



SPECTACULAR SINGAPORE

Experience the exceptional
for your next event

Choose Singapore

Event organisers love this unique city-state: it's dynamic, efficient, accessible and at the forefront of innovation



Choose from a range of world-class venues

Choose from more than **1,700 venues**, from intimate meeting spaces to

ultra-modern convention centres. Not only that, but Singapore is also full of experienced industry professionals, well versed in events.



It's the world's easiest place to do business

There are **7,000 multinational corporations** and more than

150 international organisations in Singapore.



Connect to the world's biggest markets

Changi Airport serves more than **100 airlines**, flying to **300 cities** worldwide.

In fact, **4 billion people** are within a seven-hour flight time to Singapore.



Mix business with leisure

From **Michelin-starred dining** to stunning **wildlife reserves** and heart-thumping

entertainment, there are a myriad of inspiring experiences. Singapore is an ideal place to combine business and leisure for meetings and incentive travel.



An award-winning business events destination

A winner of multiple awards and accolades, Singapore

is one of the most lauded business destinations in Asia. Recent wins include being named **Event's Top Asia Pacific Destination** and the Union of International Associations' **Top International Meeting Country**, both in 2019.



Reduce your carbon footprint

Singapore has **sustainable venues**, a clean and efficient transport network and green recreational options.

Welcome to Singapore

As the world continues its recovery from challenging times, Singapore is gradually reopening its MICE sector for business travellers in a safe and calibrated manner. As an example, in January 2021, Singapore proudly hosted the PCMA Convening Leaders' omnichannel event with 300 live delegates at Marina Bay Sands. You can read more about this case study on page six.

The Singapore Exhibition & Convention Bureau (SECB) has a global network of offices with teams to support your events in Singapore. Please do not hesitate to contact us for the latest information or enquire about the suite of assistance schemes we have available to support business events. We hope you find this mini-guide useful for planning your next event and we very much look forward to welcoming you back.



Carrie Kwik
Singapore Tourism Board's
Executive Director, Europe

- 4 SINGAPORE ISLAND MAP**
- 6 CASE STUDIES**
- 10 BREATHTAKING SPACES**
- 14 A FOODIE'S PARADISE**
- 16 A MOMENT OF MINDFULNESS**
- 18 SIZZLING SUNDOWNERS**
- 20 MUST-SEE SINGAPORE**
- 24 LOOK TO THE FUTURE**
- 26 A CITY IN NATURE**
- 28 ASSISTANCE SCHEMES**
- 31 TIH EXPLAINED**



Haymarket is certified by BSI to environmental standard ISO 14001 and energy management standard ISO 50001



Editor Calum Di Lieto, **Head of Production** Melanie Falconer, **Art Editor** Stephanie Atkinson, **Writer** Mark Williams, **Senior Project Manager** Oksana Mukhacheva, **Global Commercial Director** Rob Aldhouse, **Head of Global Sales** Alex Margo, **Head of Sales UK, North America & APAC** Katurah Horton, **Head of Production Operations** Trevor Simpson, **Group Production Manager** Ailsa Donovan, **Publishing Manager** Edyta Wierzbowska, **Business Director** Kelly McAlpin, **Deputy Managing Director** Donna Murphy, **Managing Director** Philip Swinden, **Chief Executive** Kevin Costello

Although every effort is made to ensure that the content is true and accurate at time of going to press (or digitally) neither the publisher nor Singapore Tourism Board can be held responsible for any claims made with this publication.

Singapore Island

Scan the QR codes to reveal more about the precinct

ORCHARD ROAD

This is where visitors come for a bit of retail therapy. Futuristic-looking mall ION Orchard is a popular shopping spot.

DEMPSEY HILL

One of Singapore's lesser-known enclaves, world-class restaurants including Michelin-starred Candelnut can be found here.

CIVIC DISTRICT

Where modern Singapore began in the early 19th century. The National Gallery has the world's largest collection of Southeast Asian art.



CHINATOWN

Once home to Singapore's Chinese population and is now full of beautiful old temples and delicious eats at Chinatown Food Street.



SENTOSA

Home of three beaches spanning Sentosa's coastline, connected by bridge to mainland Singapore and only a 10-minute drive to the city centre. Resorts World Sentosa, Resorts World Convention Centre and the SEA Aquarium are all here.



HARBOURFRONT

This bustling waterfront district is a retail haven, offering gorgeous sunsets over Singapore's southern shores and amazing views aboard the Singapore Cable Car.



LITTLE INDIA

Vibrant district has Hindu temples, delicious food and chic hotels.



KAMPONG GELAM

The gold-domed Sultan Mosque is a focal point but don't miss trendy

Haji Lane with its bars and boutique shops or the colourful fabrics displayed on Arab Street.

MARINA BAY

This is where you'll find Singapore's national icon, the Merlion. Wander the waterfront admiring innovative

architecture such as the three towers of Marina Bay Sands and the durian-shaped Esplanade. Sands Expo and Convention Centre is also found here.

GEYLANG SERAI

Geylang Serai is the central hub of this district and a great place to try all types of different cuisine. The popular Hat of Cain, Singapore's first hat salon, is also located here.



