



Winning MICE Business Together with STB

Conventions, Meetings and Incentive Travel (CMIT)



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Engineering, ICT, Innovation,
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Rachel Goh, SM
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Social, Arts

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Heng Wei Ying, SM
Financial Services; Greater China OIC



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Aerospace & Logistics; SEA OIC



Nicole Tan, M
Professional Services



Efianty Abu Hasan, SO



Jo Yee, Deputy Director

EC II



Jasmine Wong, SM
Innovation & Tech



Carolyn Chong, PM
Urban Solutions, Adv Mfg; USA OIC



Joy Lo, AM
Digital Content, Media, Entertainment, Marketing & Future Mobility



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Arts and Design, Bldg/Infrastructure Sub-cluster-Larger Urban Solution sector



Jean Tan, SO
BEIS grant audit support



Jean Eng, Deputy Director

ECIII

Sarah Marlena Malik, SM
Arts and Design, Healthcare and Biomedical Sciences, Sports & Wellness, Special Interests; Europe/UK OIC



Sylvia Chan, M
Beverages, Luxury & Retail; Education; Manpower; North Asia OIC



Daryl Pak, SM
Homeland Security; F&B (General); Nutrifood & Agritech; Festivalisation; IMSEA OIC



Natalie Toh, AM
Maritime & logistics cluster (wef 1 Aug 26)



Sally Yow, SO



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Why Singapore



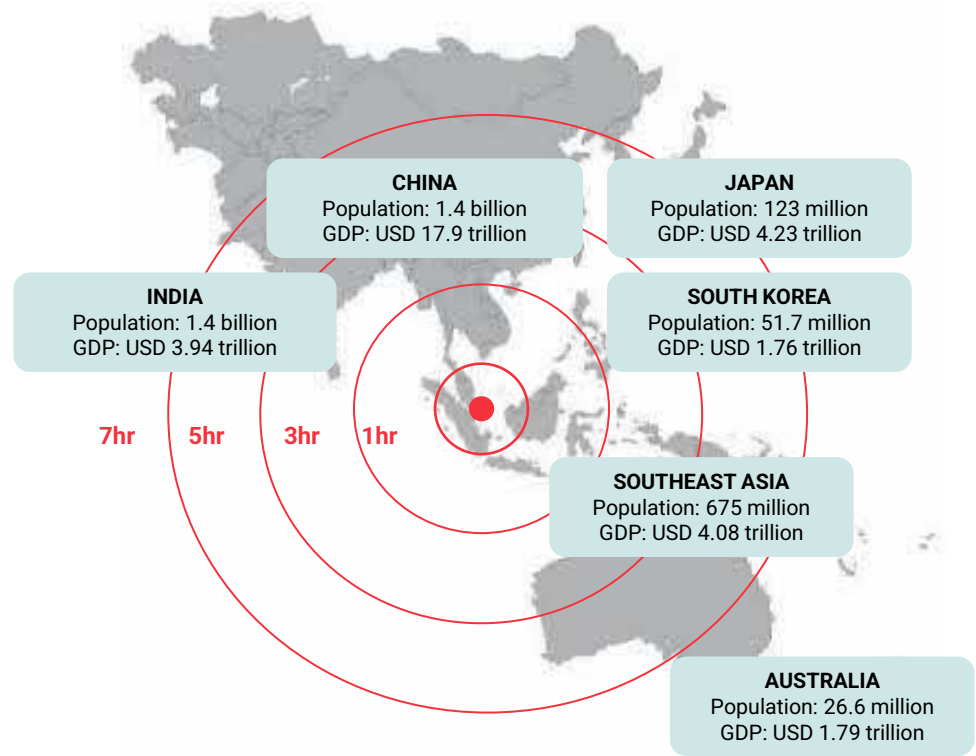
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Made
Possible



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Singapore is the top choice for event planners as we are the Gateway to Asia

- Located in the heart of Asia with access to approx. 4 billion people within a 7-hour flight radius.
- Events held in Singapore are well-attended by international delegates and receive a strong representation from Asia Pacific.



