

Taiwan MICE Trades Familiarisation Trip October 2025

Introduction

Post-pandemic, Taiwan has demonstrated growth in MICE activities to Singapore. MICE activities from Taiwan are predominantly driven by trade intermediaries through their client networks and influence over destination recommendation. Hence, Singapore Tourism Board (STB) Greater China will be hosting a Taiwan MICE Trade Fam for Taiwan key MICE Agents with potential to bring Meeting & Incentive trips to Singapore. STB Greater China is calling for Singapore trade partners for support and sponsorship.

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| Name of Fam Trip | Taiwan MICE Trade Fam |
| Dates of Fam | 12/Oct/2025 to 15/Oct/2025 |
| Group Size | Up to 18 |
| Country of Participants | Taiwan, China |
| Profile | MICE Trade |
| Type of Sponsorship | <p>Full or Co-sponsorship of:</p> <ul style="list-style-type: none">• Air Tickets: Economy class for round trip for TPE-SIN• Accommodation: Single room including breakfast• Attractions and Experiences catering to MICE (Meeting & Incentive) audience and suitable for Taiwan market• Transport: Ground transport, and any other relevant experiences• Meals - Lunches and/or Dinners |
| Additional details/criteria for sponsorship | <p>Key area to focus</p> <ul style="list-style-type: none">• Air Tickets: Economy class for round trip for up to 12 pax• Accommodation: Hotels that have newly opened or undergone renovations after 2022 will be prioritized |
| Information about FAM Participants | <ul style="list-style-type: none">• Up to 17 pax from key MICE agents in Taiwan, China• 1 Representative from STB-appointed PR agency |
| 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 | 18/August/2025 |
| Expression of Interest Closes | 17/September/2025, 12:00 (SGT) |

Point of Contact

For more details and expression of interest, please contact:

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