

UNIQUELY  
Singapore

# BE in Singapore

## CACCI 40th Anniversary & 21st Conference

Presentation by

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Area Director Taiwan

95年11月10日星期五

SINGAPORE  
WHERE GREAT THINGS HAPPEN

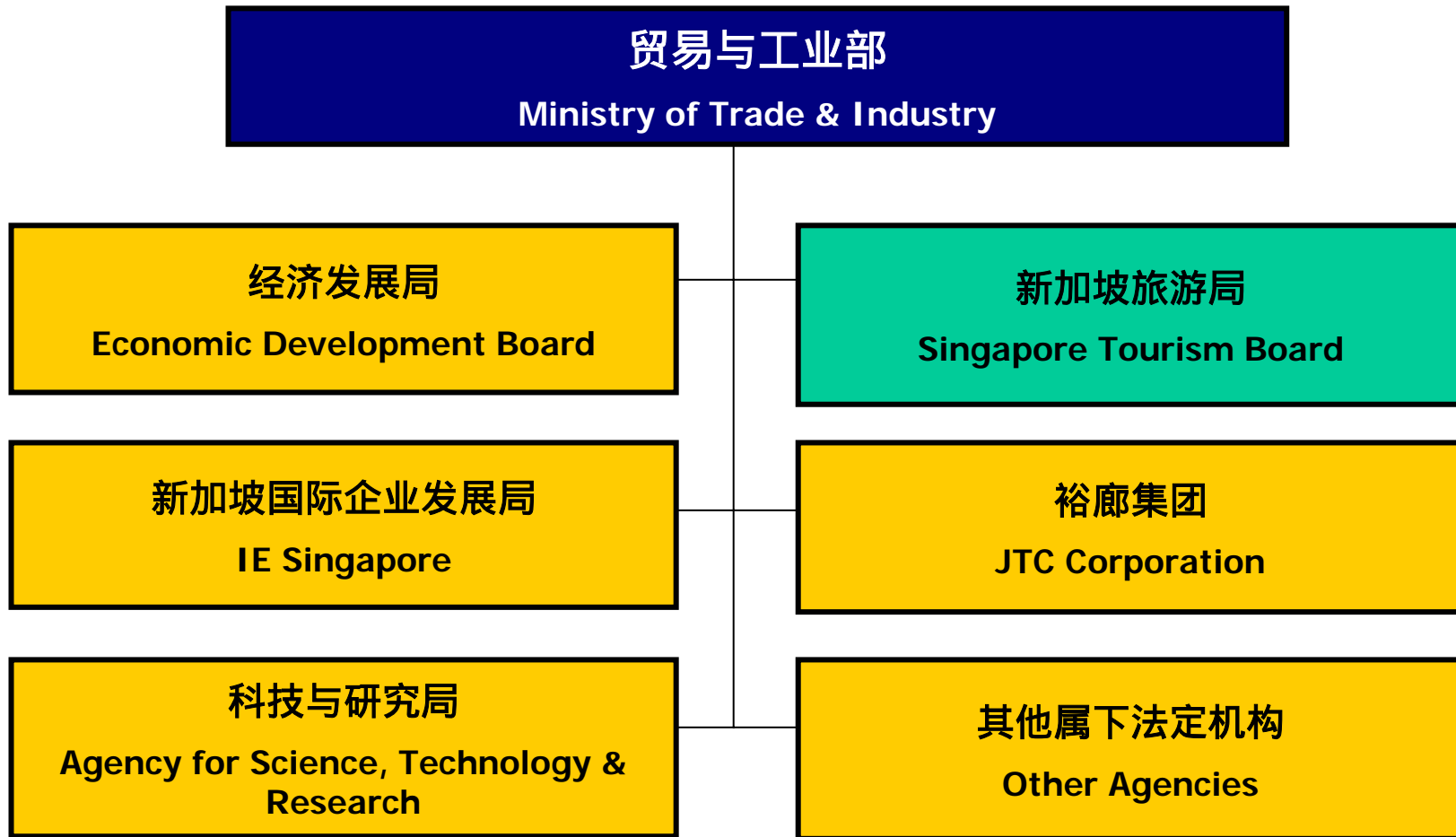




# 新加坡旅游局

About STB

# Economic Development Agency in Tourism



# Mission & Vision - STB

## Mission

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

## Vision

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



# Roles of STB

## Planner

To ensure the long-term development and growth of the tourism sector

## Promoter

To market Singapore's multi-faceted appeal as a premier business, leisure, healthcare and education destination