KATONG & JOO CHIAT

Historic Katong & Joo Chiat are home to brightly coloured shophouses and authentic Peranakan culture. It's also one of Singapore's top foodie destinations.



Case study 1

Hybrid conferences

EVENT: PCMA Convening Leaders
VENUE: Marina Bay Sands
WHEN: 11-15 January 2021
WHO: 300 in-person delegates and a further 4,000 online attendees

One of the most significant events in the global events calendar is the Professional Convention Management Association (PCMA) Convening Leaders' annual conference.

The event provides a platform for connecting business event industry peers to discuss the latest thinking and innovation in events, from technology to business strategy.

This year's conference was the first time in 64 years the event

had been held outside of North America and was a mix of in-person and virtual attendees.

SAFE ITINERARIES

PCMA worked with Singapore Tourism Board (STB) and Marina Bay Sands to create a Global Broadcast Centre to host main stage speakers, expert panels, face-to-face experiences and provide local cultural tours. The experiences were part of STB's 'safe itineraries', which meant guests could enjoy what Singapore has to offer while sticking to Covid-safe measures in place.

On registering for the event, delegates were asked questions about their professional interests to

CONVENING LEADERS' PICS COURTESY OF PCMA.ORG

help divide them into networking groups. Virtual attendees could talk to each other between sessions by using the broadcast platform's chat boxes, the Slack app and on social media. At the physical event, attendees were split into zones of 50 within their interest groups and able to network with peers within their zones, with safe measures in place.

Leveraging cutting-edge technology, content was broadcast to 4,000 attendees all over the world, and keynote speaker, three-time Pulitzer prize-winning journalist and author Thomas Friedman, gave a talk entitled 'The Big Trends Shaping the World Today: Economics, Technology, and Geopolitics'. He explored the seismic shifts reshaping the world and how businesses can take advantage of them.

On day two, attendees heard from the 27th prime minister of Australia, Julia Gillard, who described her own style of leadership and what she has learned from her political career. She also covered the importance of good mental health in work and life.



SOFT-LAUNCHING THE BROADCAST CENTRE

Marina Bay Sands soft-launched the hybrid broadcast studio in July 2020 with the PCMA, before Asia Pacific Community Conversations took place in August.

Attendees were given a demonstration of how holographic telepresence could be used in a hybrid event setting by beaming one of the presenters onto the set.

The studio's centrepiece is a stage fitted with an immersive backdrop and floor that can be reconfigured to every event's needs. Instead of a conventional green screen backdrop, there are two massive 6mx4m LED walls that can show high-resolution visuals, while a plexiglass LED floor can display vivid floor projections.

Case study 2

The future of trade shows

EVENT: *TravelRevive*

VENUE: *Sands Expo & Convention Centre*

WHEN: *November 2020*

WHO: *1,000 local and international delegates*

TravelRevive is a new trade show that piloted hybrid methods of hosting safe business events. The two-day travel trade show, held at the Sands Expo & Convention Centre in Singapore, was powered by the Singapore Tourism Board (STB) and ITB Asia. It featured an exhibition, conference sessions and one-to-one meetings between buyers and sellers, and was the first international travel trade show to take place physically in Southeast Asia during the pandemic.

Nearly 1,000 local and international attendees attended TravelRevive in person to exchange ideas and reimagine travel's future.

ENHANCED SAFETY MEASURES

Extra measures were taken to ensure the safety and wellbeing of attendees at TravelRevive, including:

- Safe management for every stage of an event attendee's

journey (pre- to post-event)

- Crowd density control and grouping of attendees
- 18sqm exhibition booths complemented with 9sqm meeting pods equipped with protective plexiglass to allow safe one-to-one meetings between exhibitors and buyers
- The use of TraceTogether to enable contact tracing for international visitors
- The launch of an online tool to safely arrange one-to-one meetings between exhibitors and buyers.

To prepare Singapore for the phased resumption of leisure travel, STB worked closely with industry partners to develop safe itineraries for delegates. These included

virtual tours that delegates could participate in from their hotel rooms, private museum site visits, and even a guided site visit to a Kelong (an offshore wooden platform used primarily for fish farming).

Speaking at the opening of TravelRevive, Chan Chun Sing, minister for trade and industry said: "Amid the disruptions inflicted by the



Scan the QR code to see the Travel Revive picture gallery



Sands Expo & Convention Centre facade

Covid-19 pandemic, the Singapore government is committed to working with our industry partners to reinforce the resilience of the MICE sector and doing more to catalyse the revival of our tourism industry in a safe manner."

IN-PERSON CONTENT SESSIONS

Live sessions at the conference included a welcome address from Dr Christian Göke, CEO of Messe Berlin GmbH and a keynote panel called 'What Will Make Travel Great and Safe Again', hosted by CNBC's Monica Pitrelli and featuring guest speakers from companies such as Accenture and Google. Among the topics they explored was technology that has suddenly come to the fore during this pandemic and how Covid has changed the travel industry's

understanding of customers and businesses. On day two, content included 'The Leaders' Panel: The Future of Hotels after Covid-19', which had guest speakers from a number of international hotel brands. They discussed how the industry can make a comeback after the pandemic. There was also a range of 'on-demand' online content sessions throughout the two days.

