







The plethora of worldclass venues and constant renewal of MICE spaces clearly set Singapore apart from the competition.

ingapore continues to wow meeting and incentive planners with the variety of business event venues and activities. Just when one thinks he has done it all in Singapore, the lion city stays ahead of global competition and introduces new venue options whilst the established ones renew their propositions.

READY TO IMPRESS

Suntec Singapore Convention and Exhibiton Centre raised the industry benchmark after its S\$184 million modernisation programme saw the introduction of new technologies that gave clients "real-time" control over elements of their meeting space environment, such as lighting and air-conditioning. The venue also offers free Wi-Fi throughout the centre capable of supporting up to 6,000 devices at one time. In September 2014, Suntec Singapore became one of the first convention centres in Asia to be digitally showcased on Google Maps. MICE planners can now easily explore the Centre via Google's Street View, which shows comprehensive 360-degree panoramic views of indoor facilities.

The 1,200-sq m Flower Field Hall nestled within Gardens by the Bay has recently improved its audio-visual infrastructure. There is a dedicated entrance to the Flower Field Hall, and a private entrance from the event hall to the Flower Dome, a perfect strolling showcase for the green-at-heart. This 1.2-hectare Flower Dome set a Guinness World Record this year for being the largest greenhouse in the world.

Located in the heart of Empress Place Civic District, the Victoria Theatre and Concert Hall re-opened its doors after its restoration programme. Consider

hosting a small to medium-sized cocktail reception and banquet dinner in the Central Atrium, the White Zone, or one of the hospitality suites in this national monument first established in 1862.

> Round images from top to bottom Suntec Singapore Convention and Exhibiton Centre, Royal Albatross The Westin Singapore

NEW INTERNATIONAL HOTELS TAKE THE STAGE

The Westin Singapore ushered in its first guests in November 2013. The newly built luxury business hotel is located in the heart of the Marina Bay Financial District and is within walking distance to the Sands Expo and Convention Centre. For incentive groups with meeting space requirements, the contemporary hotel has 10 meeting spaces catering to intimate c-suite board meetings or banquets for up to 300 guests. Guests can also enjoy spanning views of the South China Sea from the hotel lobby on level 32

Over at the edge of the Marina Bay precinct and in the heart of the CBD, the city welcomed the official opening of Sofitel So Singapore in August 2014. With surprise elements designed by Karl Lagerfeld, the boutique heritage hotel offers timeless French elegance blended with a modern and chic Singaporean charm. High-end incentive organisers can book the hotel's poolside area for an exclusive welcome reception overlooking Lau Pa Sat, the newly refurbished iconic local food market.

UNIQUE PULL

Cruise your delegates around Singapore in the Royal Albatross. The multi-purpose luxury tall ship moved into her new Singapore home at Resorts World Sentosa in February 2014 after a five-year refit transformation. This ship caters to corporate charter events for over 200 guests, while its air-conditioned multi-function Grand Salon is ideal for 56 guests.

Hop off the Royal Albatross and enjoy Sentosa's new entertainment, the Wings of Time. Replacing Songs of the Sea, it is the island's latest night spectacular and the world's only night attraction set along the beach facing the sea. Produced by an awardwinning team that also developed the Beijing 2012 Olympics Opening Ceremony, the show presents an ensemble of artistically choreographed effects.

Sports event planners will be pleased with the recently opened Singapore Sports Hub. Get on the tracks of the National Stadium or utilise other expansive venues such as the OCBC Arena, OCBC Aquatic Centre or Water Sports Centre for teambuilding activities. Sport fans can visit the Singapore Sports Museum while others enjoy some down time at Splash-N-Surf. For an added experience, align your travel dates with events taking place at the Singapore Indoor Stadium, such as the annual BNP Paribas Women's Tennis Association tournament happening until 2018.

Venture into the River Safari, the newest attraction at Wildlife Reserves Singapore. Delegates can spend two hours of leisure time exploring the seven Rivers, three Wild Amazonias or the Giant Panda Forest. Alternatively, design a programme that allows delegates to embark on an Amazon River Quest in boats of 10, or an easy River Safari Cruise in groups of 30. End the day with a themed dinner at The Classroom, an event space at the River Safari, which accommodates 100 guests for a reception or 60 guests banquet-style.

