

# MAKE SPACE FOR POSSIBILITIES





# SINGAPORE. CREATING ENRICHING EXPERIENCES.

Singapore has what it takes to be your ideal business event destination. Creating innovative and winning solutions for any event is the result of Singapore's ability to leverage on our core attributes of knowledge and networks. Our robust infrastructure has also given Singapore the edge to become Asia's top convention city (International Congress and Convention Association 2010 & Union of International Associations 2010). In recent years, Singapore has hosted some of the world's most prestigious business events like the World Economic Forum 2005, the 117th International Olympic Committee Session, and the 2006 Board of Governors Annual Meeting of the IMF and World Bank.

With such an outstanding portfolio, ample and lucrative opportunities abound for Singapore's MICE industry and services sector. Singapore's pro-business and dynamic environment can turn your ideas into profitable businesses with ease and this has earned Singapore top ranking as "The World's Easiest Place To Do Business" in the World Bank Report, "Doing Business in 2011". Through Singapore's strategic location, businesses can get a strong foothold in the international market where East meets West, providing an excellent gateway to major Asian markets. Coupled with extensive air and sea linkages, businesses are able to access 2.8 billion people within a seven-hour flight radius, giving you a critical hub for professional exchange as well as inter-regional and intra-regional trade.

Our vibrant entertainment and recreation options, tech-savvy populace and an English-speaking, globally competitive workforce are key contributors to Singapore being the choice event destination for a truly enriching experience.

ONAL

# The only SelfCooking Center®

"I just select my desired result. That's it!"

"Mmm... Just as I want it, time and time again."  
Time for the essentials.



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IRINOX MultiFresh®



# INSPIRING SPACES FOR CONVENTIONS & EXHIBITIONS



Singapore EXPO Convention and Exhibition Centre was officially opened in 1999, and is managed by Singex Venues Pte Ltd. Since its inception, EXPO has garnered numerous accolades amongst which we were voted third “Best Convention and Exhibition Facility in Asia” by *CEI Asia* readers in 2008, recognised as a Business Superbrand (Singapore) as well as being nominated as *Exhibition News Awards* “Best International Venue” finalist in 2010.

Over 600 events are held here annually and more than six million visitors come through our doors every year. From intimate conferences and corporate meetings, to large-scale conventions, consumer exhibitions and international trade shows, EXPO is the answer to creating that perfect business event.

Our 10 convention-exhibition halls each boasts 10,000 sqm (107,640 sqft) of column-free ground level space, and with Halls 1 to 6 as well as Halls 7 to 10 interlinked, you can be assured of the seamless movement of delegates and the ease of loading and unloading of goods.

Our high floor loading of up to 30 KN/sqm can easily support heavy machinery and vehicles, an advantage organisers and exhibitors of tradeshow in industries such as defence, manufacturing and maritime have enjoyed. Our towering ceiling height of 10 to 16 metres allows for double-storey booths and elaborate displays, injecting a sense of grandeur to your event.

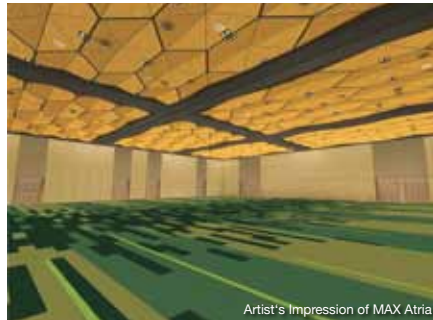
The Singex team’s commitment to operational and service excellence, together with our versatility in space configurations, are a winning combination that our major conventions and exhibitions organisers recognise us for. Our numerous success stories encompass a diverse spectrum of industries, from banking and finance, biomedical sciences, energy, infocomm technology and media, lifestyle to transport and logistics.







## ASTOUNDING VERSATILITY FOR CONFERENCES & MEETINGS



Artist's Impression of MAX Atria



Artist's Impression of MAX Atria

No event is too small or large for our event maestros to handle. From modern audio visual equipment and acoustically-treated walls, to a sophisticated tiered seating system, we have the expertise to create a rewarding business event for you.

Four rooms are linked to Halls 2 and 3, and they are ideal for conferences, meetings, seminars and workshops that can accommodate up to 220 delegates.

