that showed recognition and support towards design excellence are the Singapore Good Design Mark (SG Mark) and the President's Design Award.

Little wonder Singapore's calendar of design events is filling up fast, with internationally renowned events coming to Singapore, providing an unmatched platform for fashion, architecture and interior design brands to showcase their wares to Asia and global key buyers.

Dedicating support to this growing industry, the DesignSingapore Council has launched a Design Masterplan to take Singapore to 2025, aiming to infuse design into everyone's skillset in order to turn Singapore into a high-value, thriving and innovation-driven economy.

RELEVANT SITE VISITS

National Design Centre is an integrated design hub of galleries and design labs located in the heart of Singapore that aims to cultivate design innovation as well as establish an ecosystem of tools and expertise for designers to leverage. designsingapore.org/NDC

ArtScience Museum™, designed by renowned architect Moshe Safdie, has a rotating calendar of permanent and touring exhibitions related to art, science, design, architecture and technology. marinabaysands.com/museum



Current business events landscape

Singapore regularly hosts thought leadership trade conferences that span various design-related industries and solutions-driven trade exhibitions. Held in March, the **Singapore Design Week** sets the stage for Asian design talents, bringing together events such as the **International Furniture Fair Singapore**, **Innovation by Design Conference**, **SingaPlural**, and awards programmes like the **Singapore Good Design Mark** and **Singapore Design Awards**. In September, **Archifest** celebrates architecture and facilitates the exchange of international and local architectural design, practice and education. The **Singapore Fashion Week** in October is the only fashion week in the world that features regional and home-grown designers and labels alongside the world's most iconic international designers.



Opportunities for growth

In an increasingly ideas-driven economy, design has become an important enabler for transformational change to solve problems and create new value and markets. Given the evolving needs within the design industry, there are opportunities to launch thought leadership conferences and trade exhibitions that infuse design thinking and new technology applications. Opportunities that incorporate consumer elements lie within the verticals of industrial and product design, architecture and interior design, and fashion design.



Leading the way for Asia's financial markets

Financial Services

Asia's position as the growth engine for the global economy has intensified in recent years. As Asia continues to attract foreign direct investment and China further integrates into the global economy, new business opportunities are emerging across the financial services sector, including banking, insurance, asset management, capital markets and FinTech.

In 2016, Singapore emerged as Asia's top financial centre and the third most important venue for financiers around the world in the Global Financial Centres Index (GFCI) rankings. Singapore has established a thriving financial centre of international repute, offering unparalleled access to Asian markets and beyond. Its well-established business infrastructure, stable political and economic environment, robust regulatory and corporate governance framework, liquid and vibrant capital market, continue to attract the world's leading financial institutions to establish a regional presence in Singapore.

Leverage global connectivity and trade linkages

Investors can benefit from the broad-based growth in Singapore's financial services sector as well as its global connectivity and trade linkages to access the Asian market. As one of the major historic trading hubs in Asia, Singapore has strong business, cultural and linguistic links with many Asian markets. With a highly qualified workforce and an openness to attract top global talent, Singapore is the preferred location to support the global business community

in their expansion to and within Asia. With a network of 20 regional/bilateral Free Trade Agreements (FTAs) with 31 trading partners, Singapore currently has the most extensive network of FTAs in Asia with key economies such as the United States of America, Japan and members of the European Free Trade Association.

Singapore has also benefited from the opportunities offered by the Belt and Road Initiative (BRI) with China's investments in Singapore alone amounting to about one-third of its total investments in all Belt and Road countries. At present, about two-thirds of the financing arranged for BRI's ASEAN infrastructure development projects comes through Singapore, even with the establishment of the Asian Infrastructure Investment Bank, attesting to Singapore's international financial hub status.

A choice venue for financial services business events

Singapore's reputation as a leading financial centre attracts international visitors who gather in Singapore to collaborate, innovate, network and explore business opportunities at key industry platforms.

In her continual pursuit of FinTech-related innovations and applications, Singapore is the first in Asia to introduce e-payments enabled by near field communication (NFC) across all major mobile device platforms (Apple, Samsung and Android). This is testament to Singapore's financial industry's robustness, its willingness to innovate and the trust it engenders for continued new FinTech innovation.

