

New Fam Sponsorship Opportunity – GC Corporate Fam

Minimum information that should be displayed on corporate website:

Page Title	STB Greater China Insurance Industry Corporate Fam March 2026
Introduction	
<i>Singapore Tourism Board (STB) Greater China will be hosting a GC Insurance industry Corporate Fam for senior management from key Chinese Insurance Companies with potential to bring Meeting & Incentive trips to Singapore. STB Greater China is calling for Singapore trade partners for support and sponsorship</i>	
Name of Fam Trip	STB GC Insurance Industry Corporate Fam March 2026
Dates of Fam	15/March/2026 to 18/March/2026
Group Size	14-16 pax
Country of Participants	Mainland China
Profile	Corporate Clients
Type of Sponsorship	<p><i>Full or Co-sponsorship of:</i></p> <ul style="list-style-type: none"> <i>Accommodation: 14-16 Single rooms including breakfast (1-3 nights)</i> <i>Attractions and MICE Experiences (e.g. tours, curated attraction visits) catering to MICE (Meeting & Incentive) audience and suitable for the Greater China market.</i> <i>Meals - Lunches and/or Dinners</i> <i>Transportation- 40-seat coach during 15-18 Mar 2026</i>
Additional details/criteria for sponsorship	<p><i>Key area to focus</i></p> <ul style="list-style-type: none"> <i>Accommodation: Hotels that can provide 100+ twin rooms and are newly opened or renovated after 2022 will be prioritized</i>
Information about FAM Participants	Senior Management of Chinese Insurance companies
Eligibility	<ul style="list-style-type: none"> <i>All Singapore-based stakeholders are open to apply.</i> <i>STB will shortlist and inform stakeholders of the outcome once the EOI closes.</i> <i>STB reserves the right to decline/accept at their discretion</i>
Expression of Interest Opens	24/February/2026
Expression of Interest Closes	2/March/2026, 18:00 (SGT)
Point of Contact	<p><i>For more details and expressions of interest, please contact:</i></p> <p><i>Mr. XU Cheng (Mark), Senior Manager, Eastern China, xu_cheng@stb.gov.sg</i></p>

