



# ASSISTANCE SCHEMES FOR YOUR BUSINESS EVENTS

Home to world-class facilities and infrastructure, an empowering business environment, and offering excellent global connectivity, Singapore is the ideal destination for hosting exceptional business events. Reimagine the possibilities with Singapore Exhibition & Convention Bureau (SECB)'s comprehensive assistance schemes. Let us help grow your event into a platform that connects, inspires and brings ideas to life.

On top of the exclusive privileges and perks you can enjoy, discover how our assistance schemes can empower you to deliver sustainable event experiences and create a legacy of good:

- **Business Events in Singapore (BEIS)**
- **In Singapore Incentives & Rewards Global 2.0 (INSPIRE Global 2.0)**
- **Singapore MICE Advantage Programme (SMAP)**

Learn about the assistance schemes for your business events in Singapore.



# BUSINESS EVENTS IN SINGAPORE (BEiS)

The BEiS scheme extends financial support to event organisers to anchor and grow quality business events in Singapore. It supports third-party key event costs\* such as content development, professional services, marketing and social experiences.

\*The funding is provided on a reimbursement basis, and is subject to the fulfilment of specified deliverables.

## How to apply?

✉ [SECB@stb.gov.sg](mailto:SECB@stb.gov.sg)

📄 <https://www.visitsingapore.com/mice/en/plan-your-event/assistance-schemes/business-events-in-singapore/>

## Assessment Criteria\*



**Content / Brand of Event**



**Attendee Profile**  
(Including number of foreign visitors expected)



**Size of Event**



**Duration of Event**

\*not exhaustive

## Key Benefits



**Funding support for third-party qualifying costs**

- Professional services
- Networking events
- Content development
- Social experiences



**Non-financial support**

- Logo support
- Event listing on [VisitSingapore.com/mice](https://www.visitsingapore.com/mice)
- Facilitation to secure venues
- Hosting of site visits



## Green Initiatives



Partnering event organisers to adopt and realise sustainable practices and solutions



**No Single-use Materials**



**Carbon Offset**



**Working with sustainability related certified suppliers**



**Encourage Public Transport**



# IN SINGAPORE INCENTIVES & REWARDS GLOBAL 2.0 (INSPIRE Global 2.0)

Event planners and organisers can choose from INSPIRE Global 2.0 programme's suite of close to 80 complimentary experiences across dining, attractions, thematic tours, team-building and retail to enhance the itineraries of MICE groups to Singapore.

## How to apply?

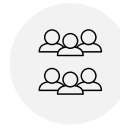


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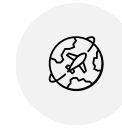


<https://www.visitsingapore.com/mice/en/plan-your-event/assistance-schemes/in-singapore-incentives-and-rewards/>

## Assessment Criteria\*



Groups of  
**20 – 250**  
foreign delegates



Travel completed by  
**31 Jan '26**  
in Singapore



Minimum stay of  
**3 Days**  
in Singapore\*\*

\*Subject to variations by market

\*\*With the exception of MICE groups on Fly-Cruise itineraries

## Examples of Complimentary Experiences Offered

Qualified MICE groups can choose from close to 80 unique complimentary experiences to enhance their itineraries. These exclusive experiences span across local attractions, dining options, thematic tours and more.



### Gardens by the Bay

Enjoy complimentary access to the two iconic conservatories, and exclusive weekday usage of the Supertree Observatory for private receptions and events.



### Design Orchard

Enjoy a private shopping experience and receive a complimentary souvenir bag at Design Orchard – a retail platform that brings together the best of Singapore design and homegrown brands.



### The Summerhouse

Enjoy a 3-course farm-to-table cuisine in a colonial style bungalow, with products sustainably sourced from their edible farm, as well as produce from local farms and kelongs.



### SingaporeSidecars

Explore Singapore's rich heritage as you journey through the city's historic neighbourhoods, on board this one-of-its-kind vintage Vespa sidecar tour.



### Tribe Pte. Ltd.

Take part in the Story of Jewel tour to learn more about the conceptualisation of Jewel Changi Airport, and its engineering marvels. Find out how the world's tallest indoor waterfall was constructed.



### Woopa Travels

Set sail on a scenic sunset journey to Singapore's Southern Islands. Soak in spectacular views of nature as you learn about Singapore's marine conservation efforts, local folklore and the histories of the Southern Islands.

# SINGAPORE MICE ADVANTAGE PROGRAMME (SMAP)

The Singapore MICE Advantage Programme (SMAP)\* provides event organisers and MICE delegates with an array of exclusive privileges and services from our partners, including new sustainability focused benefits that provide greater ease of travel, and a reduced carbon footprint throughout their event journey in Singapore.

SMAP is offered in partnership with Singapore Airlines, Changi Airport Group, Sentosa Development Corporation, JetQuay, Grab, StarHub and NETS.

\*Subject to terms and conditions.

## How to apply?



SECB@stb.gov.sg



<https://www.visitsingapore.com/mice/en/plan-your-event/assistance-schemes/singapore-mice-advantage-programme/>

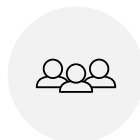
## Assessment Criteria



Meetings & Incentive Travel\*

≥50

foreign delegates



Trade Conferences

≥300

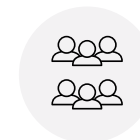
foreign delegates



Association Conventions

≥500

foreign delegates



Trade Exhibitions

≥1000

foreign delegates

## Key Benefits\*



Complimentary and discounted airfares with Singapore Airlines



Discounts for VIP arrival services at the JetQuay CIP Terminal



Discounted ground transport with Grab



Exclusive discounts for StarHub prepaid SIM cards



Complimentary leisure experiences with Sentosa Fun Pass™ Tokens



Complimentary customisation of co-branded NETS FlashPay Cards and bulk purchase discounts

\*non-exhaustive



## Green Initiatives



Sustainability-focused benefits:

- Green transportation available via Green Grab
- Minimising carbon footprint with public transport discounts
- Complimentary eco experiences by Sentosa
- Environmentally conscious air travel with Singapore Airlines