RELEVANT SITE VISITS

The **Monetary Authority of Singapore Gallery** offers an overview of the central bank's role in shaping Singapore into the global financial hub it is today. Visitors will learn more about its functions from issuing currency, conducting monetary policy, managing Singapore's official foreign reserves, regulating and supervising the financial sector to promoting Singapore as an international financial centre. mas.gov.sg/insights



Current business events landscape

Financial services events such as the inaugural **Singapore FinTech Festival 2016** – the first of its kind in Asia – provides a platform for collaborations, connections and co-creations within the FinTech ecosystem in Singapore and around the region. Other events such as **Seamless 2017**, **InsurByte 2017**, **The Future of Finance Summit** and **Singapore International Reinsurance Conference** allow for sharing of best practices across different verticals and industries. Come 2018, Singapore will host **Money20/20 Asia**, which will bring together a global network of innovators, disruptors and established industry players driving a worldwide payments and financial services revolution with a pan-Asian focus.



Opportunities for growth

Being well-placed to serve the fast-growing markets of the Asia Pacific region, Singapore is ready to play a key role in the Belt and Road Initiative (BRI) that will encourage further integration between China and the ASEAN region. Singapore's deep and liquid capital markets and its robust and transparent legal framework allows it to play host to a vibrant ecosystem of insurers, reinsurers, captives, intermediaries and ancillary service providers. The financial sector is also an integral part of Singapore's milestone to be a Smart Nation. As the financial sector looks to scale up and prepare for the future, thought leadership events that could prove to be particularly relevant would cater to the vertical sectors of reinsurance, commodities trading, equity financing and FinTech.



Innovation

Powerhouse of innovation and research & development

The average lifespan of Fortune 500 companies has fallen dramatically from 50 to 15 years. To remain competitive, research and development (R&D) and innovation are critical, and Asia promises to be a key driver in both fields.

Asia emerged as the top region for corporate R&D spend, overtaking Europe and the United States in PricewaterhouseCoopers' Strategy & Global Innovation Study 2015.

Dedication to innovation

Singapore is pushing the boundaries of innovation to solidify its position as an innovation hub and realise its ambition of becoming the world's first Smart Nation. The city-state is fuelling a strong ecosystem of innovation and entrepreneurship to reimagine and redefine our world. In the recent International Institute for Management Development (IMD) World Talent Report 2016, Singapore ranked top in Southeast Asia and 15th globally, based on factors such as investment and development, appeal and readiness factors.

Singapore also punches above its weight with its ability to attract the world's foremost thought leaders in the field. It has hosted many research, innovation and technology conferences, bringing together industry leaders to discuss globally

relevant ideas, inspire change and promote the exploration of new concepts. In the annual Global Innovation Index 2016 jointly conducted by Cornell University, INSEAD business school and the World Intellectual Property Organisation, Singapore was top in Asia. As the gateway to Asia, Singapore is an extremely attractive location to create innovative solutions that will transform lives in the region and beyond.

R&D as a pillar

Research centres such as A*STAR's Fusionopolis and Biopolis, National Research Foundation's Campus for Research Excellence and Technological Enterprise (CREATE), CleanTech Park, Tuas Biomedical Park, and Science Park are home to over 1,000 research collaborations with leading players such as Hewlett-Packard, Fujitsu, BASF, Mitsui Chemicals and Nitto Denko.

The Committee of Future Economy report 2017 outlined the importance of innovation and adoption of digital technology (particularly data analytics and cybersecurity) in solutions and business models across all industries. The report highlighted Singapore's leadership in digital maturity and network readiness, which the country must build on.