Over at EXPO's new convention wing, MAX Atria, there are 7 column-less rooms on Level 1 and 25 on Level 2, providing over 3,000 sqm (32,291 sqft) of meeting space, opening in early 2012. Spacious pre-function areas and foyers offer an additional 9,187 sqm (98,888 sqft) for cocktail receptions, registration and light exhibitions.

Certified *Green Mark Platinum* by Singapore's Building & Construction Authority, the incorporation of green belts within MAX Atria will fuse outdoor elements into indoor meeting spaces, inspiring new ideas and refreshing minds.



Artist's Impression of MAX Atria





## ENDLESS POSSIBILITIES FOR BANQUETS & SPECIAL EVENTS



Apart from business events, a myriad of entertainment and special events has also been staged here. The MAX Pavilion is a premier multi-purpose event arena with theatre-style seating that can accommodate 6,500 people. It comes complete with sophisticated projection, audio-visual and lighting systems, changing rooms with shower facilities, and private VIP access areas for different seating arrangements.

The stellar list of international and regional artistes who have graced EXPO's stages include Air Supply, Avenged Sevenfold, George Lam, Hi 5, Jeff Chang, Joey Yung, Liza Wang, Lobo, Patrizio Buanne, MIKA, and Sam Hui, while performances such as *Barney & Friends*, *Disney on Ice*, *SpongeBob SquarePants*, and *Winnie the Pooh* have delighted countless children and families.

When it comes to banquets and gala dinners, we have configurations that can seat from 50 to 15,000 guests. Coupled with our sumptuous in-house catering menus and thematic ideas, we can transform your event into a glitzy affair.

If you want to add a refreshing dimension to your events, why not bring them outdoors? We have over 8,000 sqm of open-air car park area, which we can deftly reconstruct into eye-catching spaces for mini exhibitions, product launches and much more. The garden courtyard and rooftop space at MAX Atria are ideal for intimate cocktail receptions and romantic wedding solemnisations.





# EXTRAORDINARY HOSPITALITY



Every rewarding event experience starts with great service. Our team of seasoned professionals stands ready to assist you in event planning and logistics, ensuring that everything from build-up and onsite operations to tear down runs with clockwork precision, leaving you relaxed and assured.

Our in-house caterers take pride in their culinary expertise. The mélange of quality ingredients, imaginative menus and dedication to serving various dietary requirements will certainly leave your delegates spoilt for choice.

And the gastronomic journey continues on. Our stable of 16 food and beverage outlets, collectively known as Flavours East @ Singapore EXPO, offers a palette of diverse cuisines including Chinese, Indian, International, and Thai, that will surely tantalise every discerning taste bud.

To complete your hassle-free experience, we have a range of amenities at your disposal. It includes automated teller machines (ATMs), a fully furnished Business Centre, Wi-Fi, 3.5G mobile coverage connectivity, a licensed money changer, nursing rooms, prayer rooms, stationery supplies, and a massive 2,500-lot carpark. Onsite advertising spaces are also available to ensure exposure and publicity for your event.



 CG1 Expo 

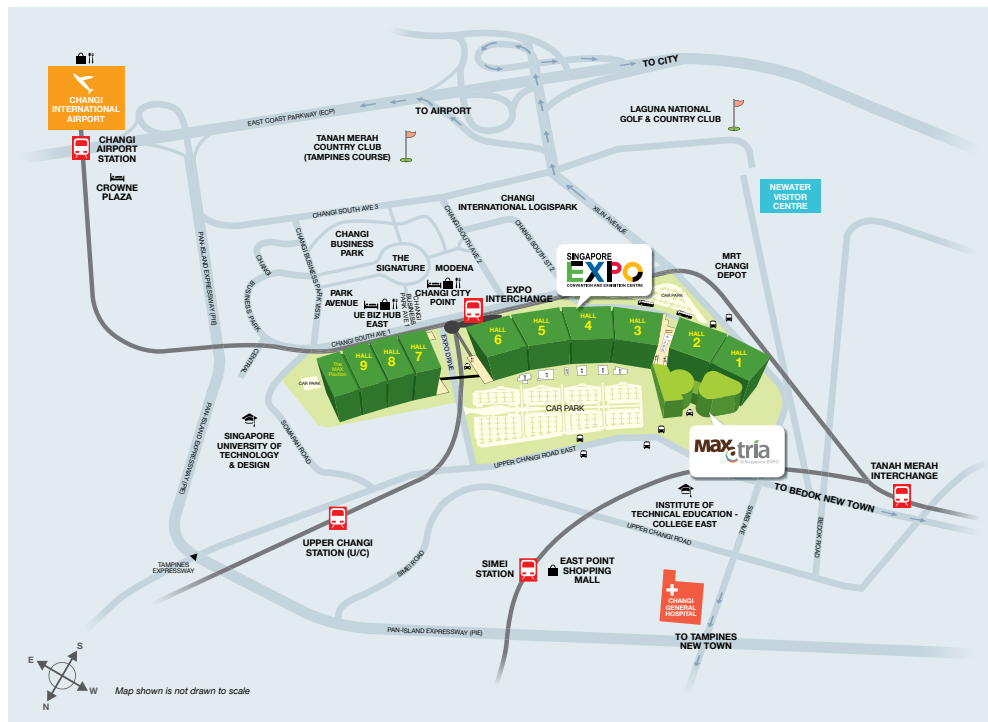
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# ACCESSIBILITY

