

Press Release



FOR IMMEDIATE RELEASE

Marina Bay Sands to host record number of tradeshows and conferences in October

Welcomes 17 major tradeshows and conferences this month as it clinches four awards at Singapore Tourism Awards 2016

Singapore (6 October 2016) – October is set to be the busiest MICE month at Marina Bay Sands as the integrated resort welcomes 17 major tradeshows and key conferences. It is the highest number of tradeshows and conferences to be held at Marina Bay Sands in a single month since its opening in 2010.

More than half of these events at Sands Expo and Convention Centre are repeat shows and they include notable names such as **ITB Asia**, **Singapore International Energy Week** and **Franchising & Licensing Asia**. The biggest airline passenger experience trade show in Asia, comprising **Airline Passenger Experience Association (APEX) Expo**, **Aircraft Interiors Expo Asia (AIX Asia)** and **Future Travel Experience (FTE) Asia EXPO** will be making its debut in Singapore from 24-27 Oct at Sands Expo and Convention Centre.

Collectively, these 17 major MICE events are expected to draw close to 40,000 delegates to the integrated resort.

This comes as Marina Bay Sands clinched four awards at the 2016 Singapore Tourism Awards organised by the Singapore Tourism Board. In the award ceremony last evening, Marina Bay Sands took home the biggest haul of awards, including two big MICE awards - the **Best Business Event Venue** as well as **Best Meeting / Incentive Organiser** for hosting the Forever Living Global Rally in April 2015. In the first award, Marina Bay Sands was recognized for its high level of innovation in accommodating to the diverse requirements of business event owners, as well as good efforts in implementing sustainable practices. Together with the organiser of Forever Living Products, Marina Bay Sands was also recognised for the quality business event that showcased experiences unique to Singapore.

The integrated resort also came up tops for **Customer Service in the Food & Beverage and Retail** categories at yesterday's ceremony. Two outstanding individuals – Mark Anthony from Adrift and Ahmed Naveed Khan from The Shoppes at Marina Bay Sands – received the honors from Dr Tony Tan, President of Singapore.



Mr Benny Zin, Chief Operating Officer of Marina Bay Sands, said: "It is a great honour to be recognized in the prestigious Singapore Experience Awards. The appeal of Marina Bay Sands extends beyond our stunning infrastructure and the multi-dimensional services we offer. Rather, our strongest asset lies in the dynamism and passion displayed by our staff, working hand-in-hand with our clients to co-create successful events. This allows us to retain repeat businesses, and attract new ones, over the past few years. We will build on this momentum, and continue to build on our collective success."

Ms Katrina Leung, Executive Director of Messe Berlin (Singapore), the organiser of ITB Asia said: "We have been working with Marina Bay Sands (MBS) to hold ITB Asia, Asia's leading travel trade show and over the past few years, we have built a strong rapport and excellent working relationship with the MBS team who have continued to provide outstanding service in addition to offering their world-class amenities and state-of-the-art conference facilities. Working with the leading business venue in Singapore is key for us as ITB Asia receives more than 10,000 attendees from all across the globe and MBS provides an optimal business environment that facilitates high quality business networking between our delegates. As we continue to work hand-in-hand with MBS, we look forward to many more successful years to come."

Marina Bay Sands broke yet another record in October to host Singapore's largest wedding event ever at Sands Expo. The wedding event held at Sands Grand Ballroom, Southeast Asia's largest ballroom, on 2 October saw a total attendance of 2,300 guests.

On the corporate events and incentives travel front, Marina Bay Sands continues to see strong demand from key sectors including the information and communications technology (ICT), consulting services, banking and finance, MLM (multi-level marketing), shipping as well as education. The year-on-year attendance, particularly for the consulting services sector, saw an increase of 650 per cent, while the number of room nights booked by the ICT sector increased by 69 per cent in 2016.

Looking ahead

The integrated resort is gearing up for a busy 2017 as it will be hosting numerous significant repeat and new-to-Singapore shows, meetings and conferences. They include **Maison & Object Asia**, **Tax Free World Association**, **BEX Asia**, **Black Hat**, **Medical Fair Asia**, **Medical Manufacturing Asia** and **Communic Asia**. 2017 will also see the return of **Sea Asia**, a premier maritime and offshore conference and an anchor event of the Singapore Maritime Week.

The year will kick off with new-to-Singapore show - **ASEAN Tourism Forum** in January and **International Association of Amusement Parks and Attractions (IAAPA)** in June. Other new shows include **BLOCKCON 2017**, which features Blockchain and cryptocurrency related innovation in March, and **Milipol Asia Pacific** – the world's largest security and defence tradeshow – in April. Other new-to-Singapore deals include three major conferences organised by **IEEE**, the world's latest technical professional organisation, held throughout the year.



Mr Mike Lee, Vice President of Sales, Marina Bay Sands said: "As the front-runner in the MICE industry, Marina Bay Sands continues to chart new frontiers and is committed to raising hospitality standards. We value the friendship forged with our long-time repeat clients, and will continue to work towards drawing new-to-Singapore shows through our integrated resort model and exemplary services."

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

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