RELEVANT SITE VISITS

FusionWorld is an interactive gallery where visitors can witness how A*STAR's research is used to improve lives.

a-star.edu.sg/fusionworld

one-north is a vibrant research and business park that serves as a fertile ground for research, innovation and test-bedding for key growth sectors such as biomedical sciences, infocommunications technology, media, start-ups, physical sciences and engineering. The 200-hectare development includes JTC LaunchPad that offers a conducive environment and nurturing ecosystem for start-ups.

jtc.gov.sg/industrial-hand-and-space/Pages/one-north.aspx



Current business events landscape

According to Startup Ecosystem Ranking 2017 report, Singapore is ranked top in the world for start-up talent and 12th in the world for best start-up ecosystem. Business events on entrepreneurship and innovation such as **Smart Nation Innovations Week (including innovfest unbound)**, **Echelon Asia Summit**, **EmTech Asia** by MIT Technology Review, **Campus Party Singapore** and **AI-Asia** are among the many industry-matching platforms and marketplace for emerging technologies and enterprises regularly hosted in Singapore. The inaugural **Singapore Week of Innovation & TeCHnology (SWITCH)** was held in 2016, and was the first platform in Singapore to aggregate varied public and private sector partners in the innovation and enterprise ecosystem in a concept week to showcase the industry.



Opportunities for growth

As Asia's most innovative economy, Singapore provides event organisers with a stimulating environment to connect with innovative leaders, new content and ideas across a variety of industries. There is keen interest in trade conferences that inspire change, promote exploration or risk-taking and cultivate the entrepreneurial drive. On the technology front, there is also growing demand for events in new frontiers such as wearable technology, big data and how the next generation of digitally and socially connected enterprises can leverage new business concepts such as crowdsourcing and crowdfunding.



Media & Digital Content

Media hub making headlines

The Asia Pacific region's rapidly growing middle class of some 600 million new consumers is providing content producers with new audiences on every media platform, and fuelling the industry's growth.

Internet demand is booming too: Southeast Asia's online populations are growing at rates that far outpace the global average, as deregulation and collaboration under the ASEAN Information and Communications Technology Master Plan 2015 open up new growth and access.

Broadcasting business opportunities to Asia

Sophisticated digital infrastructure, a multi-cultural society and high technological penetration have made Singapore a popular base from which to roll out international content and Asia-specific material. Activities in Singapore span the entire media cycle, from design conception, production and post-production, to distribution, sales and marketing.

A network of media minds

More than 7,000 media companies have set up shop in Singapore. These include content creators in the film and/or television industries, 3D animation, cutting-edge video games, trans-media storytelling and new media initiatives. Leading

digital media companies such as Double Negative, Electronic Arts, Lucasfilm, Tecmo-Koei and Ubisoft have also opened here while top speciality schools like DigiPen help Singapore build a world-class talent base. Some 14 of the top 15 global communications services agencies networks (ranked by Adage) have established their regional hubs here too. An increasingly flourishing home-grown industry also features promising enterprises recognised by prestigious rankings like the Deloitte Technology Fast 500 Asia Pacific programme.



RELEVANT SITE VISITS

MediaCorp Campus is home to Singapore's leading broadcaster. Visitors can experience television action and understand the inner workings of a digital broadcaster here.
mediacorp.sg/en/corporate/about/mediacorp-campus-5936156



Current business events landscape

Singapore boasts world-class digital infrastructure, and a population that is multi-cultural, global in outlook and digitally sophisticated. It offers exhibitors, delegates and buyers an ideal platform to capture the growing base of Asian and global consumers with globally-competitive content.

Proximity to the Asia Pacific consumer market is also fuelling the growth of media and digital content events, including **ConnectTechAsia** which is the umbrella event for **BroadcastAsia**, **CommunicAsia** and **NXTAsia**, and events under the **Singapore Media Festival** such as **Asia TV Forum & Market**, **ScreenSingapore**, **Singapore International Film Festival** and the **Asian Television Awards**. Fans too are being drawn into the frenzy when celebrities are in town, such as during All That Matters' **Music Matters** and **Gaming Matters**.



Opportunities for growth

Today's consumers are multi-platform users – from mobile devices to big-format screens. There is therefore interest in business events that cover the gamut from advertising, online gaming and transmedia development, to intellectual property management and licensing. At the same time, deep dives into digital media, such as game development, app development, mobile as a platform and social media, and their applications across different sectors and market segments will be particularly relevant in today's digital age. The evolution of this industry has resulted in opportunities for events to incorporate varied and more interesting formats for a more festival feel, appealing both to consumers and business delegates alike.