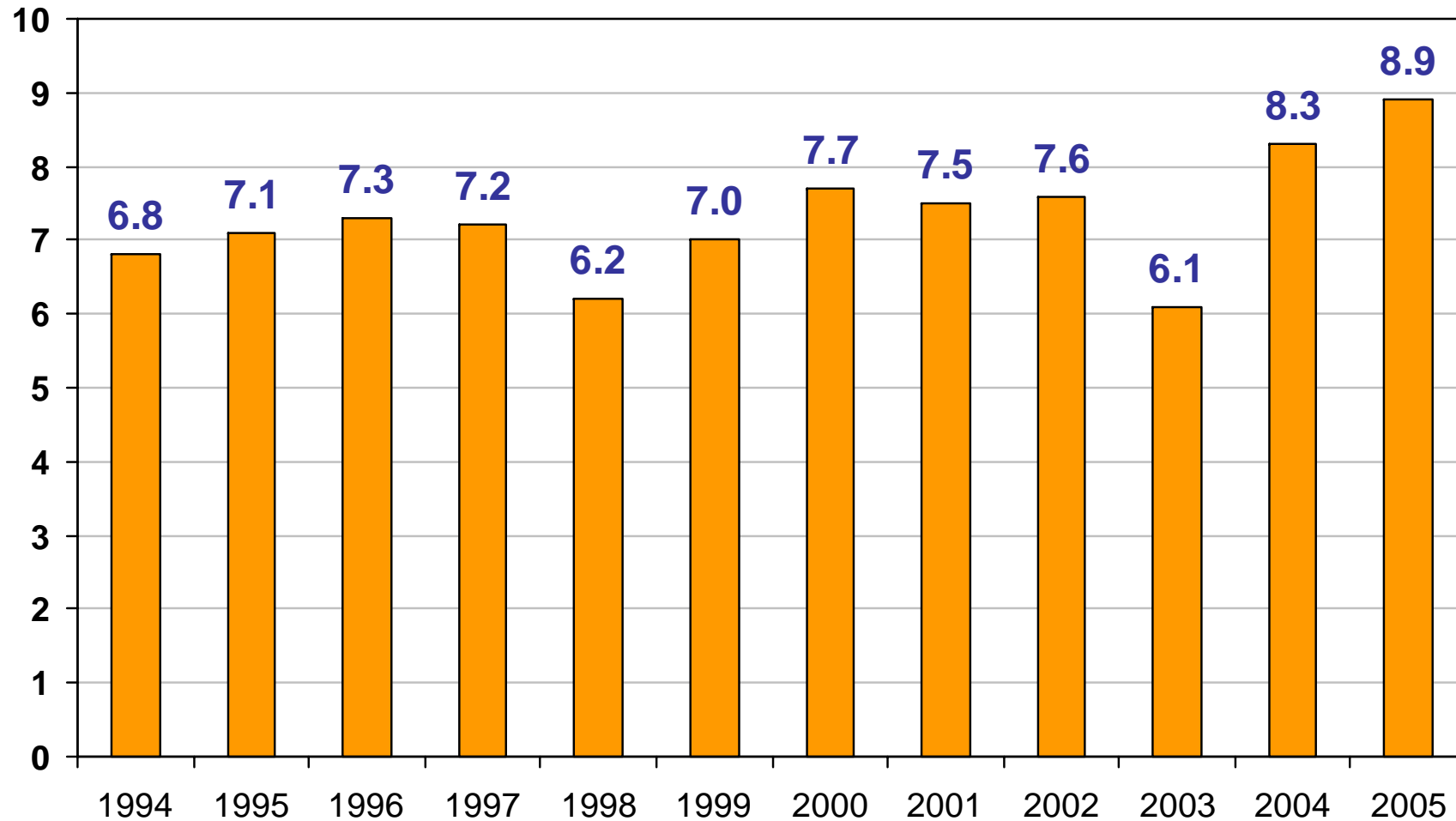
## Facilitator

To support, incentivise and catalyse the private sector to take the lead in investing for sector growth

