

New Fam Sponsorship Opportunity – GC MICE Fam

Minimum information that should be displayed on corporate website:

Page Title	STB Greater China MIEC Trade Fam Apr 2026
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Introduction

Singapore Tourism Board (STB) Greater China will be hosting a GC MICE Trade Fam for key MICE Agents and corporates with potential to bring Meeting & Incentive trips to Singapore. STB Greater China is calling for Singapore trade partners for support and sponsorship.

Name of Fam Trip	STB GC MICE Trade Fam
Dates of Fam	15/Apr/2026 to 18/Apr/2026
Group Size	10
Country of Participants	Mainland China
Profile	MICE Trade
Type of Sponsorship	<p>Full or Co-sponsorship of:</p> <ul style="list-style-type: none">Accommodation: Single room including breakfastAttractions and Experiences catering to MICE (Meeting & Incentive) audience and suitable for the Greater China market.Meals - Lunches and/or Dinners
Additional details/criteria for sponsorship	<p>Key area to focus</p> <ul style="list-style-type: none">Accommodation: Hotels that have newly opened or undergone renovations after 2022 will be prioritized.
Information about FAM Participants	Senior Management of key MICE agents in Mainland China
Eligibility	<ul style="list-style-type: none">All Singapore-based stakeholders are open to apply.STB will shortlist and inform stakeholders of the outcome once the EOI closes.STB reserves the right to decline/accept at their discretion
Expression of Interest Opens	2/Apr/2026
Expression of Interest Closes	8/April/2025, 12:00 (SGT)
Point of Contact	<p>For more details and expression of interest, please contact:</p> <p>Mr. XU Cheng (Mark), Senior Manager, Eastern China, xu_cheng@stb.gov.sg</p>