

THE ADVANTAGE YOU NEED TO DELIVER EXCEPTIONAL BUSINESS EVENTS

Introducing the **Singapore MICE Advantage Programme**



Home to world-class facilities, efficient infrastructure, and an empowering business environment, Singapore is also one of the safest and cleanest cities in the world, with comprehensive measures to ensure the well-being of its visitors. These reasons and more make it the ideal destination for hosting successful business events.

With the Singapore MICE Advantage Programme (SMAP), your event can become a platform that inspires and imagines new possibilities. And as a city that's always experimenting and always transforming, we believe in helping you make your dream event a reality. A host of exclusive privileges and convenient services await, from the moment you start planning to the day your guests arrive.

Apply from now until 31 December 2022 for events taking place before 31 December 2028. With SMAP, the rewards go on and on. Why go anywhere else?



**TOP ASIA-PACIFIC
MEETING CITY FOR
18 CONSECUTIVE YEARS**

International Congress and Convention
Association Global Rankings 2019



**BEST BT
MICE CITY 2019**
TTG Travel Awards 2019



**TOP INTERNATIONAL
MEETING CITY IN 2018**
Union of International Associations
Global Rankings 2018





Eligibility

Corporate Meetings and Incentive Travel

- A minimum of 50 foreign participants.

**Except for Changi Airport Group which requires a minimum of 100 foreign participants.*

World Congress and Association-based Conventions

- A minimum of 700 foreign participants.

Trade Exhibitions

- A minimum of 1,000 foreign participants (for up to 3 editions).

Trade Conferences

- A minimum of 300 foreign participants (for up to 3 editions).

For any queries, please contact secb@stb.gov.sg



PARTNER BENEFITS

Singapore Exhibition & Convention Bureau™ (SECB)



The SECB is a group within the Singapore Tourism Board that champions the business events industry in Singapore. As the lead government agency for this industry, the SECB aims to establish Singapore as a dynamic business events destination where an ecosystem of ideas, people, and technology draws on vibrant knowledge and wide networks.

The SECB collaborates with business event organisers, associations and MICE industry stakeholders to identify key opportunities to grow, attract and create business events. The Bureau also assists its partners with comprehensive and impartial information on Singapore's MICE facilities, incentive venues and industry partners. The SECB is a member of the BestCities Global Alliance – the world's first convention bureau alliance with 11 partners in five continents.

For more information, please visit www.VisitSingapore.com/mice

Benefits for Event Organisers

- Business Events in Singapore (BEIS) financial grants or In Singapore Incentives & Rewards (INSPIRE).
- Recommendations on social and MICE venues.
- Suggestions on social activities, such as Singapore city tours.
- Introductions to relevant agencies and suppliers.
- Visa facilitation for your delegates.

PARTNER BENEFITS

Singapore Airlines Group (SIA)



Singapore Airlines is the flag carrier airline of Singapore, committed to the constant enhancement of the three main pillars of its brand promise: Service Excellence, Product Leadership and Network Connectivity. The SIA Group fleet and network are also expanding in support of the development of its portfolio strategy, with investments in both full-service and low-cost airline operations. This portfolio of airlines serving short-, medium-, and long-haul markets connects your delegates from their cities to Singapore in safety and comfort.