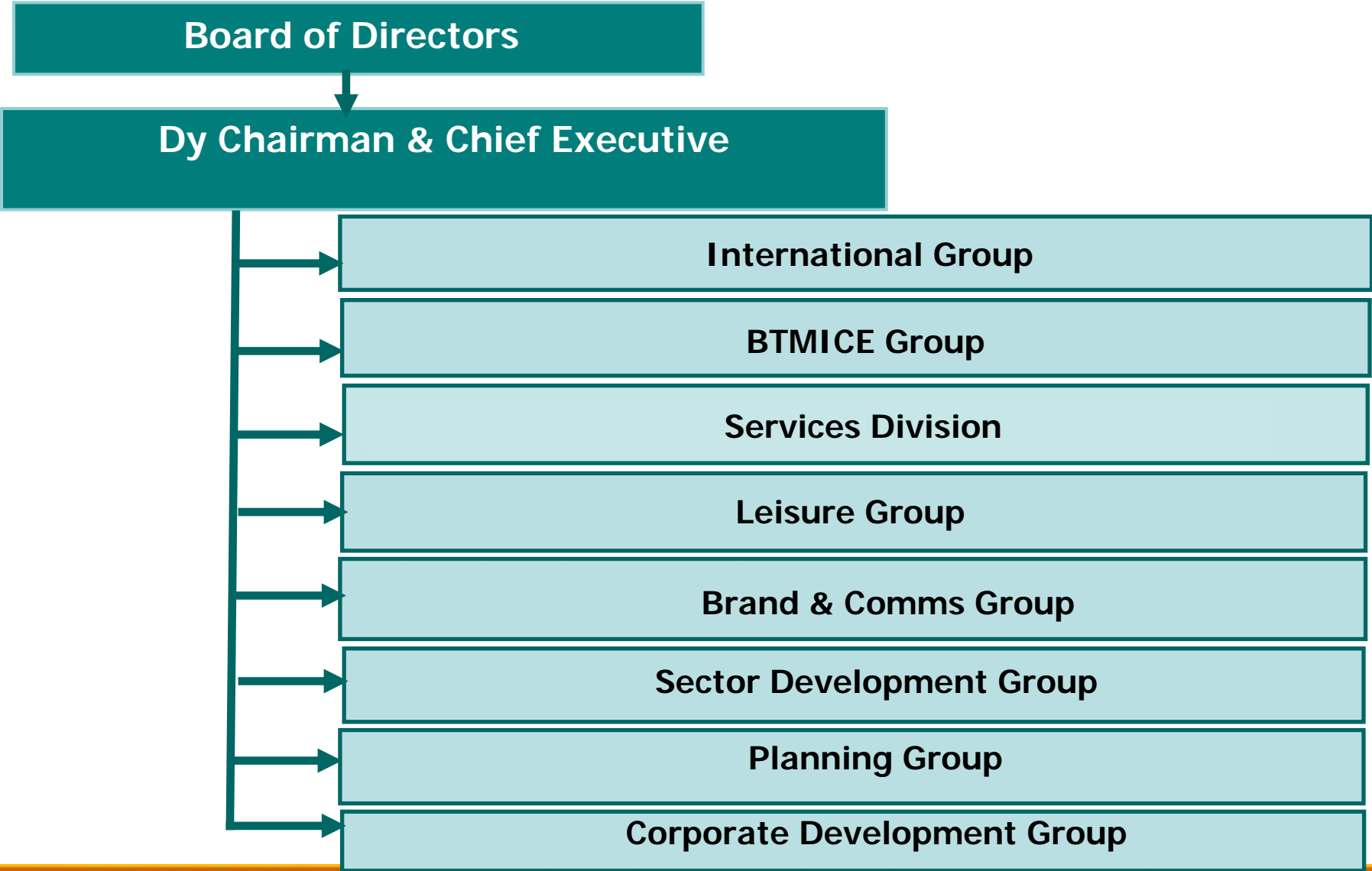
## Regulator

To review and update the tourism regulatory framework to ensure its relevance in the current business environment

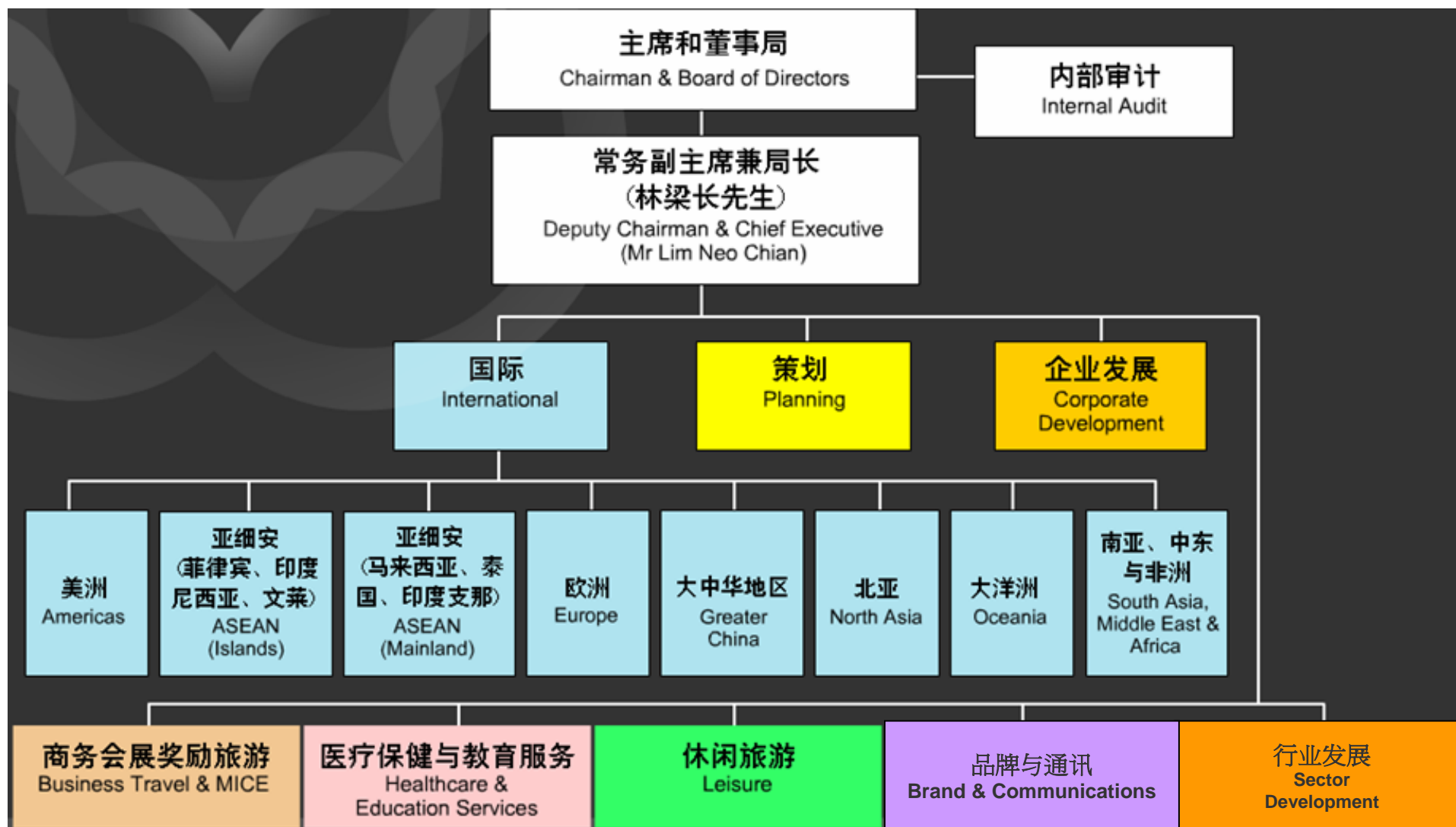
# Visitor Arrivals to Singapore (1994 – 2005)



