

# New Fam Sponsorship Opportunity- Template

Minimum information that should be displayed on corporate website:

Page Title

STB Brussels M&I Intermediaries Fam, June 2026

## Introduction

*STB Brussels will host a MICE familiarisation tour targeting Belgian M&I intermediaries, leveraging the established direct Brussels-Singapore flight to showcase Singapore as a premium MICE destination.*

## Programme Focus

- *Meeting venues for MICE delegates, including unconventional spaces*
- *Nature, culture, and sustainability experiences*
- *Accommodation options and site inspections*
- *New and reinvented offerings for MICE audiences*

## Key Objectives

- *Drive awareness of Singapore as a leading MICE destination*
- *Build product knowledge and seed interest for future events*
- *Showcase unique Singapore experiences*
- *Capitalise on direct flight connectivity for European market growth*

## Target Participants (10 professionals + STB and SQ representatives)

- *Incentive travel specialists and consultants*
- *Meeting planners*

Name of Fam Trip	STB Brussels M&I Intermediaries Fam, June 2026
Dates of Fam	June 5 – June 8, 2026
Group Size	10 M&I representatives + 1 STB rep and 1 SQ rep
Country of Participants	Belgium
Profile	MICE Trade
Type of Sponsorship	<ul style="list-style-type: none"><li>• Accommodation (Full or Co-sponsorship)</li><li>• Attractions and Experiences (Full or Co-sponsorship)</li><li>• Meals (Full or Co-sponsorship)</li></ul>
Additional details/criteria for sponsorship	Additional consideration will be given to new, refurbished properties and off-the-beaten-truck MICE experiences

<b>Information about FAM Participants</b>	10 MICE Intermediaries representing the key MICE agencies and incentive houses in Belgium
<b>Eligibility</b>	<ul style="list-style-type: none"> <li>• All Singapore-based stakeholders are open to apply.</li> <li>• STB will shortlist and inform stakeholders of the outcome once the EOI closes.</li> <li>• STB reserves the right to decline/accept at their discretion</li> </ul>
<b>Expression of Interest Opens</b>	20 February 2026
<b>Expression of Interest Closes</b>	13 March 2026, 17:00 (SGT)
<b>Point of Contact</b>	<p>For more details and expression of interest, please contact  Viktoria Varecza, Senior Manager Western Europe  <a href="mailto:viktoria_varecza@stb.gov.sg">viktoria_varecza@stb.gov.sg</a></p>