During TravelRevive, three memorandums of understanding (MoU) were signed between STB and Informa, Fiera Milano and Messe Munich. These covered the launching of a new international technology event in Singapore in the second half of 2021 by Informa, as well as Fiera Milano and Messe Munich setting up Southeast Asian headquarters in the city-state.



Breathtaking spaces

Event planners can take their pick from more than an incredible 1,700 venues in Singapore, ranging from smaller boutique spaces up to huge, state-of-the-art convention centres with top environmental accreditation.

UNIQUE

ArtScience Museum

EVENT SPACE: *Nearly 5,000 sqm across 21 gallery spaces*

CAPACITY: *500 people in the Basement 2 Circulation and Oculus*

NEAREST MRT: *Bayfront*

The ArtScience Museum is a memorable meeting venue, shaped like an open lotus flower. You can also treat your guests to complimentary entry to selected museum shows. This landmark building is centrally located in the Marina Bay district.

Gardens by the Bay

EVENT SPACE: *The Meadow is 22,000sqm and there is a range of smaller spaces*

CAPACITY: *30,000 standing in The Meadow or 700 for dinner in Flower Field Hall*

NEAREST MRT: *Bayfront*

Designed with environmental sustainability in mind, Gardens by the Bay is a horticultural masterpiece. Located next to the Marina Reservoir, the venue can host events big and small with stunning views of Singapore and the iconic Supertrees Grove (main picture above).

SEA Aquarium

EVENT SPACE: *1,310sqm between the Ocean Dome, Gallery and Restaurant*

CAPACITY: *350 for a cocktail reception in the Ocean Gallery*

NEAREST MRT: *Harbourfront*

Home to 100,000 marine animals, SEA Aquarium has more than 800

species in 60 million litres of water. Impress your guests with a view through the Ocean Dome, which provides a panoramic 180° vista of marine life.

National Gallery Singapore

EVENT SPACE: *The Supreme Court Terrace is the largest room at 510sqm*

CAPACITY: *300 standing in the Supreme Court Terrace or 212 people*

theatre-style in the Ngee Ann Kongsi Auditorium

NEAREST MRT: *City Hall*

Housed in two historic buildings – the former Supreme Court and City Hall – the Gallery contains the largest public collection of modern Southeast Asian art. It offers many venues, from the expansive Supreme Court Terrace to the Coleman and Padang decks on the rooftop.



Lotus-shaped
ArtScience Museum



National Gallery
event facade

Infinite Studios

EVENT SPACE: *Two soundstages with 930sqm and 1,672sqm of space*

CAPACITY: *1,500 guests in Soundstage 3*

NEAREST MRT: *One-North*

Infinite Studios is home to two of Singapore's first soundstages. Being a soundstage means high-quality soundproofing and acoustics create an ideal location for concerts or big corporate parties.

CONVENTIONAL

Suntec Singapore Convention and Exhibition Centre

EVENT SPACE: *22,000sqm of exhibition space and 15,000sqm of meeting space*

CAPACITY: *10,000 delegates in*

the Convention Hall

NEAREST MRT: *Esplanade*

Suntec is a key venue for meetings, conventions and exhibitions, with a column-free Convention Hall and flexible exhibition space. A central location means it's surrounded by more than 1,000 shops, 300 restaurants and six museums.



State-of-the-art
Suntec facilities



Changi Exhibition Centre

EVENT SPACE: 100,000sqm of outdoor space and 40,000sqm of indoor space
CAPACITY: 8,000 delegates for a reception in the Exhibition Hall

NEAREST MRT: Changi Airport

Built on a 65-hectare site, this plot is home to Asia's largest aerospace event, The Singapore Airshow. Individual spaces measure from 65sqm to 16,000sqm and it includes an observation tower with panoramic views.

Resorts World Sentosa Convention Centre

EVENT SPACE: 11,000 sqm of meeting and function space

CAPACITY: Asia's largest column-free ballroom can host 6,500 guests



Flexible RWS complex



Changi Centre flying high



Singapore EXPO

EVENT SPACE: 100,000sqm of indoor and outdoor space
CAPACITY: 16,000 delegates or 6,000 for a sit-down banquet

NEAREST MRT: Singapore EXPO

This is the largest purpose-built MICE venue in the country. It's next to Changi Business Park and only a five-minute drive from Changi Airport. It can be combined with Max Atria for another 12,000sqm of meeting space.

MAX Atria

EVENT SPACE: 12,000sqm across 32 meeting rooms
CAPACITY: 3,500 in total, with up to 1,500

NEAREST MRT: Harbourfront

Resorts World Sentosa Singapore is Asia's ultimate leisure and MICE destination, able to host 35,000 delegates at one time. In the Convention Centre, a total of 35 function rooms are available, including a 6,000sqm ballroom.

Raffles City Convention Centre

EVENT SPACE: 6,500sqm, including 27 meeting rooms and three ballrooms
CAPACITY: Fairmont Ballroom can host 2,850, seated theatre-style

NEAREST MRT: City Hall

Raffles City Convention Centre is one of the largest convention centres, centrally located in the heart of the city, close to hotels, restaurants, bars and shops.