RELEVANT SITE VISITS

Huone Singapore is an all-in-one solution for business meetings and events. With 11 thematic rooms ranging from "Igloo", "Forest" to "Runway", Huone ensures that meetings and events are never boring.

huone.events/sg

Mandai will be transformed into a world-class integrated nature precinct and wildlife destination from 2020. This will include a new home in Mandai for the Bird Park that is currently in Jurong, a new Rainforest Park, a nature-themed indoor attraction, landscaped public spaces for recreation and events, and eco-accommodation options for visitors who value being close to nature and wildlife. The enhancements will augment the award-winning Night Safari, Singapore Zoo and River Safari which have called Mandai home for many years. Built upon the values of sustainability and inclusion, Mandai's rejuvenation is targeted to be completed in 2023 and will present a unique destination for visitors of different ages to enjoy and appreciate the wonders of nature and wildlife.

mandai.com



Taking off with Asia's growing tourism sector

Travel

Visitor arrivals, hotel occupancy rates, tourism investment growth and business travel spend have been rising across Asia for the past decade. Travel demand into the Asian region has taken it to the top of international market growth charts, with an expected growth of 4.6% per annum from 2016–2020 (538 million to 657 million). With Asia poised to grow its share of global foreign arrivals to more than 73% by 2020, all eyes are on the region for future growth prospects.

Singapore is at the heart of this explosive growth, situated as it is within a seven-hour flight radius of half the world's population. It is also ranked as Asia's most competitive tourism and aviation hub by the World Economic Forum. The travel trade recognises its strategic importance and a wide range of Multinational Corporations (MNCs), Small and Medium Enterprises (SMEs), as well as start-ups call Singapore home.

Singapore as a regional hub

Half of the 10 largest global hotel groups have their regional headquarters in Singapore, including InterContinental Hotels Group, Hilton Worldwide and

Carlson Rezidor. Singapore's attractive business environment and investment in entrepreneurship have also helped it maintain a steady ecosystem of travel technology companies keen to expand into Asia such as TripAdvisor, Rakuten Travel and Skyscanner.



Current business events landscape

Singapore's vibrant ecosystem of travel companies and access to the region makes it a prime launch pad for successful tourism events. Held in October, **ITB Asia** in Singapore regularly attracts participants from more than 110 countries – hot on the heels of its parent show, ITB Berlin, which saw the participation of 187 countries in 2016. **Web In Travel (WIT)** gathers industry professionals in the Asian travel distribution, marketing and technology sector annually. Meanwhile, the **Singapore MICE Forum** in July is a platform for international and regional MICE players to convene. Influential stakeholders from the segments of travel, hospitality, technology, retail and fine dining meet at the **New York Times Luxury Travel Conference** to discuss upcoming developments, trends and challenges facing the luxury travel industry, while **ILTM Asia Pacific** provides an ideal marketplace to introduce global travel buyers to an unrivalled collection of luxury travel experiences.



Opportunities for growth

Asia's intensely competitive travel industry is seeking opportunities to showcase as well as access innovative tourism concepts and business opportunities. There is also currently a gap in Asia-related insights and intelligence. Hence, events that cater to sectors such as attractions, cruise and gaming as well as broad areas of Asia-for-Asia intelligence, tourism investment, experience development, travel marketing and capability-building are particularly relevant as the industry looks to scale up and prepare for the future.



Urban Solutions

A living lab of sustainability

Over half of the world's population live or work in urban areas, a rate that is increasing at an estimated 60 million people every year. More than a third of this increase will be in Asian countries, and the United Nations forecasts that half of all Asians will be urban dwellers by 2026. Megacities, with populations of more than 20 million, will emerge across the region, putting intense pressure on finite resources such as land, energy and clean water.

While Asia has achieved significant progress in its development, there are currently 400 million people who still live without access to power and 300 million people who do not have clean drinking water. Furthermore, HSBC research estimates that US\$2.1 trillion in infrastructure spending will be required across six ASEAN countries, including Indonesia, Malaysia, the Philippines, Singapore, Vietnam and Thailand. However, the current spending trend would cover only US\$910 million of the gap. This is where Singapore's expertise and business events can play a role in forging partnerships.