Make sure you make a return visit here in 2015 to visit the National Gallery **Singapore**. Right in the heart of the Civic District, two monumental buildings - the City Hall and the former Supreme Court will be refurbished and re-launched in 2015 as a 64,000-sq m gallery of Southeast Asian art exhibits from the 19th century to present day.

66 Singapore has become a significant contender in the MICE space. Its ongoing investment in infrastructure and concerted efforts to market to the meetings and events sector is certainly paying off.

Round images from left to right

Sofitel So Singapore, River Safari

CAROLINE GAIR DIRECTOR SUPPLIER RELATIONS

Event management company for the Flight Centre Travel



For years, smaller meetings have been created and organised leveraging on larger congresses and exhibitions. Turn your event into a worldclass experience by leveraging on the exciting energy from some of Singapore's signature festivals and local events.

A SPORTING AFFAIR

Possibly a "once in a lifetime" experience, planners can enrich visitor programmes around the Formula 1 Singapore Airlines Singapore **Grand Prix**, a first and only race to be held at night in F1's history, and the first F1 street race in Asia. Speak to hotels that are around the race circuit precinct to hold meetings or cocktails. Taking place in September each year, the Singapore Grand Prix will remain on the F1 calendar through at least 2017.

During the annual BNP Paribas **Women's Tennis Association Finals** Singapore presented by SC Global held at the new Singapore Sports Hub, grab special packages to access the Racquet Club hospitality pavilion for a free flow of champagne and a gourmet dining experience with the best seats in the house. Singapore will be the host destination for the event until 2018.

CULINARY EXTRAVAGANZA

Treat delegates to a gastronomic adventure at the annual World Gourmet Summit, Singapore's most talked-about culinary event where attendees are enticed by its exclusive dinners, hands-on cooking workshops and educational sessions with renowned chefs and gourmet artisans. This event has showcased three-Michelin-starred master chef Thomas Bühner of La Vie in Germany and two-Michelin-starred chef Sang Hoon Degeimbre of L'Air du Temps in Belgium.

TIME TO CELEBRATE

Christmas on a Great Street is an annual event in Singapore where you can feast your eyes on millions of glittering lights dripping

from decorated trees and majestic arches, all along a 2.2-km stretch from Tanglin Mall to Plaza Singapura. In the six weeks leading into Christmas, expect entertainment shopping promotions, and other fun moments. On Christmas Day. the Orchard Road stretch between Scotts Road and Bideford Road will be closed for pedestrians.

During Chinese New Year, also known as Lunar New Year, the streets of the city come alive with the sounds of traditional music, the sights of hanging red lanterns and the tantalising smells wafting from the many night stalls set-up in various neighbourhoods throughout Singapore. The Spring Festival is at its highest point on the nights of the Chingay parade. This ticketed event is one of the largest street performances in Asia that features an extensive float parade and showcases 8,000 performers of different races in their traditional costumes. It epitomises the dynamism of Singapore's multicultural society.

The National Day is one of the most eagerly anticipated celebrations for Singaporeans and local residents each year. Organise a mingle session with locals around the celebration precincts such as the Esplanade waterfront promenade, before treating delegates to a locally themed gala dinner in one of many hotel ballrooms around the precinct. Expect more excitement when Singapore reaches its 50th birthday in 2015.

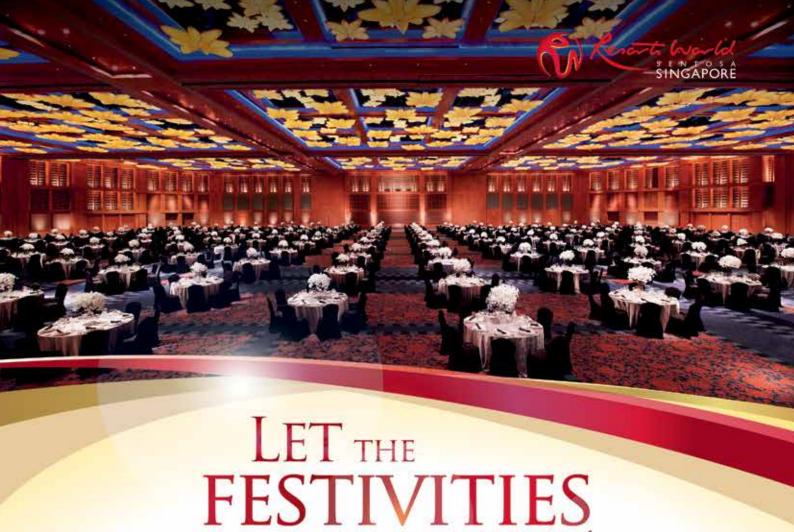
Check out Singapore's full calendar of events at www.yoursingapore.com

and images from top to bottom World Gourmet Summit, Chinese New Year Festivity. BNP Paribas WTA Finals Singapore presented by SC Global, shot of tennis star Serena Williams, courtesy of Getty Images.