Boutique W Singapore

Singapore Zoo



Eco-leader Parkroyal on Pickering

delegates in its largest space

NEAREST MRT: Singapore EXPO

Opened in 2012 as the convention wing of Singapore EXPO, both venues can be used individually or combined for extra large events. It spans two levels and has a rooftop space that is ideal for cocktail events or open-air parties.

GREEN

Parkroyal on Pickering

EVENT SPACE: 1,400sqm in eight meeting rooms

CAPACITY: Up to 500 guests in the William Pickering Ballroom

NEAREST MRT: Chinatown

Best described as a hotel in a garden, full of thoughtful modern technology and light-filled meeting spaces, offering eco-friendly options featuring sustainable refreshments and a farm-to-table working lunch.

W Singapore

EVENT SPACE: 1,500sqm of meeting rooms

CAPACITY: 540 people for a cocktail reception in the Great Room

NEAREST MRT: Harbourfront

This designer hotel is situated on resort island Sentosa and has more than 1500sqm of meeting space, including the 720sqm Great Room with its dazzling chandeliers. Sustainability policies has led to a 140,000m3 reduction of water yearly.

Wildlife Reserves Singapore (WSR)

EVENT SPACE: 10 venues across four parks

CAPACITY: 240 people seated in the Lakeview Ballroom or 800 standing in the Pavilion by the Lake
NEAREST MRT: Khatib

WSR manages four world-leading zoological institutions – Jurong Bird Park, Night Safari, River Safari and Singapore Zoo – each with their own event spaces. Guests can experience up-close animal encounters before dinner in Night Safari's lakeside tipi tent or watch a manatee herd in River Safari's Amazon Flooded Forest.

A foodie's paradise



Bustling evening hawker centre

Singapore is the culinary crossroads of Asia, taking inspiration from neighbouring countries as well as creating its own unique dishes. It's an unbeatable country for foodies and somewhere to delight your delegates' tastebuds – 58 restaurants were awarded the Michelin Bib Gourmand and 44 received Michelin stars in 2019.

Food courts or 'hawker centres' have long been a popular and affordable eating destination in Singapore, and two hawker stands were even awarded Michelin stars in 2019. At Hill Street Tai Hwa Pork

Noodles, you can eat delicious food for about £4 a bowl and Liao Fan Hong Kong Soya Sauce Chicken Rice & Noodle was Singapore's first street food stall to gain Michelin recognition in 2016.

In fact, the nation's food courts are held in such high esteem that in December 2020, UNESCO declared Singapore's hawker centres have special cultural significance. They are now on UNESCO's Representative List of the Intangible Cultural

Heritage of Humanity.

In 2024 the World Chef's Congress and Expo is being held here. Hosted by the Singapore Chef's Association, it will be an international gathering of great culinary minds.

PERANAKAN CUISINE

Peranakan refers to the Straits-born people of Chinese and Malay/Indonesian heritage, and its cuisine blends the distinct spices and cooking techniques of this region. To sample it for yourself, make sure the Candlenut and True Blue Cuisine eateries are on your 'must visit' list.

Candlenut

comodempsey.sg/restaurant/candlenut

• Can offer private dining for up to eight guests

WHERE: 17A Dempsey Road

NEAREST MRT: Holland Village

Candlenut is the world's only Michelin-starred Peranakan restaurant. Local chef and owner Malcolm Lee's establishment serves innovative dishes that both modernise and pay homage to traditional Peranakan flavours, including buah keluak (black nut indigenous to Southeast Asia) ice cream and Wagyu Beef rendang (braised meat cooked in coconut milk and spices).

True Blue Cuisine

truebluecuisine.com

• Has two private dining rooms for small groups

WHERE: 7/49 Armenian Street

NEAREST MRT: Bras Basah

True Blue Cuisine for Peranakan fare has been awarded a Michelin Bib Gourmand. Located by the Peranakan Museum along Armenian Street, this restaurant has been dishing out mouth-watering Peranakan delicacies since 2003. Chef-owner Benjamin Seck started True Blue Cuisine with his mother, serving traditional dishes like minced chicken ngoh hiang (meat rolled in beancurd skin) and udang ketak (crayfish fried in spicy paste).

3 MUST-EAT RESTAURANTS

Muthu's Curry

muthusc Curry.com

ADDRESS: 138 Race Course Road

NEAREST MRT: Little India

Spice lovers should venture into Little India and sample the fish head curry here. It's made with a secret recipe passed down from the founder Mr Muthu to his sons.



Newton Circus Food Court

ADDRESS: 500

Clemenceau Avenue

North

NEAREST MRT: Newton

If your delegates want to eat like a Crazy Rich Asian, bring them to Newton Circus where scenes in the hit 2018 film were shot. You'll find all sorts of delightful delicacies here, including barbecued stingray.



JustIN Flavours of Asia

justinquek.com/

justin

ADDRESS: 2 Bayfront

Avenue, Bay Level,

L1-83

NEAREST MRT: Bayfront

Singaporean celebrity chef Justin Quek's all-day diner serves gourmet food, from lobster Hokkien noodles to the signature Kampot white pepper crab.