# Organisational Structure Overview



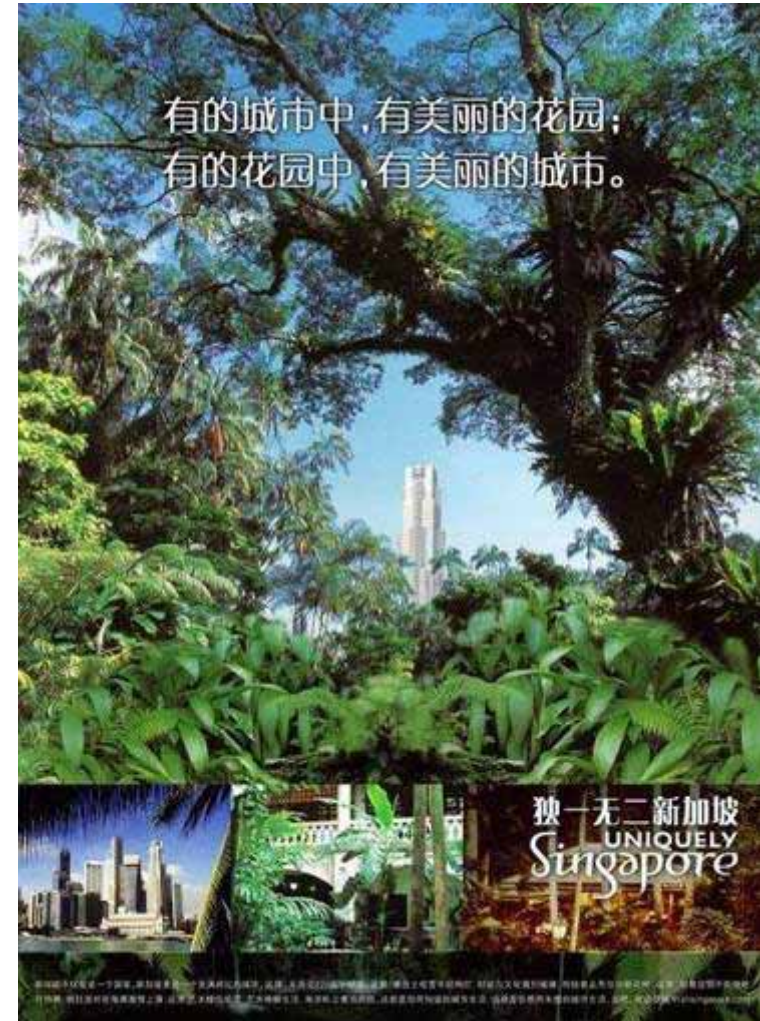
# Organisational Structure Overview



# Credibility: Excellent Track Record of Singapore as a leading Asian Business City

## ACCOLADES

- **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)*
- **TOP Convention City in Asia for the past 23 consecutive years**  
*(Union des Associations Internationales 2005)*
- **World's 2<sup>nd</sup> Top Convention City & Top Convention City in Asia**  
*(International Congress & Convention Association 2005)*



# Credibility: Excellent Track Record as host of Global and Regional Iconic Events



IMF/ World Bank Annual Meeting (2006)



World Cyber Games (2005)



Asian International Exhibition of Textile and Machinery



International Olympics Committee (2005)