A liveable and sustainable city

Limited land area and natural resources, combined with a growing population, have led Singapore to take an integrated and long-term approach to urban

planning and development. This focus has made Singapore a globally recognised model of sustainable development, while giving rise to a large number of world-class home-grown urban solutions providers at the same time. For several years, Singapore is consistently ranked among the world's most liveable cities in Mercer's Quality of Living Survey. By 2030, the city-state aims to reach even more sustainability goals that cut across energy intensity, waste management, water consumption, air quality and green environment.

Solving the world's problems

From transportation and public housing, to energy management and water treatment, Singapore has developed some of the world's most advanced urban solutions, including collaborating in the development of eco-cities from China to India. An example is home-grown company Hyflux, a leading water and environmental solutions provider, which has built the world's largest seawater desalination plant in Algeria.

RELEVANT SITE VISITS

Marina Barrage guided tour showcases Singapore's first reservoir in the heart of the city through fun, interactive and innovative multimedia applications. pub.gov.sg/marinabarrage/visitorinfo

Singapore City Gallery documents the nation's planning challenges and efforts in over 10 thematic areas and more than 50 audio-visual and interactive exhibits spanning three floors. ura.gov.sg/uol/citygallery

The Zero Energy Building (ZEB) showcases Singapore's R&D efforts in sustainability at the fully functional, 4,500 sqm building, which aims to achieve net zero energy consumption through a combination of green building technologies and passive design. bca.gov.sg/zeb



Current business events landscape

Given its standing as an urban solutions 'living lab', Singapore is the perfect location for exhibitors, delegates and buyers to seek out business opportunities and Asia-for-Asia solutions in a rapidly urbanising region. Singapore hosts business events such as the **World Cities Summit**, **Singapore International Water Week** and **CleanEnviro Summit Singapore** which bring together government leaders, experts and captains of industry to address critical challenges that come with urbanisation. Other events like **Singapore International Energy Week**, **Singapore Green Building Week** and **Singapore International Transport Congress and Exhibition** are platforms to discuss and discover innovative solutions to energy, green buildings and transport challenges.



Opportunities for growth

Singapore's progressive commitment to innovative urban solutions has seen vast business event opportunities. The twin goals of liveability and sustainability call for more thought leadership platforms and marketplaces that delve into unique and niche areas including clean and renewable energy, food security, place management, social inclusivity and other themes that nurture the next generation.

MICE Venues at a Glance



Changi Exhibition Centre

Conveniently located near Changi Airport, the Changi Exhibition Centre's versatile facilities offer the flexibility to host both large-scale outdoor and indoor events. Set against the backdrop of Singapore's idyllic eastern shore, it offers attendees a panoramic view of the seafront, even as it is a mere 20 minutes from the bustle of the CBD downtown.

Exhibition capacity	33,200m ² (indoor)
	100,000m ² (outdoor)
Nearest MRT station	Changi Airport



Sands Expo® and Convention Centre

Situated within the award-winning Marina Bay Sands® integrated resort complex, the Sands Expo® and Convention Centre stands at the heart of the Central Business District, overlooking the picturesque Marina Bay. Its central location presents attendees with a selection of some of Singapore's finest dining, shopping, and entertainment options. Integrated within the venue are 2,561 hotel rooms.

Exhibition capacity	31,750m ²
	11,000 pax (largest room available)
Nearest MRT station	Bayfront



Resorts World Convention Centre™

Located in the sprawling Resorts World™ Sentosa integrated resort complex, the Resorts World Convention Centre™ is a vibrant MICE venue, with direct access to 1,500 rooms in six prestigious hotels. Its enviable location on Singapore's southern resort island places attendees in close proximity to Southeast Asia's only Universal Studios, one of the world's largest aquariums, and a panoply of other fine leisure offerings – all within 10 minutes of the Central Business District.

Exhibition capacity	12,800m ²
	6,500 pax (largest room available)
Nearest MRT station	HarbourFront



Singapore EXPO

By far Singapore's largest purpose-built MICE venue, Singapore EXPO's proximity to Changi Airport and Changi Business Park places it in prime position for large events that attract large numbers of international visitors. Just under 15 minutes away from the city centre, it boasts two hotels providing more than 500 rooms and is a short walk from Changi City Point shopping mall. The adjoining convention wing, MAX Atria, provides dynamic spaces to support a range of events, from conferences, meetings and product launches to banquets and cocktail receptions.