Chingay

Our recent visit to Singapore coincided with the Singapore National Day celebration dress rehearsal on Marina Bay. Venturing into the Esplanade waterfront promenade, mixing with the locals who were beaming with pride, whilst sampling hawker delights amongst fireworks, helicopters and the parade. The energy and excitement from such festivities will enhance the experience of business events delegates. 99

ROS BARRETT-LENNARD DIRECTOR MAGIC TOUCH CONSULTANCIES A PCO bringing a scientific conference into Singapore





BEGIN!

It's that time of the year again to get together in celebration with business associates and colleagues.

At Resorts World Sentosa, we have a wide range of venues available for such festivities, from the more functional to the outright fantastical, to cater to different needs and budgets. Talk to us and we'll help you arrange something that will make an indelible impression.

CHRISTMAS PACKAGES 🐴 PER PERSON*

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CHINESE NEW YEAR PACKAGES PER TABLE*

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ingapore's stellar reputation in education and further learning can be translated into added value to meeting and incentive programmes, where groups can combine meetings with an educational component at a top-notch educational facility.

Short professional courses relevant to different sectors are available at the Singapore Management University With compasses located in the city accessible via three MRT stations, weaving this component into your programme is logistically effective in terms of time and transportation, especially when your residential meeting is in any of the hotels between the Orchard Road and Marina Bay precincts. Groups can attend a healthcare workshop on geospatial analytics, a strategy implementation programme for middle managers, or work with the University for a bespoke, company-specific customised programme specially/designed to address organisation-wide competencies.

Similarly, INSEAD business school promises a customised learning experience with its fusion of world renowned, globally diverse faculty, total flexibility, thought leadership, learning related to content and partnership approach. Each programme will be uniquely and carefully designed to transform the thinking and behaviour of participants to accelerate and drive effective improvement. /INSEAD is located near Singapore's new hub, **one-north**, a 200-hectre development designed to host a cluster of world-class research facilities and business park space, all built to support the growth of biomedical sciences, infocomm technology (ICT), media, physical sciences and engineering. Explore the One-North precinct and gather your delegates at The Star Performing Arts Centre, home of Singapore's first and largest 5,000-seat theatre - The Star Theatre. The Star Gallery on level three offers five individual rooms (141 sq m to 171 sq m), and combining these rooms can accommodate an intimate gala extravaganza for 490 guests.

If your delegates' interest is in town planning and development, give meetings an edge with a visit to the Singapore City Gallery and travel through time to discover how Singapore successfully overcame its many challenges and transformed from a fishing port to a cosmopolitan city. Through more than 50 audio-visual and interactive exhibits spanning three floors over 2,400 sq m, groups can get acquainted with Singapore's planning journey and efforts in the present and future.

One should not leave Singapore without learning about its history and heritage. Take on the Resilience Trails, a series of nine thematic trails each presented in an educational and interactive format to gain a greater understanding and appreciation of Singapore's journey to a leading city of the

Reason 3: hrich Meetings With Singapore's dynamic environment of constant learning allows planners to further enhance a

world. Available for group sizes ranging from 40 to 100, the trails offer a learning journey filled with inspiring stories from major historical events. For example, the Rail Corridor Trail brings delegates from the Woodlands waterfront to the former railway stations at Bukit Timah and Tanjong Pagar, and elaborates on the power of friendship that helped resolve disputes between Singapore and Malaysia.

meeting or incentive programme.

The Temasek Trail introduces participants to the challenges faced by Singapore's first generation of leaders after independence, and stops by historic sites such as the top of Fort Canning Hill to a preserved fountain in

a hundred years ago. Get the opportunity to visit some of the most unique sites in Singapore, such as the Kranji War Memorial or the city's only hot

Singapore Management University www.smu.edu.sa

www.insead.edu/home

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www.jtc.gov.sg

The Star Performing Arts Centre

www.thestar.sq

Singapore City Gallery

www.ura.gov.sg

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An "All in Singapore" mega-famil with 60 meeting planners from Europe, US, Australia and Canada showcased the extensive venues and sights that have contributed to Singapore's continued success as a MICE destination.