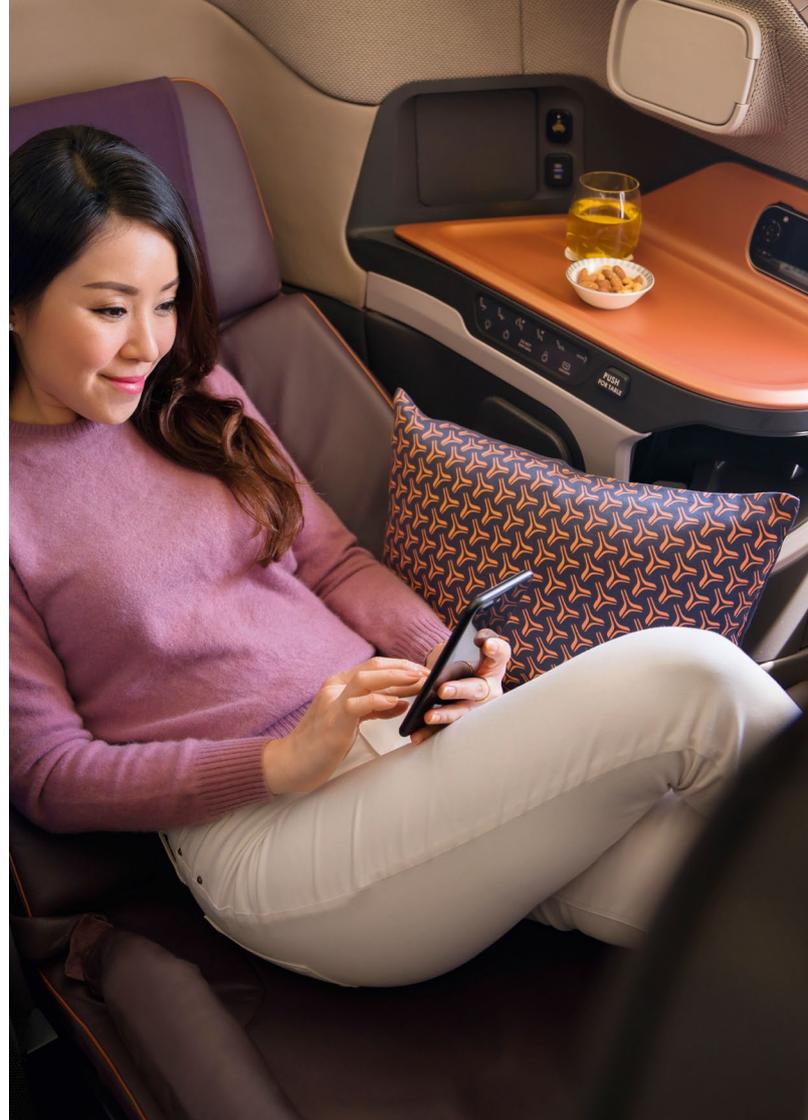
For more information, please visit www.singaporeair.com/MICE

Benefits for Event Organisers

- Complimentary air tickets on Singapore Airlines, subject to a minimum spend.
- Discounted or complimentary air tickets for site inspection.
- Discounted agency fee for air and land travel arrangements with Tradewinds, the tour-operating arm of Singapore Airlines.
- Flexible travel window of up to 14 days.
- Complimentary in-flight messages for groups of more than 50 people travelling together from a single destination.

Benefits for MICE Delegates

- Discounted fares to Singapore on Singapore Airlines and SilkAir.
- Additional check-in baggage allowance of 10kg across all classes of travel.
- Earning of KrisFlyer miles through Singapore Airlines' frequent flyer programme.





PARTNER BENEFITS

Changi Airport Group (CAG)



The world's seventh busiest airport for international traffic, Changi Airport managed a record 68.3 million passenger movements in 2019. With over 100 airlines connecting Singapore to 380 cities worldwide, Changi Airport handles about 7,400 flights every week, or about one every 80 seconds. Furthermore, as the world's most awarded airport having received more than 600 accolades including Skytrax's World's Best Airport for 11 times (most recently from 2013 to 2020), Singapore Changi Airport has been recognised to provide competitiveness, efficiency and world class service.

The airport's latest gem, Jewel Changi Airport, opened in April 2019 and now attracts millions of visitors every month. Designed by world-renowned architect Moshe Safdie, Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At 135,700 sqm in size, it offers a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. Including Jewel, Changi Airport's retail and dining offerings total more than 500 stores and over 260 F&B outlets.

For more information, please visit www.changiairport.com

Benefits for Event Organisers

- Discounts on advertising space in all terminals at Changi Airport.
- Complimentary welcome desk at Changi Airport to greet your delegates upon arrival.
- Discounts on event and meeting spaces at Jewel Changi Airport.

Benefits for MICE Delegates

- Shopping vouchers for shopping and dining at Changi Airport or Jewel Changi Airport.
- Complimentary access to attractions at Jewel Changi Airport.
- Discounts on iShopChangi, Changi Airport's online shopping platform.