Exhibition capacity	100,000m ²
	16,000 pax (largest room available)
Nearest MRT station	Expo



Suntec Singapore Convention & Exhibition Centre

The recently refurbished Suntec Singapore Convention & Exhibition Centre has direct access to 5,200 hotel rooms, some 1,000 retail outlets, 300 restaurants, six museums and the city's premier performing arts theatre, Esplanade – Theatres on the Bay. Less than 10 minutes from Orchard Road, Singapore's world-famous premier shopping street, it places attendees within easy reach of all that the dynamic city-state has to offer.

Exhibition capacity	12,000m ²
	6,000 pax
Nearest MRT station	Esplanade, Promenade, City Hall

Hotel Conference Facilities

There are over 100 hotels in Singapore, the majority of which offer world-class meeting facilities. Equipped with fully serviced business centres, broadband Internet access, and other business amenities, these venues can cater to group sizes ranging from 20 pax to 1,000 pax.

Unconventional Venues

From the lush surroundings of Gardens by the Bay to beachfront locations at Sentosa, Singapore's range of unconventional spaces provide unique settings for events of any size.

TYPES OF VENUES	EXAMPLES
Historical and cultural	Asian Civilisations Museum, CHIJMES, National Gallery Singapore
Nature and wildlife	Gardens by the Bay, Night Safari, S.E.A. Aquarium™
Venues with aerial view	Marina Bay Sands® Skypark, Equinox Complex, Jewel Box
Waterfront	Marina Bay Cruise Centre, Sentosa
Nightspots	Zouk

For a detailed listing, please refer to the Meeting Planner's Guide, available for download at visitsingapore.com/mice.

Leisure Precincts

Compact and convenient, Singapore has an exciting collection of distinct neighbourhoods that business visitors can explore for a unique experience of the city-state's heritage, culture, and lifestyle offerings.

The island's array of leisure options guarantees every attendee an experience he or she will never forget. Shophouses, beaches, theme parks and unique architecture provide exotic locations for networking and downtime alike. They also demonstrate the breakneck speed of development that has shaped Singapore and give a fascinating insight into one of Asia's best known success stories.

1 Orchard Road

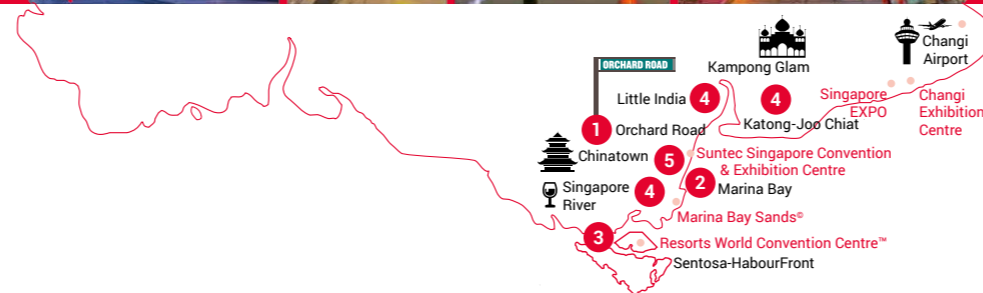
Futuristic shopping malls, flagship designer stores and a packed calendar of promotions, launches and lifestyle events – welcome to Orchard Road, Singapore's premier shopping mecca. Unique offerings from local fashion designers hang alongside world-famous luxury and high-street brands in an avenue of stores to rival London's Oxford Street, Paris' Champs-Élysées and New York's Fifth Avenue. Savvy shoppers looking for unique finds can explore local brands, designers and artisans at heritage department store TANGS, Mandarin Gallery, Naiise at Orchard Gateway, *SCAPE and The Cathay, and K+ at Scotts Square. The more fashion-forward can luxuriate in the exclusive setting of ION Orchard, Paragon or Robinsons The Heeren.

2 Marina Bay

The Sands Expo® and Convention Centre and the Suntec Singapore Convention and Exhibition Centre anchor Marina Bay as a business events hub. This area is also the heart of Singapore's arts and entertainment sector with the distinctive Esplanade – Theatres on the Bay and MasterCard Theatres at Marina Bay Sands®. After taking in a show, visitors can be wowed by a ride on the Singapore Flyer for stunning bird's eye views of the city, or a stroll through the Supertree Grove at Gardens by the Bay. Waterfront dining experiences at the Fullerton Heritage and local street fare at Makansutra Gluttons Bay or Satay by the Bay are complemented by a star-studded cast of celebrity chef restaurants, all in the shadow of Singapore's iconic skyline.