EXPO stands right at the doorstep of Changi Business Park (CBP), a leading business hub comprising high technology firms, knowledge-intensive facilities, and multi-national companies in the banking, finance and logistics industries. Upcoming developments will further enhance CBP as an active urban ecosystem, incorporating business hotels, serviced residences, office and retail space as well as a green garden environment. In addition, Singapore University of Technology and Design will also be a mere stone's throw away by 2015.



## LEGEND

MRT Station	Coach Bay	F&B	Shopping Mall
Bus Stop	Taxi Stand	Hotel	Institute of Higher Learning

## By Car

Situated at the crossroads of three main expressways – East Coast Parkway, Pan Island Expressway and Tampines Expressway, EXPO is a mere fifteen-minute drive from Central Business District (CBD) and a five-minute ride to Changi International Airport.

## By Taxi

A taxi stand is located next to Hall 6 for your convenience. Another one will be situated at MAX Atria in early 2012.

## By Train

EXPO has a dedicated Mass Rapid Transit (MRT) station, located next to Hall 6. Trains arrive every five minutes from Changi International Airport and Tanah Merah MRT station while it takes about fifteen minutes from the city location. By 2017, EXPO MRT station will become the interchange for the Downtown Line, which will provide additional transport nodes from EXPO to CBD locations such as Clarke Quay, Marina Bay and River Valley.



# SUSTAINABILITY



Awarded the *ISO 9001:2008 Quality Management System* certification, Singex believes in streamlining processes so as to maximise results for every organiser. Part of this entails doing our bit for the environment. We abide by the “Recycle, Reuse and Reduce” principle and adopt several practical measures for EXPO such as:

- placing recycling bins outside event entrances/exits
- using natural light in walkways
- utilising NEWater for air-conditioning chillers
- participating in *Earth Hour* since 2010
- using insulation materials like gypsum and rock wool to reduce internal heat
- using energy saving bulbs
- the abundance of green “lungs” in the car park, outdoor areas and MAX Atria

Notably, our commitment to Corporate Social Responsibility saw the implementation of a “Go Green” project at *SITEX* from 2009, where proceeds from visitor e-waste and paper recycling efforts went to the Society for the Physically Disabled. Fully recyclable booths and carpets were utilised by several exhibitors at *International Furniture Fair Singapore* from 2009. During event tear-downs, sorting and recycling waste is efficiently done in the recycling material room before being compacted to reduce the number and frequency of trips required for waste disposal, thus reducing haulage, saving fuel and time.

By hosting your event at EXPO, you, your exhibitors and your delegates can help reduce our collective carbon footprint, hence undertaking an important role in ensuring environmental sustainability.

Visit [www.singaporeexpo.com.sg](http://www.singaporeexpo.com.sg)  
and create your dream event with Singex today.

To stage a truly inspiring event, please contact



**Singex Venues Pte Ltd**

1 Expo Drive, #02-01, Singapore EXPO Convention and Exhibition Centre, Singapore 486150

T +65 6403 2160 F +65 6822 2616

[www.singaporeexpo.com.sg](http://www.singaporeexpo.com.sg) [sales@singaporeexpo.com.sg](mailto:sales@singaporeexpo.com.sg)