A moment of mindfulness



Scan the QR code to
breathe deeply at the
MacRitchie Nature Trail
and Reservoir Park

Sizzling sundowners

Whether you're in the mood for sipping a Singapore Sling or socialising over a craft beer, Singapore's bar scene has something for all tastes. An impressive 11 establishments made the 2020 list of Asia's 50 Best Bars (compiled by World's Best Bars), with Singapore's Jigger and Pony taking the number one spot.

We chose a few that are well worth a visit during your next trip.



Manhattan

regenthotels.com/regent-singapore/dining/manhattan
WHERE: Level 2 of the Regent Singapore (1 Cuscaden Road)
NEAREST MRT: Orchard

Manhattan is an opulent establishment with decor that evokes 19th-century New York and serves cocktails inspired by significant people and eras in the city's history. Book a table for Manhattan's legendary Sunday



brunch and enjoy unlimited craft cocktails alongside gourmet food.

Jigger and Pony

jiggerandpony.com
WHERE: Amara Singapore, 165 Tanjong Pagar Road
NEAREST MRT: Tanjong Pagar

This establishment's name pays tribute to the history of concocting cocktails, which used to employ measuring devices known as 'jiggers' or 'ponies'. Peruse their beautifully-designed menu to discover subtle new twists on favourites like The Old Fashioned.

Native

tribenative.com
WHERE: 62A Amoy Street
NEAREST MRT: Maxwell

Native will take your taste buds on a tour of Asia, with ingenious cocktails crafted from locally foraged

ingredients and alcohol from the region. For example, The Peranakan is inspired by local cuisine, created with Indian rum and ingredients like laksa leaves, dried pandan and gula melaka (palm sugar). Even the coasters are sustainable, made from compostable lotus leaves that can be re-used 20 times.

Atlas

atlasbar.sg
WHERE: 600 North Bridge Road
NEAREST MRT: Bugis

This sumptuously designed Art Deco-styled bar looks like it jumped straight out of The Great Gatsby and into the heart of Singapore. Resplendent with gold-plated statues and a 15-metre-tall gin tower, this bar holds the largest variety of gins in the world.

5 SINGAPORE SLING FACTS

1. It was invented around 1915 by Ngiam Tong Boon, a bartender at the Long Bar in Raffles Hotel
2. Legend has it the Singapore Sling first gained popularity because it looked like a moderate punch and was seen as socially acceptable for ladies to drink in public
3. It was a favourite drink of writers Joseph Conrad and Rudyard Kipling
4. It is an IBA official cocktail, so it can be used in the annual World Cocktail Competition for bartenders
5. If you don't make it to Raffles Hotel, grab a pre-mixed version from DFS Wines and Spirits in Changi Airport

WFH Happy Hour

Scan the QR code to watch Vijay Mudaliar, founder of Native, serve up eclectic mocktails to enjoy at home



HOW TO MAKE A SINGAPORE SLING

Here is the original Raffles Hotel recipe for the country's most famous cocktail:

Ingredients

30ml gin
15ml cherry brandy
7.5ml Cointreau
7.5ml Benedictine
120ml pineapple juice
15ml lime juice
10ml grenadine
A dash of Angostura bitters
A slice of pineapple and a cherry

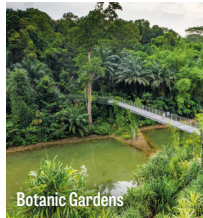
Method

1. Add all the ingredients into a shaker with ice
2. Shake, then strain into a tall glass
3. Garnish with a slice of pineapple and a cherry



Must-see Singapore

This example incentive itinerary will show your delegates the best of Singapore over four days and three nights. They'll marvel at Gardens by the Bay, learn about the culture and history of the world's only city-state and sample some of the best food in Asia.



Botanic Gardens



Did you know?

The Singapore Sling was the drink of choice in Hunter S Thomson's 1971 cult novel: *Fear and Loathing in Las Vegas*. For more about the famous cocktail, see p19

DAY ONE: CULTURAL DISCOVERY

Morning Enjoy a local breakfast followed by morning Tai Chi at the Singapore Botanic Gardens, a UNESCO World Heritage site. Afterwards, immerse yourself in a world of colourful flowers at the Orchid Garden.

Afternoon Break into smaller groups and depart on a cultural tour around the key districts of Chinatown, Little India and Joo Chiat. Stop off along the way to try delicious local hawker



Little India

fare such as chicken rice and laksa, a spicy noodle soup. Hawker food courts are such an important part of life in Singapore that in 2020 they became part of UNESCO's Representative List of the Intangible Cultural Heritage of Humanity.

Evening Have a world-famous Singapore Sling at Raffles Hotel, followed by a Chilli Crab seafood dinner in one of many excellent restaurants overlooking Marina Bay or the Singapore River.

DAY TWO: MODERN METROPOLIS

Morning Visit the Civic District and Marina Bay and see how a cosmopolitan city combines the traditional and modern. Stop by the URA City Gallery and learn more about Singapore's dramatic transformation over the past 50 years to become one of the most liveable cities in Asia.

Afternoon Take a traditional bumboat cruise along the Singapore River. Spot iconic landmarks including the Merlion and Esplanade, Singapore's performing

arts theatre. The theatre is shaped like the durian, known as the 'King of Fruits'. End the afternoon with a tour of Marina Bay Sands, an iconic property home to the world's largest rooftop infinity pool.