3 Sentosa-HarbourFront

It may be just minutes from the bustling Central Business District, but Sentosa island feels a world away from Singapore. Pristine white beaches, sprawling golf courses and exclusive spas make the island a convenient getaway. Thrill seekers will be drawn to attractions such as Universal Studios Singapore®, WaveHouse, iFly Singapore, MegaZip Adventure Park and Adventure Cove Waterpark™, after which they can head to VivoCity for some retail therapy, or one of Sentosa beach clubs such as Tanjong Beach Club or Quayside Isle for all-day partying by the sea. This diverse island offers an exciting choice of backdrops for unique team-building activities and escape on every level.



4 Cultural Precincts

Singapore's ethnic enclaves of Chinatown, Little India, Kampong Glam and Katong-Joo Chiat are home to rich customs and traditions and reflect the city's multicultural heritage. Intrepid explorers can look forward to a feast of new experiences: Witness an intoxicating mix of commerce and culture as heritage brands, merchant stores, temples and mosques vie for space with new businesses such as designer shops, boutique hotels, bars and cafés. Learn about the evolution of businesses as these precincts constantly change and develop over time to remain epicentres of trade, and continue to be relevant to today's discerning travellers.

5 Singapore River

Wine, dine, and club by the riverside at any one of the trio of quays along the Singapore River. Robertson Quay is an entertainment enclave with bars, performing arts houses and art galleries. It is home to the Singapore Tyler Print Institute, which has free print and paper art installations. Clarke Quay is a colourful collection of restored warehouses that comes alive at night with an array of restaurants, jazz bars, dance clubs such as Singapore's iconic Zouk and more. Boat Quay is a trailblazer of the Singapore entertainment scene, offering an eclectic mix of high-end restaurants, alfresco dining and lively bars and pubs.

Hotels

Singapore has a total inventory of over 60,000 rooms, ranging from boutique or heritage hotels with fewer than 50 rooms each, to large establishments with more than 500 rooms. Hotels are spread across all major tourist precincts, so event attendees are guaranteed convenient accommodation regardless of where your event is held. All our hotels are constantly rejuvenating and refreshing their products in response to evolving customer needs, maintaining world-class standards. Despite such high quality, the hotel rooms are available at a wide range of price points, from mid-tier to luxury, and delegates will be able to find suitable accommodation, regardless of budget.

For a detailed listing, please refer to VisitSingapore.com/mice.

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For a full list of Singapore Tourism Board offices worldwide, please visit stb.gov.sg.

Leisure Events Calendar

1st Quarter

Jan

- Art Stage Singapore
- Singapore Art Week

Feb

- Chinese New Year
 - Chinatown Chinese New Year Celebrations
 - River HongBao
 - Chingay Parade Singapore

2nd Quarter

Mar

- HSBC Women's Champions
- Singapore International Jazz Festival

Apr

- HSBC World Rugby Singapore Sevens
- World Gourmet Summit

Jun

- Great Singapore Sale (till Aug)
- Hari Raya
- Singapore International Festival of Arts (till Sep)

3rd Quarter

Jul

- International Champions Cup
- Singapore Food Festival

Aug

- Singapore Night Festival

Sep

- FORMULA 1 Singapore Airlines Singapore Grand Prix
- Mid-Autumn Festival

4th Quarter

Oct

- BNP Paribas WTA Finals Singapore presented by SC Global
- Singapore Fashion Week

Nov

- Christmas on a Great Street (till 1 Jan)
- Christmas Wonderland
- Deepavali

Dec

- Marina Bay Singapore Countdown
- ZoukOut



Every effort has been made to ensure that the information in this guide is accurate at the time of publication (October 2017). However, changes to the information may have occurred since going to the press. The Singapore Exhibition and Convention Bureau™ shall not be held liable for any damages, losses, injuries or inconvenience arising in connection with the contents of this publication.

