

New Fam Sponsorship Opportunity – GC MLM Fam

Page Title	STB Greater China Direct Selling Corporate Fam Sep 2025
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Introduction

Singapore Tourism Board (STB) Greater China will be hosting a GC Direct Selling Corporate Fam for senior management from key Chinese Direct Selling Companies 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 Direct Selling Corporate Fam Sep 2025
Dates of Fam	19/Sep/2025 to 23/Sep/2025
Group Size	12-15 pax
Country of Participants	Mainland China
Profile	Corporate Clients
Type of Sponsorship	<p>Full or Co-sponsorship of:</p> <ul style="list-style-type: none">Accommodation: 10-12 Single rooms including breakfast +2 Twin rooms including breakfast (minimum 2 nights)Attractions and MICE Experiences catering to MICE (Meeting & Incentive) audience and suitable for the Greater China market.Meals - Lunches and/or DinnersTransportation- 20-seats coach during 19-23 Sep 2025
Additional details/criteria for sponsorship	<p>Key area to focus</p> <ul style="list-style-type: none">Accommodation: Hotels that can provide 400+ twin rooms and are newly opened or renovated after 2022 will be prioritized
Information about FAM Participants	Senior Management of Chinese Direct Selling companies and DS Media
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	4/Sep/2025
Expression of Interest Closes	12/Sep/2025, 18:00 (SGT)
Point of Contact	<p>For more details and expressions of interest, please contact:</p> <p>Mr. XU Cheng (Mark), Senior Manager, Eastern China, xu_cheng@stb.gov.sg</p>