
The road to success is paved with privileges and new
POSSIBILITIES
SG singapore
Passion Made Possible
SINGAPORE MICE ADVANTAGE PROGRAMME
A comprehensive programme tailored to help you
deliver an exceptional business event experience

Where progressors, leaders and innovators meet.

Home to world-class facilities, efficient infrastructure, and an empowering business environment, Singapore is 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 that happen. A host of exclusive privileges and convenient services are paved for you, from the moment you start planning to the day your guests arrive.

Apply from now until 31 December 2019 for events taking place before 31 December 2025. With SMAP, the rewards go on and on. Why go anywhere else?

BEST CONVENTION CITY IN ASIA-PACIFIC FOR 16 CONSECUTIVE YEARS
International Congress and Convention Associations Global Rankings 2017

BEST BT MICE CITY 2018
TTG Travel Awards 2018

TOP INTERNATIONAL MEETING CITY IN 2017
Union of International Associations Global Rankings 2017



Corporate Meetings and Incentive Travel

A minimum of
100 foreign participants

Benefits for organisers

- Discounts on advertising space in all terminals at Singapore Changi Airport
- Complimentary welcome desk at Singapore Changi Airport to greet your participants upon arrival
- Complimentary air tickets on Singapore Airlines, subject to a minimum spend
- Discounted or complimentary air tickets for site inspections
- Discounted agency fee for air and land travel arrangements with Tradewinds, the tour-operating arm of Singapore Airlines
- Flexible travel windows of up to 14 days
- Up to 5 complimentary access to one-way quayside service at the elite JetQuay premium airport terminal
- Preferred rates for venue rental at JetQuay
- Business Events in Singapore (BEiS) financial grants
- 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 participants
- Complimentary Singapore maps and brochures

Benefits for participants

- Discounted fares to Singapore on Singapore Airlines, SilkAir and Scoot
- Additional check-in baggage allowance of 10kg across all classes of travel
- Earning of KrisFlyer miles through Singapore Airlines' frequent flyer programme
- Special on-board announcement exclusively for groups of more than 50 people
- Changi shopping vouchers for shopping and dining at Singapore Changi Airport
- Discounts on Grab services
- Discounted rates on JetQuay services



World Congress & Association-based Conventions

A minimum of
700 foreign participants

Benefits for organisers

- Discounts on advertising space in all terminals at Singapore Changi Airport
- Complimentary welcome desk at Singapore Changi Airport to greet your participants upon arrival
- Complimentary air tickets on Singapore Airlines, subject to a minimum spend
- Discounted or complimentary air tickets for site inspections
- Discounted agency fee for air and land travel arrangements with Tradewinds, the tour-operating arm of Singapore Airlines
- Flexible travel windows of up to 14 days
- Up to 10 complimentary access to one-way quayside service at the elite JetQuay premium airport terminal
- Preferred rates for venue rental at JetQuay
- Business Events in Singapore (BEiS) financial grants
- 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 participants
- Complimentary Singapore maps and brochures

Benefits for participants

- Discounted fares to Singapore on Singapore Airlines, SilkAir and Scoot
- Additional check-in baggage allowance of 10kg across all classes of travel
- Earning of KrisFlyer miles through Singapore Airlines' frequent flyer programme
- Special on-board announcement exclusively for groups of more than 50 people
- Changi shopping vouchers for shopping and dining at Singapore Changi Airport
- Discounts on Grab services
- Discounted rates on JetQuay services

Trade Exhibitions

First exhibition in Singapore:
A minimum of 1,000 foreign trade visitors

Anchored exhibition in Singapore:
A minimum of 200 incremental foreign trade visitors from the previous exhibition held in Singapore

Benefits for organisers

- Discounts on advertising space in all terminals at Singapore Changi Airport
- Complimentary welcome desk at Singapore Changi Airport to greet your participants upon arrival
- Complimentary air tickets on Singapore Airlines, subject to a minimum spend
- Discounted or complimentary air tickets for site inspections
- Discounted agency fee for air and land travel arrangements with Tradewinds, the tour-operating arm of Singapore Airlines
- Flexible travel windows of up to 14 days
- Up to 10 complimentary access to one-way quayside service at the elite JetQuay premium airport terminal
- Preferred rates for venue rental at JetQuay
- Business Events in Singapore (BEiS) financial grants
- 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 participants
- Complimentary Singapore maps and brochures

Benefits for participants

- Discounted fares to Singapore on Singapore Airlines, SilkAir and Scoot
- Additional check-in baggage allowance of 10kg across all classes of travel
- Earning of KrisFlyer miles through Singapore Airlines' frequent flyer programme
- Changi shopping vouchers for shopping and dining at Singapore Changi Airport
- Discounts on Grab services
- Discounted rates on JetQuay services