Singapore Changi Airport – One of the World's Best Airports with excellent connectivity



**>100 Airlines operate
at Changi Airport**

**50% more capacity with
Changi Airport Terminal 5
in the mid-2030s**

International clients are assured of quality meeting experiences in Singapore



Asia Pacific's Top Meeting City
for 23 years
(ICCA Global Rankings 2025)



Best Business City in Asia and Best Business City in the World
(Business Traveller Asia-Pacific Awards 2023)



Best MICE Destination (Asia)
(M&C Asia Stella Awards 2025)



Best Business Environment
Retained position for 15 consecutive years
(Business Environment Rankings 2023)

World's Third Safest City
(Safe Cities Index 2021)

Asia Pacific's Most Competitive Economy

World Economic Forum Global Competitiveness Rankings 2022



Best Business Environment in the World

Economist Intelligence Unit's Business Environment Ranking 2020-2024



Top in Asia for Quality of Living

Mercer Quality of Living Survey 2023





Opportunities for Travel Agents and Tourist Guides



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Tourism 2040 — New Opportunities for Travel Agents and Tourist Guides to Grow with Singapore's Next Chapter

Vision for 2040



Be a world-class destination with **diverse, unique and inspiring** experiences.



Be a **vibrant and endearing home** that Singaporeans and residents proudly advocate for.



Be a **global city for innovation**, where companies and talents co-create sustainable tourism, growth

Growing MICE Tourism

Our goal is to triple MICE's contribution to tourism receipts to S\$4.5 billion by 2040, from our pre-COVID-19 baseline of approximately S\$1.4 billion in 2019.

- The global MICE market is projected to double in value over the next decade, with APAC emerging as one of the fastest-growing regions. Singapore is uniquely positioned to capture significant growth in this sector, driven by strong demand for the city-state as a premier business destination.
- MICE continues to be one of the core pillar driving our tourism strategy, and we are committed to capturing this demand.

How YOU Can Succeed in MICE!



1. Hunt as a Pack

Join us for our tradeshows to build and expand on your international MICE pipelines. STB typically participates in

- The Meetings Show APAC
- IMEX Frankfurt
- IMEX America
- IBTM World



2. Leverage Support

Tap on STB's strong support for business event and work with us to secure international MICE events

- Business Events in Singapore (BEiS)
- Singapore MICE Advantage Program (SMAP)
- In Singapore Incentives & Rewards (INSPIRE)
- Singapore Hotels Incentives for Business Events (SHINE)
- Build Foundation



3. Appealing Itineraries

Transition beyond traditional tours by working with attraction partners or clients to customised new and interesting MICE itineraries

Join us for our Tradeshows!



Scan here for
2026 Calendar of Trade Events



<https://www.stb.gov.sg/events/trade-events/>

If you are interested in joining us for tradeshow, please drop your name card and we will add you to the mailing list!

MICE Events Listing in Singapore



Scan here for
2026 MICE Listing



<https://www.visitsingapore.com/mice/en/event-listing/>

Filter by

[Clear all](#)

Displaying 10 of 10

Date

- ☐ April - June 2026
- ☐ July - September 2026
- ☒ October - December 2026
- ☐ January - March 2027

Event Type

- ☐ Association Conventions
- ☐ Exhibitions
- ☐ Trade Conferences



07 Oct 2026 - 09 Oct 2026

**Milken Institute Asia Summit
2026**

EXHIBITIONS OTHERS

Industrial
Transformation
ASIA-PACIFIC

21 Oct 2026 - 23 Oct 2026

**Industrial Transformation
ASIA-PACIFIC 2026**

EXHIBITIONS TRADE CONFERENCES

An aerial night view of the Singapore skyline, featuring numerous illuminated skyscrapers and a dense urban landscape. The city lights create a vibrant, colorful scene with various shades of blue, white, and yellow.

Strong Support for Business Events



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Singapore Exhibition & Convention Bureau™

Global footprint, local support for you



19 Regional Offices



AMERICAS. New York. San Francisco **EUROPE.** Brussels. Frankfurt. London.

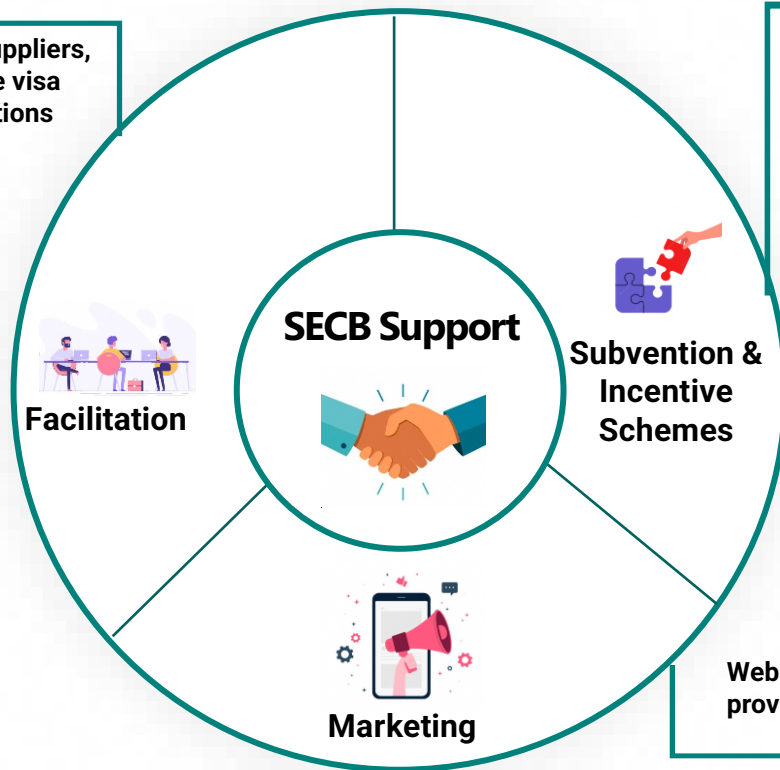
GREATER CHINA. Beijing. Chengdu. Guangzhou. Shanghai