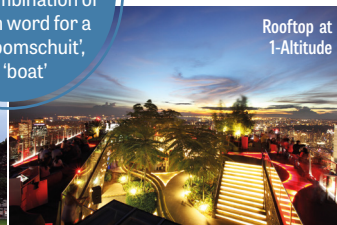
Evening Treat your delegates to a delightful cocktail at Jigger and Pony, named Asia's number one bar in 2020 by World's Best Bars. Then it's time to get your dancing shoes on at 1-Altitude, the world's highest (282m) alfresco bar on the top three floors of One Raffles Place, with 360° views of Singapore.

Did you know?

The name 'bumboat' comes from a combination of the Dutch word for a canoe, 'bomschuit', and 'boat'



Victoria Theatre in the Civic District



Rooftop at 1-Altitude



The mythical Merlion



Gorgeous greenery
at Gardens by the Bay



Eat out at Tekka



Serene Seletar

DAY THREE: CITY IN A GARDEN

Morning Visit the Tekka market to find the freshest produce, tropical fruits and fragrant spices. Then, pick your own ingredients and learn how to cook local dishes in a culinary class.

Afternoon Visit Gardens by the Bay and be awed by the world's largest glass greenhouse. There are more

Did you know?
Gardens by the Bay opened in 2012 and in the same year was awarded the World Building of the Year prize at the World Architecture Festival

than 1,500,000 plants and flowers here, as well as the instantly recognisable Supertree Grove.

Evening Take your delegates for dinner amid the tranquillity of the rainforest at the Night Safari, the world's first nocturnal wildlife park. As dusk falls they can relax and enjoy beautiful views of the lush Seletar Reservoir.

DAY FOUR: ISLAND LIFE

Morning Visit Sentosa, an island 10 minutes away from the city. Settle down in a comfy chair at Tanjong Beach Club or, if you need more of an adrenaline rush, take the opportunity to bungee jump from the AJ Hackett 50-metre tower.

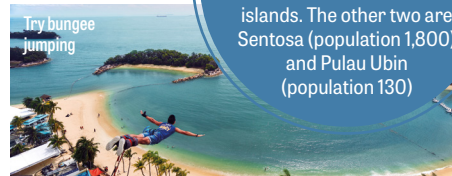
Afternoon Choose from one of Sentosa's 10 island spas and indulge

in a unique Asian treatment to soothe, relax and recharge. Or if spas aren't your thing, get out on the golf course against a backdrop of the Singapore Straits.

Evening Embark on an impressive tall ship for a sunset sail around Sentosa and the southern Islands. End the evening at the exclusive Sentosa Cove for dinner.

Did you know?

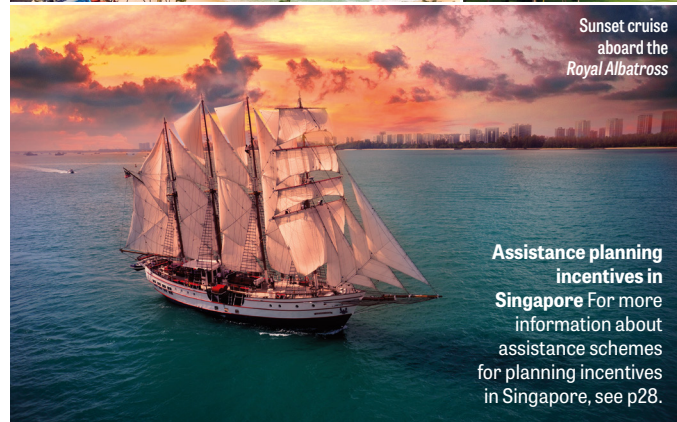
The nation of Singapore is a collection of 64 islands. Singapore Island (or Pulau Ujong) is where 5.7 million people live and is one of three inhabited islands. The other two are Sentosa (population 1,800) and Pulau Ubin (population 130)



Try bungee
jumping



Spot of golf



Sunset cruise
aboard the
Royal Albatross

Assistance planning incentives in Singapore For more information about assistance schemes for planning incentives in Singapore, see p28.



Look to the future

Singapore is already a world-class MICE destination but it is continuing to develop its many attractions and plan for the future. It's making big strides in its ambitious plans for a greener outlook with the expansion of Jurong Lake District and Mandai, as well as a new wildlife eco-tourism hub set to open in 2023.

Jurong Lake District

 jld.gov.sg

Jurong Lake Gardens is a 90-hectare green sanctuary where guests can immerse themselves in nature. Currently, just the Lakeside Garden is open for visitors but three more nature-focused attractions are expected to open throughout 2021 – the Chinese Garden, Japanese Garden and Promenade.

Marina Bay Sands

 marinabaysands.com

Luxury resort Marina Bay Sands plans to add a fourth hotel tower full of MICE facilities.

The S\$4.5billion (approximately £2.4billion) new development will sit next to the existing three towers and include a 15,000-seat arena, meeting rooms, ballrooms and exhibition halls, as well as 1,000 high-end suites, a rooftop pool and restaurants.

The new arena will be a major capacity upgrade on the current 5000-capacity ballroom, suitable for MICE groups to host extra-large plenary sessions and conference groups in one session.

