

New Fam Sponsorship Opportunity – GC DS Fam

Minimum information that should be displayed on corporate website:

Page Title	STB Greater China Direct Selling Corporate Fam Sep 2026
Introduction <i>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</i>	
Name of Fam Trip	STB GC Direct Selling Corporate Fam Sep 2026
Dates of Fam	31/Aug/2026 to 04/Sep/2026
Group Size	12-15 pax
Country of Participants	Mainland China
Profile	Corporate Clients
Type of Sponsorship	<i>Full or Co-sponsorship of:</i> <i>Accommodation: 12-15 Single rooms including breakfast (minimum 2 nights)</i> <i>Attractions and MICE Experiences catering to MICE (Meeting & Incentive) audience and suitable for the Greater China market.</i> <i>Meals - Lunches and/or Dinners</i> <i>Transportation- 20-seats coach during 31 Aug to 04 Sep 2026</i>
Additional details/criteria for sponsorship	<i>Key area to focus</i> <i>Accommodation: Hotels that can provide 400+ twin rooms and are newly opened or renovated after 2022 will be prioritized</i>
Information about FAM Participants	<i>Senior Management of Chinese Direct Selling companies and Direct Selling Media</i>
Eligibility	<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	5/Aug/2026
Expression of Interest Closes	21/Aug/2026, 16:00 (SGT)
Point of Contact	<i>For more details and expressions of interest, please contact:</i> <i>Ms. Vicky Qu, Manager, Western China, Vicky_qu@stb.gov.sg</i>