Congress of the International Council of Nurses Conference



Forbes Global CEO Conference (Sept 2006)

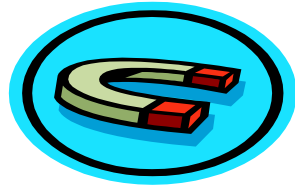


Herbalife Asia Pacific Extravaganza (2007)

# Relevance: Vibrant Industry of more than 7,000 MNCs & Large local enterprises, with 2/3 having regional functions



# Relevance: Strategic Cluster Approach



## Attract

- Pro-active bidding for new strategic clusters events
- Attract foreign industry players & int'l associations to organize events and/or set up bases in Singapore



## Create

- Create new strategic clusters events
- Create new specialised industry players

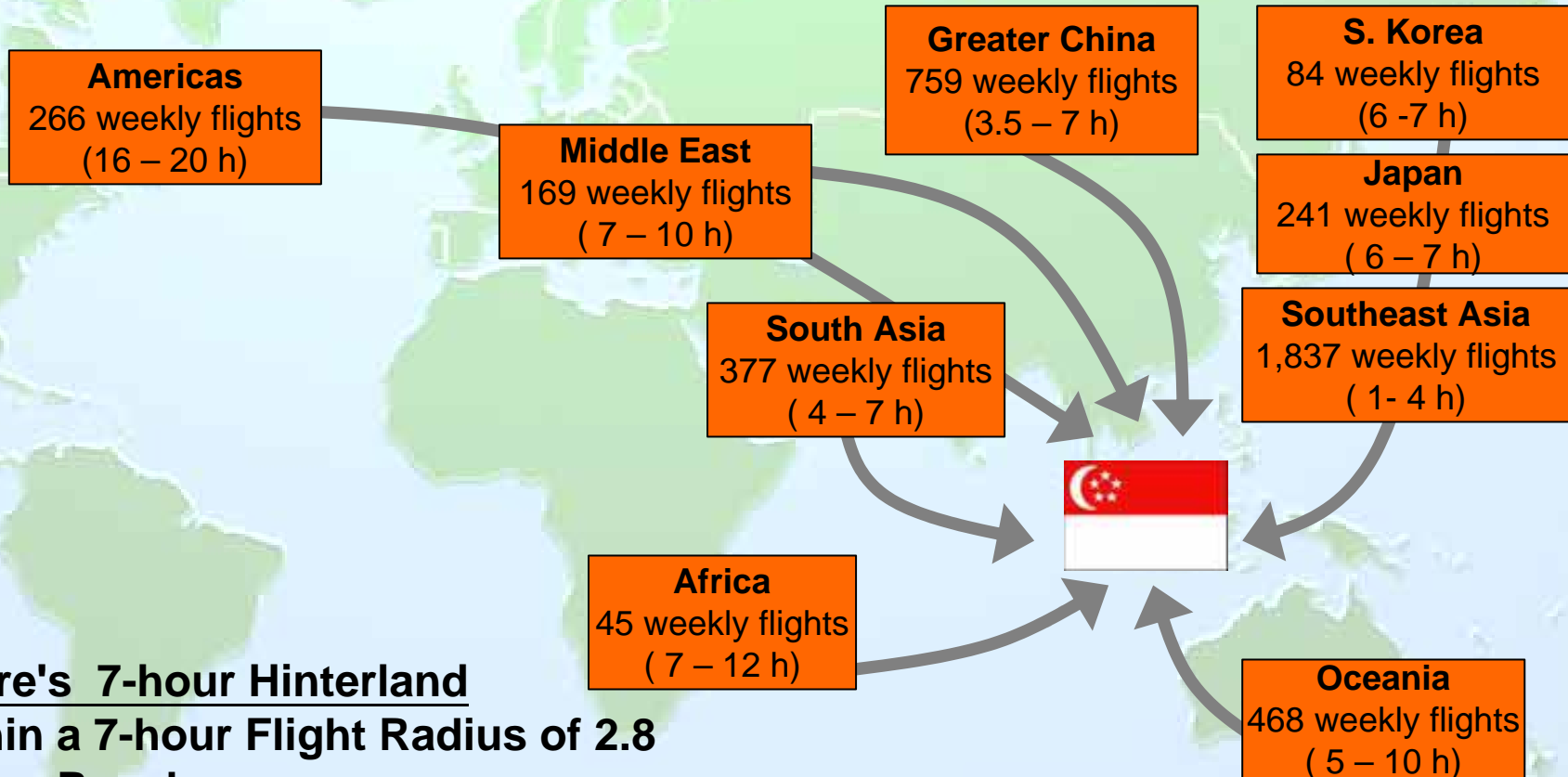


## Grow

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

**Learning value adds to corporates through business tours / networking with industry experts**

# Differentiation: Strategic Location with global access to 184 cities in 57 countries via 80 airlines



## Singapore's 7-hour Hinterland

1. Within a 7-hour Flight Radius of 2.8 Billion People
2. 80 Airlines, over 4,000 flights per Week
3. Changi Rated “Best Airport”