The set-up of the arena will also allow for much more elaborate technical productions.

Mandai

 mandai.com & wrs.com.sg

Plans are under way to transform Mandai into an integrated wildlife and nature precinct, which continues its core mission of wildlife conservation. In co-locating the zoos and integrating them with various supporting facilities, Mandai is set to become a hub for

nature and wildlife activities. With the Mandai Wildlife Bridge now open, the next step is opening the newly relocated Bird Park and West Arrival Node.

Beyond that, Mandai will continue to grow with more wildlife parks, attractions, public spaces and a hotel all part of the plan. The 126-hectare wildlife eco-tourism hub will include the world-renowned Singapore Zoo, Night Safari and River Safari.

Resorts World Sentosa

 rwsentosa.com

A multi-billion dollar expansion plan known as Resorts World Sentosa (RWS) 2.0 was announced in April 2019, which will add 164,000sqm of gross floor area. New facilities will include a waterfront development containing two hotels, retail establishments

and two major additions to Universal Studios Singapore (USS) – Minion Park and Super Nintendo World. The SEA Aquarium will also increase to three times its current size and a driverless transport system will shuttle guests around RWS.

Kranji Racecourse

 turfclub.com.sg

Singapore Tourism Board (STB) is looking at redeveloping Kranji Racecourse into a leisure destination for visitors and Singaporeans, while retaining the race track.

The aim is to celebrate its equestrian heritage and make the most of its many green spaces. It will complement the nearby Mandai wildlife reserves, providing educational and wellness experiences.

The Singapore Turf Club, which owns the racecourse, has also launched an international contest for architects and landscape designers to redesign Singapore's only horse-racing venue as something "inspiring and unique."



RWS at night



A city in nature



Aerial view of
Gardens by the Bay and
the Supertree Grove

Ever since declaring its independence in 1965, Singapore has aimed to create a garden city with abundant lush greenery and a clean environment to make life more pleasant for the people

Sustainability is more than just turning the lights off – it's about a balanced approach to economic activity, environmental responsibility and social progress.

Singapore is making steady advances in areas of sustainability such as the Recycle, Reduce and Reuse (3R) waste management partnership with the Singapore Hotel Association, and green building initiatives from BCA Green Mark to promote environmental awareness in the construction and real estate sectors.

Many hotels and MICE venues in Singapore have also implemented their own sustainability initiatives.

Marina Bay Sands' global sustainability strategy, Sands ECO360, comprises four priorities: Green Buildings, Environmentally

Responsible Operations, Green Meetings and Stakeholder Engagement. In June 2019, Sands Expo and Convention Centre achieved LEED (Leadership in Energy and Environmental Design) Platinum, a globally recognised certification of sustainability.

This was a result of Sands Expo increasing energy efficiency by 42% more than other similarly rated buildings in the world; adopting a rigorous waste management strategy; recycling over 50% of

operational waste and responsibly sourcing over 60% of office supplies and ongoing consumables.

Parkroyal on Pickering was designed as a hotel-in-a-garden with cutting-edge environmentally-friendly technology. For example, the cascading greenery keeps the west-facing walls cool and reduces energy consumption for cooling guestrooms (see p13) and high-performance glass cuts out solar heat while providing lots of natural daylight.

Gardens by the Bay's lake system acts as a natural filter for water from the Gardens' catchment and provides biodiverse habitats for wildlife such as fish and dragonflies. The water is also used in the built-in irrigation system.

The iconic Supertrees also have a role to play in sustainability. Some have solar panels on their canopies to generate energy for their own lighting, while others are integrated with the Gardens' conservatories and serve as air exhaust receptacles.

Pan Pacific Orchard is expected to open in 2022 as a zero-waste hotel, with four levels of soaring sky gardens and 350 eco-friendly rooms. It will feature a rainwater harvesting system, recyclable water system and

a compactor to turn food waste into compost, which will then be used as fertiliser for its gardens.

SUSTAINABLE FOOD PRODUCTION

World-leading green technology and infrastructure is in the country's food sector too. A scarcity of arable land has led local innovators to pursue urban agriculture – with farmers using high-tech and high-yield methods to overcome the limitations of traditional farming practices.

Artisan Green uses hydroponics technology in controlled, indoor environments to grow food items 100% pesticide-free. As an urban vertical farm, they can grow fresh produce in the heart of Singapore.

In 2019, The Economist Intelligence Unit ranked Singapore as the world's top country in its Global Food Security Index. EIU's selection criteria include food affordability, availability and quality

Uppgrown Farming Company provides indoor farming systems, auto-logging and LED grow lighting. It promotes cost-effective vertical farming solutions that maximise space and productivity, and minimise reliance on natural resources.

Agri-Food Innovation Park, located in the Greater Sungei Kadut area (from Q2 2021) will combine high-tech farming and R&D activities, including indoor plant factories and animal feed production facilities.

Assistance schemes

Home to world-class facilities, efficient infrastructure, and an empowering business environment, Singapore is the ideal destination for hosting exceptional business events. Comprehensive event assistance schemes can help support and grow your event into a platform that connects and inspires.

