

MAKE SPACE

POSSIBILITIES MAKE SPACE FOR POSSIBILITIES

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FOR POSSIBILITIES

## singapore creating enriching experiences

Singapore has what it takes to be your ideal business event destination.

A thriving financial centre, Singapore's strategic position as a gateway to major Asian markets is enhanced by its extensive air and sea linkages, where up to 4.2 billion people are accessible within a 7-hour flight radius.

As a critical information exchange and trading hub, we serve as a launch pad in Asia for businesses looking to establish a strong foothold in the international marketplace. Our dynamic, pro-business environment has also earned us top ranking as "The World's Easiest Place To Do Business" in the World Bank Report, "Doing Business in 2012".

In 2011/12, Singapore played host to world congresses, retaining its ranking as Asia's Top Convention City for the 11<sup>th</sup> consecutive year under the International Congress and Convention Association.

The transformation of the tourism landscape, coupled with strong fundamentals and world-class professionalism has established Singapore as one of the region's most sought after business destination. With Singapore's vibrant entertainment and dining scene, and its English-speaking, globally competitive workforce – it is a business event destination of choice for a truly enriching experience.

## what others are saying

Top Most Competitive Economy  
among Asian Countries  
The Global Competitiveness Report 2011-2012,  
World Economic Forum

Top International Meeting  
Country & City  
Union of International Associations  
(UIA) Global Rankings 2012

Asia's Top Convention City  
for the 11<sup>th</sup> Consecutive Year  
International Congress and Convention Association  
(ICCA) Global Rankings 2012





inspiring spaces for  
conventions  
& exhibitions



Singapore EXPO Convention and Exhibition Centre (Singapore EXPO) is recognised as a leading purpose-built MICE facility in Asia and welcomed more than 7.5 million visitors in 2013.

Ten convention and exhibition halls provide 100,000sqm of column-free ground level space with a high floor loading to support heavy machinery and vehicles. Each hall features an impressive ceiling height to allow for

double-storey booths and elaborate product displays. Halls 1 to 6 have a ceiling height of 10 to 16 metres and 30KN/sqm of floor loading whilst Halls 7 to 10 come with 8 to 10 metres of ceiling height and 20KN/sqm of floor loading.

An additional 12,000sqm of column-free meeting space is available in our convention wing, MAX Atria. With Singapore EXPO Halls and MAX Atria

interlinked, you can be assured of seamless movement for trade visitors and conference delegates. Due to the design and layout of each hall, all halls can easily be configured for large scale event set-ups. Halls 1 to 6 allow for 60,000sqm of contiguous space and Halls 7 to 10 for 40,000sqm of combined column-free space.

# endless possibilities for your events

Singapore EXPO offers endless possibilities for events of various scales.

Our versatile space allows for seating configuration of 50 to 19,000 guests, customised to suit the needs of your event. Be it product launches, banquets, conferences or public art and cultural exhibitions, our halls are canvases for your imagination.

Wrapping the entire experience together is our team of award-winning culinary caterers and thematic ideas, ensuring an unforgettable event experience for your guests.



## conventions redefined



Discover MAX Atria @ Singapore EXPO, our convention wing, where event spaces are transformed by natural light, lush garden features, as well as stimulating scent and sound scapes.



Providing over 12,000sqm (129,167sqft) of additional meeting space spanning two levels, MAX Atria offers column-less meeting rooms that can be configured for intimate business settings like boardroom meetings to larger set-ups like seminars, product launches and gala dinners.

Understanding the desire for increased connectivity, we provide our business delegates with complimentary high-performance WIFI, scalable to the number of delegates and powering their events wherever they are at MAX Atria. MAX Atria also features an open rooftop event space ideal for pre-event cocktails.



The first MICE facility in Singapore to receive the Building & Construction Authority Green Mark Platinum standard, the extensive use of natural light and greenery within the building - the concept 'bringing nature inside' - is designed to enhance the visitors' comfort.





## transportation & accessibility

### accessibility

Singapore EXPO is conveniently located 5 minutes from Changi International Airport and 15 minutes from the Central Business District, at the crossroads of 3 main expressways.

### changi precinct

Singapore EXPO is located in the vibrant eastern part of Singapore, beside the Changi Business Park. The business park is a strategic hub comprising of high technology firms, knowledge-intensive facilities, and multi-national companies. In addition, the centre is also located near hotels and a wide array of F&B and retail outlets.

### public transportation

#### by car

Situated at the crossroads of 3 main expressways – East Coast Parkway, Pan Island Expressway and Tampines Expressway, EXPO is a mere 15-minute drive from Central Business District (CBD) and a 5-minute ride to Changi International Airport.

#### by taxi

There are numerous taxis available in Singapore that offer reliable service. The taxi fare from the airport to Singapore EXPO is about \$15 and to the city about \$20, subject to surcharges.

#### by train

Singapore EXPO has a dedicated Mass Rapid Transit (MRT) station, located next to Hall 6. Trains arrive every 5 minutes from Changi International Airport and Tanah Merah MRT station while it takes about 15 minutes from the city. By 2017, EXPO MRT station will become the interchange for the Downtown Line, which will provide additional transport modes from EXPO to CBD locations such as Clarke Quay, Marina Bay and River Valley.