# **Differentiation: Efficient and seamless thru modern state of the art infrastructure and latest technology**

- Rated top in terms of basic infrastructure & technological infrastructure in the World Competitiveness Yearbook
- Singapore Changi Airport consistently rated the best in the world
- Excellent telecommunication links with broadband network in all business hotels
- Getting around the island is effortless and affordable with the highly efficient Mass Rapid Transit (MRT) system, and bus and taxi services



# Differentiation: Excellent meeting and conference venues



## Excellent MICE Infrastructure –



### Suntec Singapore Int'l Convention & Exhibition Centre

- One of the biggest convention & exhibition centres in Asia Pacific;
- 12,000m<sup>2</sup> convention / exhibition hall
- 1,800-seat ballroom
- 596-seat theatre
- 31 meeting rooms
- 3,700m<sup>2</sup> gallery
- direct access to 5,200 hotel rooms, 1,000 retail stores, 300 restaurants and a centre for the performing arts, Esplanade – Theatres on the Bay



## Excellent MICE Infrastructure –



### Raffles City Convention Centre

- 6,500m<sup>2</sup> of meeting space
- Executive Conference Centre featuring a satellite conference system
- Raffles The Plaza and Swissôtel The Stamford, which can provide more than 2,000 rooms in the same building



## Excellent MICE Infrastructure –



### Singapore Expo

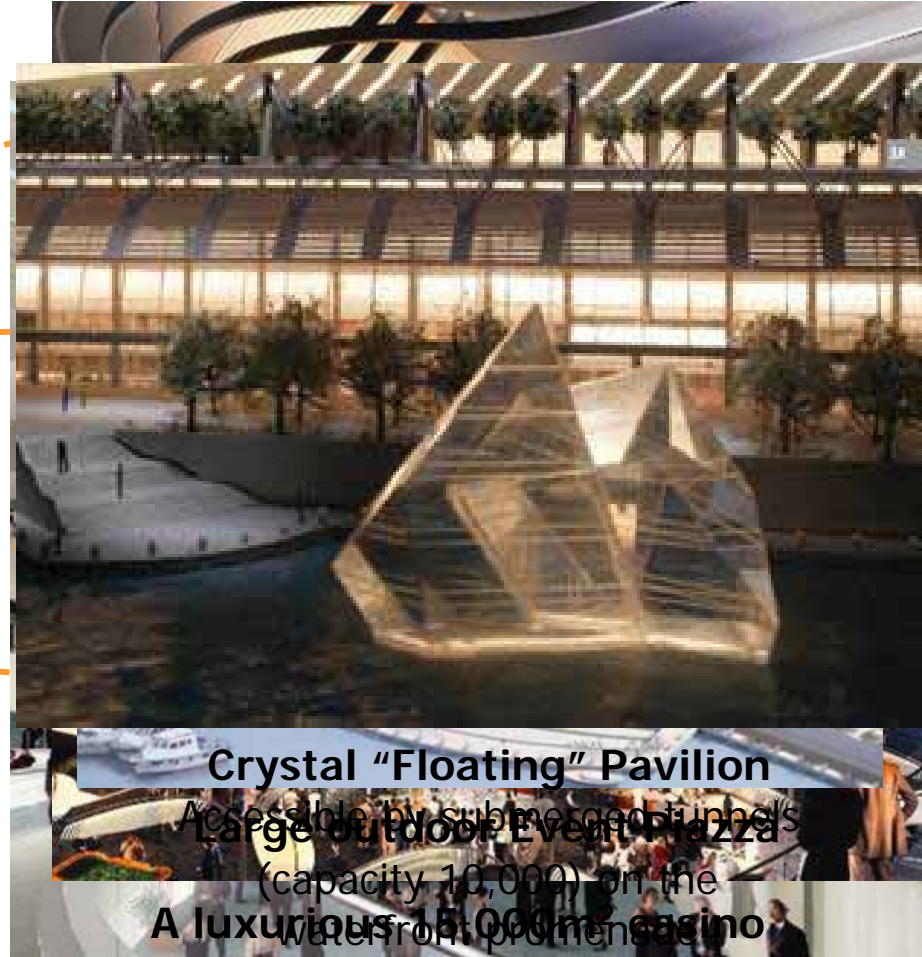
- 10 column free exhibition and convention halls of 10,000m<sup>2</sup> each
- 9 meeting rooms and 8 mobile conference rooms
- 5-minute drive from the Singapore Changi Airport

# Excellent MICE Infrastructure – Marina Bay Integrated Resort



**Las Vegas Sands** won Marina Bay Integrated Resort bid  
with commitment to invest **S\$5.05b**

# Excellent MICE Infrastructure – Marina Bay Integrated Resort



**Crystal "Floating" Pavilion**

Accessible by submerged tunnels  
**Large outdoor Event Plaza**

(capacity 10,000) on the

**A luxurious 15,000m<sup>2</sup> casino**

**Two state-of-the-art Theatres**  
 • **Amphitheatre** (capacity 3,000)  
 together can **house 4,000 pax**  
 with nightly **Light & Water Show**