Discover exclusive privileges, services and experiences with these three assistance schemes:

- Business Events in Singapore (BEiS)
- In Singapore Incentives & Rewards (INSPIRE)
- Singapore MICE Advantage Programme (SMAP)

BUSINESS EVENTS IN SINGAPORE (BEiS)

The BEiS scheme offers customised financial support to event organisers. It covers key event costs, such as help in securing venues, on a

reimbursement basis.

To qualify, your event must meet requirements in four categories: content/brand of event, number of foreign delegates expected, duration of event and attendee profile. Funding support can be gained for third-party costs such as:

- Professional services
- Networking events
- Content development
- Marketing activities
- Venue rental and meeting packages
- Market research

Other non-financial support includes:

- Logo support
- Facilitating secure venues
- Hosting of site visits
- Event listing on

 visitsingapore.com/mice

Upon fulfilling the project's agreed targets, applicants are required to submit third-party audited documents on qualifying costs for the disbursement of grants.



Dine at Botanico



Push back on Palawan Beach

IN SINGAPORE INCENTIVES & REWARDS (INSPIRE)

The In Singapore Incentives & Rewards (INSPIRE) programme offers visiting MICE groups a variety of experiences to show off some of Singapore's highlights. The programme has more than 60 options across four categories: dining, attractions, thematic tours and team-building experiences.

To qualify for the INSPIRE programme, groups must meet the following requirements:

- Groups must comprise 20 or more foreign delegates
- The group must stay a minimum of three days in Singapore.

There may be potential market variations, subject to scope and merits of the project.

Benefits

Enjoy more than 60 complimentary experiences to enhance your business event, such as:

- Create unforgettable memories by dining along the waterfront at Palawan Beach
- Explore the aquatic at SEA Aquarium, home to more than 100,000 marine animals
- Challenge each other in an exhilarating dragon boat race at Sentosa Island
- Be entertained by a private after-hours Garden Rhapsody show, with unrivalled night views of the city
- Take a scenic sunset tour around Singapore's southern islands
- Enjoy a fine selection of plant-inspired food and cocktails at Botanico, Botanic Gardens.



Get out on the water



Changi Airport
and Jewel complex

SINGAPORE MICE ADVANTAGE PROGRAMME (SMAP)

Qualified MICE groups can enjoy exclusive benefits with our partners on the Singapore MICE Advantage Programme, which include airfare discounts, shopping vouchers, attraction tokens and SIM card deals.

Benefits

Among the benefits to organisers are:

- Discounts on advertising space within Changi Airport
- Complimentary welcome desk at Changi Airport to greet your delegates upon arrival
- Complimentary air tickets on Singapore Airlines, subject to a minimum spend
- Discounted rates for Quayside Service at the elite JetQuay premium airport terminal

For the full range of benefits, go to:

visitsingapore.com/MICE/SMAP

For more information on all three programmes, go to:

visitsingapore.com/mice/en/plan-your-event/event-assistance-schemes/

If you have questions or wish to apply, email: stblondon@stb.gov.sg

- Discount on bulk purchase of StarHub Travel Prepaid SIM cards
- Complimentary customisation of co-branded NETS FlashPay cards and discount on bulk purchase of NETS FlashPay cards.

And some of the benefits for MICE delegates are:

- Changi shopping vouchers for shopping and dining at Changi Airport or Jewel Changi Airport
- Discounted fares to Singapore on Singapore Airlines and SilkAir
- Complimentary tokens on the Sentosa Fun Pass, which can be redeemed for experiences and F&B at participating Sentosa partners
- Preferred rates on JetQuay services
- Discount on Grab services.

TIH explained

Singapore's Tourism Information and Services Hub (TIH) is a digital resource that lets businesses access information on the country's tourism and travel services.

Where can I find it?

tih.stb.gov.sg

How can it help me plan events in Singapore?

Once you have registered, you will be able to access a content library containing hundreds of listings across multiple categories. These include venues, attractions, bars, clubs, restaurants and shops.

How much does it cost?

Nothing, it is a free resource.

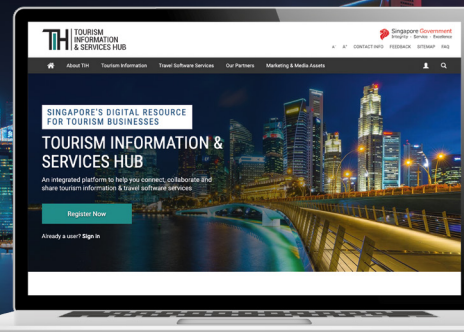
What kind of content will I find in TIH?

Among the resources you'll find are:

- Destination editorials – get ideas for creating unforgettable experiences for your delegates
- Images and videos – lots of free-to-download images and videos for use on your digital channels
- Deals and promotions – put together lists of special offers your delegates might like
- Walking trails – interesting and scenic routes available
- Enhanced navigation services – customise your digital channels with a mapping service to help your delegates better navigate and explore Singapore.

For more information, please email:

stb_tih@stb.gov.sg





Plan your next steps with us

Whatever you have in mind for your next delegate trip or business event, we are here to support you. From putting together bespoke itineraries, sourcing venues and suppliers to recommending the best places to visit and stay, our professional, passionate team can assist with anything you want to achieve.

visitsingapore.com/mice