## exceptional hospitality



### our catering

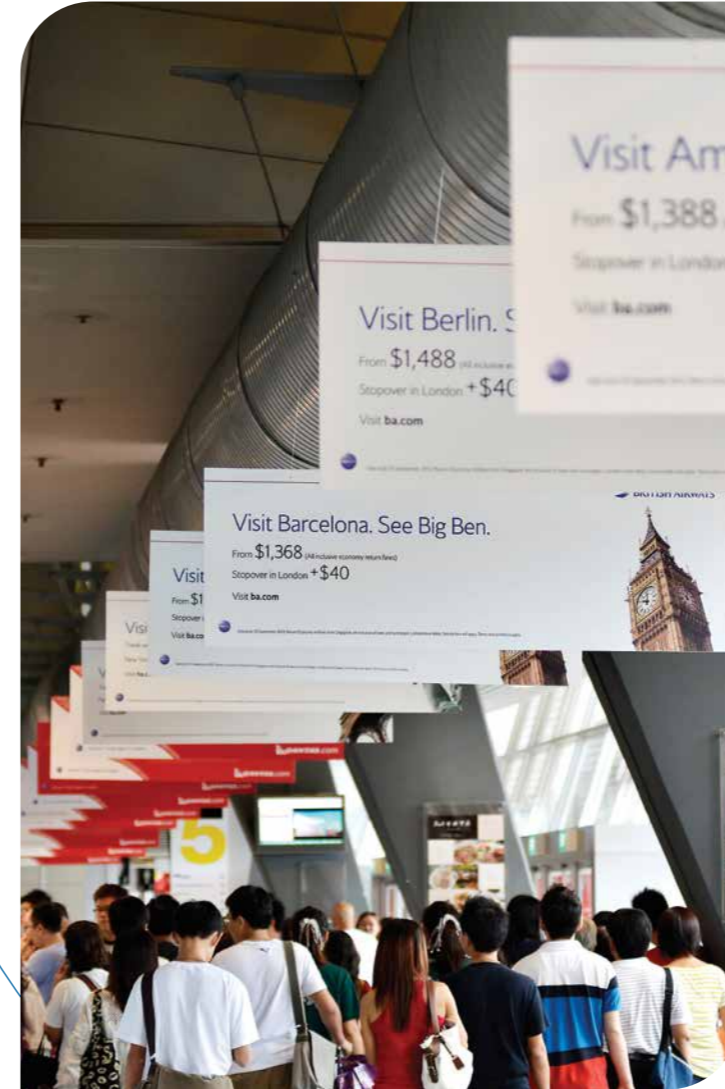
Going the extra mile for your delegates, our resident caterers will use their culinary expertise to serve various dietary requirements. From award-winning Asian cuisine to imaginative international menus, delegates will be spoilt for choice.



### our visitor amenities

To complete your hassle-free experience, we have accommodated a full range of amenities, from a fully functioning Business Centre, digital concierge services, WIFI capabilities and a 3.5G mobile coverage connectivity, to automated teller machines (ATMs), nursing rooms, prayer rooms, stationery supplies, and a massive 2,500-lot car park. On-site advertising spaces are also available to ensure exposure and publicity for your event.

## advertising & promotion



Singapore EXPO and MAX Atria offer versatile spaces which make a difference. With a comprehensive and diverse suite of on-site advertising solutions, organisers can now maximise their returns by strategically tapping into their target market and gain greater visibility and exposure, through the extensive array of flexible display and advertising opportunities available. From outdoor pylon banners to indoor glass panel advertising, Singapore EXPO and MAX Atria offer direct and targeted exposure for any event.



## service quality

### service excellence

Every rewarding event experience starts with great people. Our dedicated team always brings forth their passion and listening ear to serve you with dedication and commitment to ensure every event is a roaring success that brings smiles to our organisers and delegates. From planning to execution, including all its diverse needs and requirements, we are here to ensure every need is taken care of. Always attentive and providing a quick turn-around and response time to ad-hoc or last-minute requests and changes from room layouts and set-ups, to additional AV system, varied F&B meal types and many more, our team helps organisers to reduce time and costs, and ensuring a flawless event.

We follow international standards which include dual certification for Business Continuity Management in Singapore and the UK, and ISO 9001:2008 for Quality Management Systems.



### our standards

Our team of event service executives, operations professionals, sales managers, concierge team, security staff and traffic planning officials are all dedicated, decisive, meticulous, customer-oriented, and resourceful team players. They stand 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.



An ISO 9001:2008  
Certified Company

### sustainability for the future

An advocate of protecting the environment, Singapore EXPO is proud to be the first exhibition and convention centre in Singapore to have a convention wing, MAX Atria, which is in line with Singapore's Building & Construction Authority (BCA) Green Mark Platinum standard - a benchmarking scheme which incorporates internationally recognised best practices in environmental design and building performance. The green building's innovative sustainable design and operational features ensure that the comfort of delegates and protection of the environment go hand-in-hand. MAX Atria is extensively outfitted with energy-efficient technologies, Green Label-certified products and products with at least 30 per cent recycled material.

Besides incorporating green features in MAX Atria, we also emphasise on environmentally-friendly best practices for events that we host including recycling initiatives and reduction of waste.

By hosting your event at Singapore EXPO and MAX Atria, you can help reduce our collective carbon footprint, hence undertaking an important role in protecting the health of mother earth.





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Singapore EXPO Convention and Exhibition Centre is managed by:



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