# Differentiation: Diversity of off-site venue offerings in close proximity

## Nature & Wildlife



## Historical & Cultural



# Differentiation: Diversity of off-site venue offerings in close proximity

## Waterfront / Beachfront



## Views from atop



# Differentiation: Safe and exciting destination for spouses and family

## Spouse Programme



One of the **SAFEST** cities in the world  
Singapore ranked **FIRST** globally for Social Cohesion  
Singapore ranked **THIRD** globally for Protection of Personal Security & Private Property

# Differentiation: Business Event Experiences

## GOURMET SAFARI EXPRESS



### Journey into the Night Safari in-style..

- Premium experience for incentive visitors, starting off with cocktails on a suspension bridge before wining and dining on-board the tram whilst experiencing the world's first Night Safari.
- Per Tram: 15 pax  
Maximum: 72 pax

# Differentiation: Business Event Experiences

## CAVENAGH BRIDGE



### The Grand Old Lady of the Singapore River

- Built in 1869, the bridge was named in honour of Colonel Cavenagh, the last India-appointed Governor of Singapore
- Have an exclusive dinner on Cavenagh Bridge over the Singapore River
- For sit-down dinners: Max **120 pax**

# Differentiation: Business Event Experiences

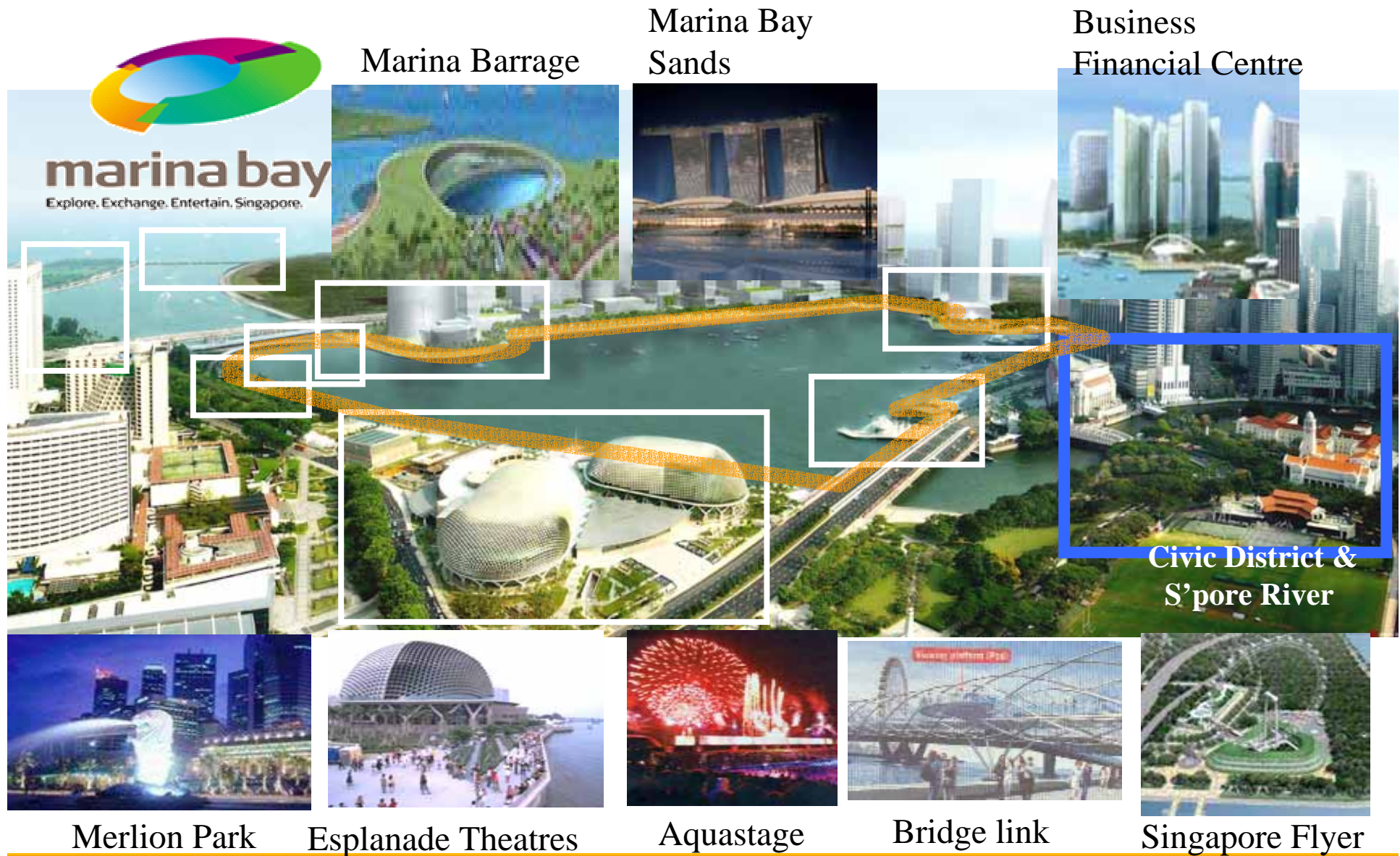
## CRAZY HORSE SHOW



### *The Art of the Nude*

- First city outside Paris to open the cabaret and host this amazing artistic show celebrating the female form.
- Open for bookings for corporate events, product launches etc
- Maximum pax:
  - Theatre: 400 pax
  - Restaurant: 200 pax
- Ideal for top-end groups as the prices range from S\$85/head onwards.