DAY 1

The famil kicked off with a power breakfast in the Flower Field Hall of **Gardens by the Bay**, savouring local favourites amid tropical fruit and other breakfast selections. Attendees then embarked on a sensory journey through two cooled conservatories: Flower Dome and Cloud Forest. Through the forest of clouds and fields of bloom, guests got to experience the vibrant oasis at the Bay South Garden. Set in 160 hectares of park land, the ecologically sustainable Gardens by the Bay captures the essence of Singapore as the premier tropical garden city.

Destination Asia, appointed destination management company for the famil, then led a heritage tour through the streets of **Telok Ayer**, **Chinatown** and the **Civic District**, which gives the cosmopolitan city its unique and colourful backdrop of delightful blend of East and West, tradition and modern.

Lunch was held on the 52nd floor of the exclusive **China Club Singapore**, with its 16 metre-tall glass panels offering spectacular views of Singapore and even Malaysia and Indonesia. Attendees also got to indulge in haute cuisine designed to complement the club's chic, chinois ambience.

At Kampong Glam, delegates went for site inspection of the heritage-inspired Mamanda Restaurant (formerly the "Rumah Bendahara" or Chief Minister's House; this mansion built in 1840 was once home to Tengku Mahmud, heir apparent to the Sultan's throne) by putting on a short "silat" (an ancient Malay martial arts) performance accompanied by music from a small "kompang" (Malay traditional hand drums) troupe. This allowed them a rare glimpse into two highly-regarded art forms within the cultural world of the Malays, which incidentally are often employed by the Malays themselves to welcome guests during special events.

Learning how the Singapore River
has played a pivotal role in the city's
progress, attendees enjoyed a bumboat
ride along this "River of Life",
spotting iconic landmarks such as
the Merlion, Sir Stamford Raffles
landing site and Esplanade.
Winding down, the group

enjoyed cocktails and sumptuous food at the historical Fullerton
Waterboat House, hosted by the
Singapore Exhibition & Convention
Bureau™. Once used to supply water to

Wildlife Reserves Singapore

offshore ships, the 1919 building has since been conserved and transformed into a restaurant and bar offering a great vantage of the Singapore skyline.

DAY 2

A hosted breakfast by **Wildlife Reserves Singapore** saw the group having the signature jungle breakfast accompanied by the "orang utan" family and other wildlife, followed by an enriching private tour. This tour included a visit to Pavilion by the Lake, a space ideal for gala dinners and sunset soirees; a stop at Fragile Forest, a massive bio dome recreated in the form of a 20,000-cubic metre flight area; interaction with free-ranging mouse-deer, lemurs and butterflies; and refreshments at the Forest Lodge.

The group proceeded to the Orchid Club Lounge and private rooftop terraces of **PARKROYAL on Pickering** for a sumptuous lunch spread. This hotel-in-agarden impressed attendees with its unique definition of urban hospitality, which incorporates 15,000 sq m of lush greenery and an array of eco-friendly features throughout the building.

The group spent the evening unwinding at the atrium of Pan Pacific Singapore, followed by an exquisite dinner at Keyaki restaurant, before ending the day with desserts and cocktails at the Pacific Club Lounge on the 38th floor.

DAY 3

The group spent a day on the island of **Sentosa** for a close look into the varied locations available for corporate events, gala dinners and team-building activities. This included a walk along Siloso Beach, a visit up the 37-metre tall Sentosa Merlion, and a ride on the Singapore cable car.

A hosted lunch by Sentosa Leisure Group was held at **Spuds & Aprons** atop Mount Faber, where attendees savoured eastern and western bites from the new dining spot. This top-of-the-hill destination features a cluster of dining and entertainment establishments with a breathtaking view of the Sentosa-Harbourfront precinct.

After a rest back at the hotel, the group headed out for a delectable curry

When it comes to being a great meetings and events destination, Singapore ticks all of the proverbial right boxes, and in a superlative way too. Ideal hub location, excellent track record in hosting meetings and events both big and small, efficient infrastructure, world-class hotel facilities and service standards, a vibrant and colourful multicultural heritage that lends an exciting backdrop for enjoying all of the food and cultural experiences that the city has to offer, plus talk-of-the-town visitor attractions, restaurants and offsite venues... and all of these within a safe and secure environment.