PARTNER BENEFITS

JetQuay



JetQuay's Commercially Important Persons (CIP) Terminal is Asia's first standalone premium airport terminal, providing an unparalleled level of personalised service and support for discerning travellers transiting through Singapore Changi Airport. Enjoy world-class facilities at the luxurious JetQuay CIP Terminal, including dedicated airline check-in and immigration clearance, a well-appointed lounge to wine and dine, as well as a buggy/limousine service that escorts elite guests to and from their boarding gate or arrival gate. Our services are available to any passengers travelling on full-service carriers, on any class arriving, departing or transiting through Terminals 1, 2, 3, and 4.

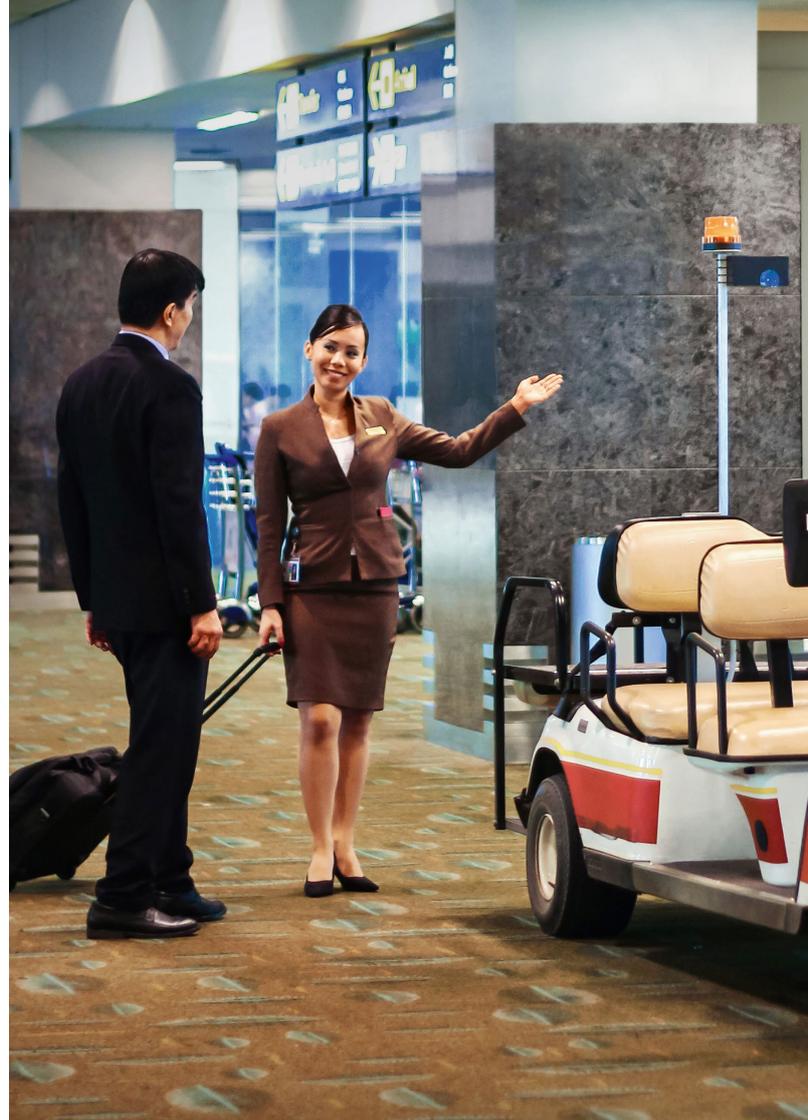
For more information, please visit www.jetquay.com.sg

Benefits for Event Organisers

- Discounted rates for Quayside Service at the elite JetQuay premium airport terminal.
- Complimentary Quayside service, subject to minimum spend.
- Preferred rates for venue rental at JetQuay.
- Discounted or complimentary Quayside Service for site inspections at the elite JetQuay premium airport terminal.

Benefits for MICE Delegates

- Preferred rates for additional quayside service.