# Differentiation: New Developments



Merlion Park

Esplanade Theatres

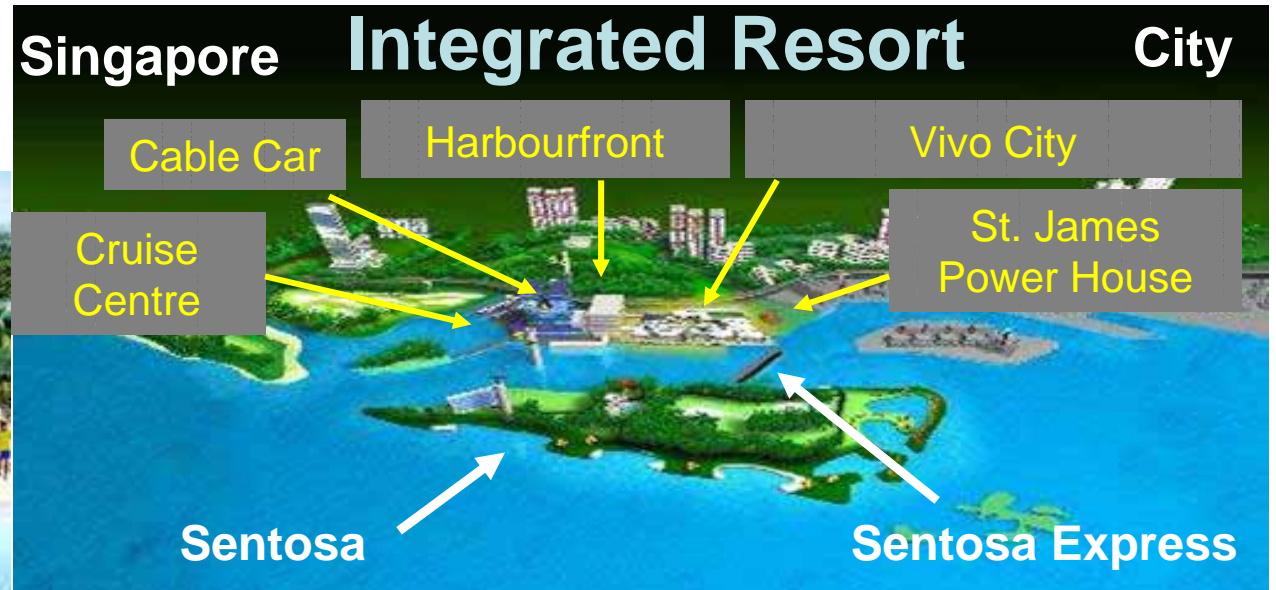
Aquastage

Bridge link

Singapore Flyer

# Differentiation: New Developments

Sentosa, Vivocity  
St James Powerhouse



## Differentiation: New Developments

80,000 sq ft Cannery Tower with brand names – e.g. Ministry of Sound, Fashion TV Bar and Café del Mar



# Incentives: BE in Singapore Schemes

## CORPORATE MEETINGS & INCENTIVE TRAVEL

**Scheme for Corporate Meetings & Incentive Travel Groups**

**Scheme for International Board Meetings**

**Scheme for 3-year anchor package for a series of Meetings and Incentive groups**

## CONVENTIONS

**Scheme for Association-based Meetings**

**Scheme for Trade Conferences**

**Scheme for 3-year anchor package for Strategic Conferences**

## EXHIBITIONS

**Scheme for Anchored Exhibitions**

**Scheme for New Exhibitions**

# Incentives: BE in Singapore Schemes

## CORPORATE MEETINGS & INCENTIVE TRAVEL

### **Scheme for Corporate Meetings & Incentive Travel Groups**

- Groups over 150 visitor nights enjoy a welcome performance
- Groups over 400 visitor nights are offered unique experiences based on size of group, e.g. cultural experiences, team-building activities, exclusive dinners

### **Scheme for International Board Meetings**

- Facilitation for securing dialogue sessions with prominent personalities, e.g. key business leaders and government agencies
- Arranging of programme enhancements, e.g. special-interest study visits
- VIP clearance at the airport

**Special funding will be provided to a series of corporate meeting or incentive travel programmes over a period of up to 3 years.**

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See You in Singapore!

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