Trade Conferences

First trade conference in Singapore:
A minimum of 300 foreign trade visitors

Anchored trade conference in Singapore:
A minimum of 50 incremental foreign trade visitors from the previous trade conference held in Singapore

Benefits for organisers

- Discounts on advertising space in all terminals at Singapore Changi Airport
- Complimentary welcome desk at Singapore Changi Airport to greet your participants upon arrival
- Complimentary air tickets on Singapore Airlines, subject to a minimum spend
- Discounted or complimentary air tickets for site inspections
- Discounted agency fee for air and land travel arrangements with Tradewinds, the tour-operating arm of Singapore Airlines
- Flexible travel windows of up to 14 days
- Up to 10 complimentary access to one-way quayside service at the elite JetQuay premium airport terminal
- Preferred rates for venue rental at JetQuay
- Business Events in Singapore (BEiS) financial grants
- 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 participants
- Complimentary Singapore maps and brochures

Benefits for participants

- Discounted fares to Singapore on Singapore Airlines, SilkAir and Scoot
- Additional check-in baggage allowance of 10kg across all classes of travel
- Earning of KrisFlyer miles through Singapore Airlines' frequent flyer programme
- Changi shopping vouchers for shopping and dining at Singapore Changi Airport
- Discounts on Grab services
- Discounted rates on JetQuay services

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 organisers

- Business Events in Singapore (BEiS) financial grants
- Visa facilitation for your participants
- Recommendations on social and MICE venues
- Suggestions on social activities, such as Singapore city tours
- Introductions to relevant agencies and suppliers
- Complimentary Singapore maps and brochures





Changi Airport Group (CAG)

As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport and, through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport is the world's most awarded airport with more than 560 accolades received since its opening in 1981. More than 400 retail stores and 140 F&B outlets are situated across four terminals to cater to passengers and visitors. As the world's sixth busiest airport for international traffic[#], it served a record 62.2 million passengers from around the globe in 2017. With over 100 airlines providing connectivity to over 400 cities worldwide, Changi Airport handles about 7,200 flights every week, or one about every 80 seconds.

For more information, please visit **www.changiairportgroup.com**

Benefits for organisers

- Discounts on advertising space in all terminals at Singapore Changi Airport[*]
- Complimentary welcome desk at Singapore Changi Airport to greet your participants upon arrival

Benefits for participants

- Changi shopping vouchers for shopping and dining at Singapore Changi Airport[*]

[#] Based on 2017's figures.
[*] These benefits are mutually exclusive; Organisers can choose either one of the 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 gives the SIA Group more flexibility and nimbleness, with the right vehicles to serve the right markets.

In 2018, Singapore Airlines became the world's first airline to fly the new Boeing 787-10 Dreamliner, which will be fitted with its new regional cabin products. It has also launched the world's longest commercial flights, with non-stop services between Singapore and New York using the new Airbus A350-900ULR (ultra-long range).

For more information on Singapore Airlines MICE travel programme, please visit **singaporeair.com/MICE**

Benefits* for organisers

- Complimentary air tickets with minimum spend
- Discounted or complimentary air tickets for site inspections
- Flexible travel windows of up to 14 days
- Discounted agency fee for air and land travel arrangements with Tradewinds, the tour-operating arm of Singapore Airlines

Benefits for participants

- Discounted fares on Singapore Airlines, SilkAir and Scoot
- Additional 10kg checked baggage allowance on all classes
- Special on-board announcement exclusively for groups of more than 50 people

* Discounts will vary, depending on the point of departure and destination. Benefits are subject to Singapore Airlines' discretion and terms and conditions.





JetQuay

JetQuay 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 the Singapore Changi Airport. Enjoy world-class facilities at the luxurious JetQuay CIP Terminal, equipped with dedicated airline check-in and immigration clearance, including an electric buggy that transports you to and from the boarding gate or arrival gate.

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

Benefits for organisers

- Up to 5 or 10 complimentary one-way quayside service, depending on event type
- Preferred rates for venue rental

Benefits for participants

- Discounted rates on JetQuay services

Grab

Grab is one of the most frequently used Online-to-Offline (O2O) mobile platforms in Southeast Asia, providing the everyday services that matter most to consumers. Commute, eat, deliver shopping – and pay with one e-wallet. The company believes that every Southeast Asian should benefit from the digital economy, and commits to it by providing access to safe and affordable transport, food and package delivery, mobile payments and financial services.

For more information, please visit **www.grab.com**

Benefits for participants

- Discounts on Grab services



A special collaboration between:

SINGAPORE EXHIBITION & CONVENTION BUREAU

CHANGI airport singapore

SINGAPORE AIRLINES

Grab

JetQuay

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 (September 2018).