PARTNER BENEFITS

Sentosa™



Named the Best Singapore Destination at the TripZilla Excellence Awards and Best Attraction at the Travel Weekly Asia Reader's Choice for multiple years among other accolades, Sentosa is the perfect island-in-the-city for holidaymakers and business travellers, with unique leisure experiences all in one place, easily accessible from the central business district.

Attracting some 19 million Singaporeans and tourists annually, the 500-hectare resort island is home to more than 30 themed attractions, some 200 food & beverage and retail outlets, golden sandy beaches, 17 hotels with more than 3,500 rooms, a convention centre, two premier 18-hole golf courses, a deep-water yachting marina, lush greenery and more.

Sentosa's strategic location, accessibility and array of unique offerings make it the perfect one-stop solutions provider for unconventional MICE experiences. The 2018 Bloomberg New Economy Forum and USA-DPRK Singapore Summit further showcased Sentosa's excellent 'turnkey' capabilities in hosting high-stature events.

For more information, please visit www.sentosa.com.sg/mice

Benefits for MICE Delegates

- Complimentary tokens on the Sentosa Fun Pass, which can be redeemed for experiences and F&B at participating Sentosa partners. Additional tokens will be extended for delegates staying in a hotel on Sentosa.

PARTNER BENEFITS

StarHub



StarHub is a leading homegrown Singapore company that delivers world-class communications, entertainment, and digital solutions. With our extensive fibre and wireless infrastructure and global partnerships, we bring to people, homes, and enterprises quality mobile and fixed services, a broad suite of premium content, and a diverse range of communication solutions.

With StarHub Travel Prepaid SIM, stay connected with 100GB local data, talktime and more. Chat, surf, and share all your travel moments with ease. Plus, call your loved ones back at home with the bundled IDD calls. Choose from a 7-Day or 12-Day Travel Prepaid SIM, and start surfing on Singapore's fastest network.

For more information, please visit www.starhub.com/tourists

Benefits for Event Organisers

- Discount on bulk purchase (50 pieces and above) of Travel Prepaid SIM cards.

Benefits for MICE Delegates

- Discount or free gift with purchase of Travel Prepaid SIM card at Singapore Changi Airport*.

* Available at StarHub counters, UOB Currency Exchange counters, and Travellers counters.





PARTNER BENEFITS

Grab



Grab for Business is a unified digital platform that empowers the management of transformative solutions for everyday business needs, such as corporate transport, corporate food orders, express delivery services and more. We help teams to be more efficient, improve productivity, automate company policies, and digitise payments to make it seamless to book and take business rides.

For companies, we allow you to set policies and payments, manage employees by groups or departments, and gain reporting insights on your company's business ground transport usage.

For individual employees, we increase efficiency and productivity with seamless rides, while saving time and effort in expense reporting. No stress. No hassles. All managed via the Grab for Business portal.

For more information, please visit www.grab.com/sg/business

Benefits for MICE Delegates

- Discount on Grab services.

PARTNER BENEFITS

NETS



NETS Group is a leading payments services group, enabling digital payments for consumers, merchants, and banks across the entire payments value chain.

The Group operates Singapore's national debit scheme enabling customers to make payments using their ATM cards or mobile devices at more than 120,000 acceptance points in the country as well as online payments.

NETS is also the issuer of FlashPay cards, an all-in-one card for your daily transport and retail needs. You can use NETS FlashPay at the following locations: (a) MRT, LRT, public buses, Comfort & CityCab and SMRT taxis; (b) Food courts, convenience stores, supermarkets, and selected hawker centres; (c) ERP and CEPAS-compliant car park charges. It is simple to use and can be easily loaded on-the-go either through an app or with auto top-up functionality.

For more information, please visit www.nets.com.sg/personal/retail-payments/nets-flashpay/

Benefits for Event Organisers

- Complimentary customisation of co-branded NETS FlashPay Cards.
- Discount on bulk purchase of NETS FlashPay Cards.



A special collaboration between:



For general queries on the Singapore MICE Advantage Programme,
please send an email with your name and details of your event to secb@stb.gov.sg

Terms and conditions apply. Benefits are subject to partners' discretion. All applications are subject to review. Information is correct at the time of print (July 2020).