ANTHONY ANG DIRECTOR OF SALES DESTINATION ASIA (SINGAPORE)

buffet spread in the Tiffin Room of Raffles Singapore. The decor of the restaurant reflects the hotel's glory days from the turn of the century to the 1930s, where the designs of the tables, chairs and uniforms are all based on early photographs that have been treasured and conserved.

DAY 4

Attendees had time to themselves in the morning before a hosted lunch by **Marina Bay Sands** at rooftop haven Sky on 57, where guests indulged in a French take on traditional Asian cuisine.

The group next caved into their retail temptations along **Orchard Road**, Singapore's renowned shopping haven comprising a myriad selection of international and favoured local labels.

A gastronomic excursion followed with culinary samplings by three of Marina Bay Sands' celebrity chef restaurants – CUT by Wolfgang Puck, db Bistro Moderne by Daniel Boulud, and Osteria & Pizzeria Mozza by Mario Batali.

DAY 5

The "All in Singapore" famil rounded up with a Business Mart session at The Ballrooms of **PARKROYAL on Beach Road**, where local partner organisations were on hand to assist with event needs and enquiries.

Attendees next went behind the scenes at Singapore Airlines' Training Centre to understand more about the world-class carrier's inflight products and service.

The famil ended on a high with a touch of Swiss hospitality and lush gourmet offerings served at the 70th storey-high Equinox Complex at Fairmont Singapore and Swissotel The Stamford.

Many thanks for the opportunity to experience the treat of what Singapore has to offer for meetings and conferences. I haven't been to Singapore in a number of years and I'm greatly impressed with its growth in such an attractive way. Congrats to the Committee for a wonderful smooth programme. Everyone was so professional and courteous. Thanks, too, for the thoughtful gifts and moments.

PHYLLIS FRANCES QUINN MANAGING DIRECTOR

QUINN & ASSOCIATES ONE OF THE ATTENDEES OF THE "ALL IN SINGAPORE" MEGA FAM.

Luxury at top speed

Delegates who are fans of Lamborghini and gran turismo (GT) luxury automobiles will be thrilled with **Dream Drive**'s 15-minute, 30-minute or 1-hour experiences kicking off at Suntec Singapore. A perfect way to fill meeting breaks with adrenalin! Delegates can choose to be chauffeured, or fulfil their dreams of becoming an F1 racer by driving a supercar along the Singapore Grand Prix circuit.

www.dreamdrive.com.sg

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> treatment slots within minutes while running day-to-day errands efficiently.

> > www.asqe.sg

Connect on the bridge

Host a welcome Victorian-glamour networking event on Cavanagh Bridge, one of the oldest and the only suspension bridge in Singapore. The bridge is nestled amid iconic buildings such as the Victoria Theatre and Concert Hall and the Fullerton Hotel. It is the perfect place for international delegates to bridge their differences and connect with each other over the Singapore River.

www.sla.gov.sg

Reason 4:

Managing high expectations is a breeze in Singapore as first-class treatment and special touches await meeting and incentive groups.

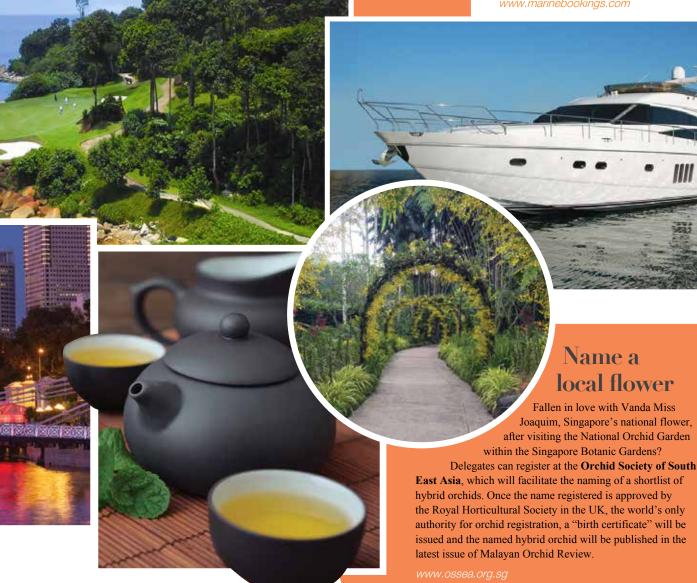
Island hopping

Take a 45-minute ferry ride from Singapore to Bintan, the tropical island in Indonesia, where activities are always on the programme for corporate groups. Planners looking for high-end options can live it up at the luxurious Banyan Tree Bintan, where incentive activities and meeting facilities are also in abundance. Delegates looking for an island experience with a rustic charm can head to Pulau **Ubin**, the last *kampong* (village) reminiscent of Singapore back in the 1960s. The island is ideal for outdoor team-building activities such as mountain biking or hiking, with its rustic roads, overgrown rubber plantations and secluded beaches. Nature lovers will appreciate a 45-minute guided intertidal walk on Chek Jawa, a cape on the southeastern tip of the island and home to one of Singapore's richest ecosystems.

