

# New Fam Sponsorship Opportunity- Template

Minimum information that should be displayed on corporate website:

Page Title	STB Brussels M&I Intermediaries Fam, June 2026
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**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)<ul style="list-style-type: none"><li>Meals (Full or Co-sponsorship)</li></ul></li></ul>
Additional details/criteria for sponsorship	Additional consideration will be given to new, refurbished properties and off-the-beaten track MICE experiences

Information about FAM Participants	10 MICE Intermediaries representing the key MICE agencies and incentive houses in Belgium
Eligibility	<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>
Expression of Interest Opens	20 February 2026
Expression of Interest Closes	13 March 2026, 17:00 (SGT)
Point of Contact	<p>For more details and expression of interest, please contact</p> <p>Viktoria Varecza, Senior Manager Western Europe</p> <p><a href="mailto:viktoria_varecza@stb.gov.sg">viktoria_varecza@stb.gov.sg</a></p>