Singapore - The Exchange Capital of the World

Jul 14, 2008

I stand in the centre of a world of opportunities.
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

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

Key Industry Clusters:
- Biomedical Sciences
- ICT & Digital Media
- Banking & Finance
- Transport & Logistics
- Environment & Water Tech
- ICT & Digital Media
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- Transport & Logistics
- Environment & Water Tech
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

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

PCO, PEO, DMC & AMC Services

Hotels

Industry Associations

Venues

Other Govt Agencies

Attractions
Compact Country offering Variety & Intensity of Experiences

CULTURE

UNIQUE HOTELS

SHOPPING

NIGHTLIFE

UNUSUAL SPAS

ATTRACTIONS

SINGAPORE WHERE GREAT THINGS HAPPEN

VARIETY & INTENSITY OF EXPERIENCES
The Merlion is a mythical creature that symbolized Singapore’s early history as an entrepôt.
Singapore is a contradiction of modernity and tradition.
Different cultures and religions **BLEND** Harmoniously
**NO language barriers** - English widely-spoken
SINGAPORE WHERE GREAT THINGS HAPPEN
Ethnic districts - a showcase of Singapore’s diverse cultures

**Little India**
Spice-centered streets serving as focal point of Singapore’s Indian community

**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

**Joo Chiat/Katong**
Rich Peranakan (Mix of Chinese & Malays) & Eurasian heritage and architecture
Singapore Botanic Gardens
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
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
Iconic Events in Singapore

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

- SIGGRAPH ASIA 2008
- International Olympics Committee (2005)
- World Cyber Games (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)

FHA 2008

iX Conference 2007

CommunicAsia 2007

BroadcastAsia 2007

SINGAPORE AIRSHOW
19 - 24 Feb 2008
IEEE Events in Singapore since 2004

- IEEE 802.11 Interim Meeting 2003
- IEEE Conference on Emerging Technologies-Nanoelectronics (CET) 2006
- 17th 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
- The 2nd 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 8th International Power Engineering Conference (IPEC 2007)
- The 6th 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  
  *(5th 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 Centre & Suntec Convention Centre
- Marina Bay Sands Resort
- New Downtown
- Esplanade- Performing Arts Centre
- Civic District and Singapore River
- Marina Bay: An Integrated MICE Precinct
Singapore Flyer - Officially Open!

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

- 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 (I²R)
- **Additional support from:**
  - Singapore Airlines
  - Marina Bay Sands

*Details will be provided upon confirmation.*
Singapore—Where Great Things Happen

Thank you