Cast off in style

Luxurious team-building at sea has never been this exhilarating in Singapore. With 13 yachts catering to different group sizes, the team at Marine Bookings can assist in tailoring a day out in the sun around Singapore. To end the day on a high, arrange for the yacht to cruise into Sentosa Cove for an evening pool party at W Singapore Sentosa Cove.

www.marinebookings.com



Art of tea

Invigorate your senses with a cup of fragrant tea? Book the entire Yixing Xuan Teahouse and Tea Art Centre exclusively for groups of up to 50 guests. This deceptively humble restaurant provides a tea workshop along with a sumptuous yum cha lunch based on your requirements. Allocate two hours to this experience and your delegates will understand why the teahouse has drawn top rankings on tripadvisor. Word has it that Yixing Xuan Teahouse recently arranged a private hosting for an American A-list actress, who believed the tea experience to be one of her best moments in Singapore.

www.yixingxuan-teahouse.com



HOW TO SPEAK LOCAL

English is widely spoken in Singapore. There are some terms that may help you connect with the locals, or at least understand them better during casual conversations. The most famous term is "lah", which is an exclamation used at the end of a sentence. For example, when asked if something is okay, you may say *okay lah*. "Shiok" is an expression of satisfaction or pleasure, where having a glass of wine after a long day is *so shiok*. "Ta pau", another famous term used in hawker centres and other eateries, means takeaway.

MORE THAN A MARKET

Get onto the MRT to Little India station and stroll over to **Tekka Wet Market**. One can buy close to anything at this market, which has over 280 stalls of fresh produce, flowers, spices and more. Above the polite banter amongst buyers and sellers in various languages, you will experience a deep sense of community in this vibrant place. The market closes just after noon, so rise early and try a local breakfast of *roti prata* (fried Indian flour pancake) and *teh-tarik* (pulled tea) in the food court adjacent to the wet market. Tekka Wet Market only trades on cash terms.

LOCAL APPETITES

It is not far from the truth that in Singapore, one is spoilt for choice for food options. Trade your morning cereal for local favourites such as fish congee, *chee cheong fun* (glutinous rice rolls with sweet sauce),

economic fried bee hoon (rice vermicelli) and chwee kueh (stoned-milled rice cakes with diced preserved radish). Savour a plate of carrot cake, an omelette and radish cake dish, and note that the carrot cake "auntie" (an affectionate local term for older women) may ask if you would like it black (made with thick black soy sauce) or white (without the soy sauce).

BE AN OUTDOOR TRAILBLAZER

Singaporeans are big on healthy lifestyles. The well-connected roads and parks in Singapore offer some of the best hiking trails. The **Southern Ridges Trail** is a 10-km outdoor journey of green, open spaces that connect Mount Faber Park, Telok Blangah Hill Park, HortPark, Kent Ridge Park and Labrador Nature Reserve. Connecting the Mount Faber Park and Telok Blangah Hill Park is the **Henderson Waves**, the highest pedestrian bridge in Singapore with stunning sea views. Two guided tours are available for group sizes from 15 keenexplorers. To find out more about the trails, visit www.nparks.gov.sg

COFFEE, ANYONE?

Order your morning cuppa like a true blue local at any neighbourhood coffee shop or hawker centre. You can also replace kopi with teh to order your tea.



KOPI





KOPI-O



Round images from

left to right: Local Food

Market, Chwee Kueh, Singapore's Suburb

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KOPI KOPI-PENG GAO
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KOPI COMES IN MANY FORMS

If you are missing your daily cappuccino fix, there are numerous popular espresso cafes available along **Robertson Quay** or **Tiong Bahru**. Yearning for a morning cuppa with a difference? Head to the coffee shop closest to you for an authentic brew of *kopi*, and order it the way the locals do.