SOUTHEAST ASIA & OCEANIA. Ho Chi Minh. Jakarta. Kuala Lumpur. Manila. Surabaya. Sydney.

NORTH ASIA. Seoul. Tokyo. **SOUTH ASIA, MIDDLE EAST, AFRICA.** Mumbai. New Delhi.

360° support for a successful business event in Singapore

Introduce and recommend suppliers, venues, experiences, expedite visa applications, host site inspections



Business Events in Singapore (BEiS) Scheme – Subvention for qualifying groups

Singapore MICE Advantage Programme (SMAP) – Suite of perks from tourism partners

In Singapore Incentives & Rewards (INSPIRE) – Complimentary experiences for qualifying groups

Singapore Hotel Incentives for Business Event (SHINE) – Discounts and special privileges from 22 business events-focused hotels

Website listing of the event, provision of collaterals, etc

Business Events in Singapore (BEiS)

About the support

The BEiS scheme can help support your organisation in bidding and hosting of **conferences, corporate activities, board meetings & incentives** in Singapore

Assessment Criteria [not exhaustive]

- ✓ Delegate profile
- ✓ Size of event
- ✓ Duration of event
- ✓ Content / Brand



Singapore MICE Advantage Programme 5.0 (SMAP)

About the support

The Singapore MICE Advantage Programme (SMAP) provides event organisers and MICE delegates with an array of exclusive privileges and services from our partners, including new sustainability focused benefits that provide greater ease of travel, and a reduced carbon footprint throughout their event journey in Singapore.

Assessment Criteria

≥ 100 Foreign Delegates (*terms & conditions applies*)

ARRIVING IN SINGAPORE

SINGAPORE AIRLINES
Save 5% or more when you fly with Singapore Airlines.

CHANGI
airport group
Complimentary arrival deals, up to 50% off in-airport and online shopping, dining, attractions and travel services, plus preferential rates for in-airport advertising and meeting spaces.

Expedia
15% off up to USD 45 in discounts for selected hotels.

JetQuay
Discounted rates for gateway and quayside arrival and departure (inclusive of MVP transfer).

TRAVELLING WITHIN SINGAPORE

Grab
Ride hailing: Complimentary Grab Travel Pass or other vouchers and discounts on Grab offerings.

SimplyGo
Public transport: Preferential rates for Singapore Tourist Pass (unlimited rides and discounts for more than 50 attractions and F&B) and for customised EZ-link cards.

SMAP 5.0 OFFERINGS

SHOPPING & RETAIL

Lagardère TRAVEL RETAIL
Discounts at Lagardère Singapore luxury stores at Changi Airport like Longchamp, Tory Burch, Kering Eyewear and ADOV. Complimentary welcome gifts for delegates at all Discover Singapore outlets at Changi Airport, and customisation of Singapore souvenirs on bulk purchase.

CapitaLand
Up to \$15 eCapitaVoucher Welcome Gift and discounted MICE venues for rental.

ION ORCHARD
Complimentary cocktail or mocktail at ION Sky/Atico Lounge. 25 ION+points (worth S\$10 e-vouchers) with min spend.

ACTIVITIES & EXPERIENCES

CITY SPROUTS
Preferential rates for sustainability experiences like urban farming and tree farming activities.

Gardens by the Bay
Preferential rates for bulk ticket purchases and preferential rates for event venues, and preferential buyout rate for Floral Fantasy and SG50 Lattice.

klook
Discounts of up to 5% off Singapore Experiences.

Mandai WILDLIFE GROUP
Up to 15% discount for ticket rates for foreign delegates to Singapore Zoo, Night Safari, River Wonders, Bird Paradise and Rainforest Wild, and free \$5 voucher.

sentosa™
where discovery never ends
15% discount on the Sentosa Fun Discovery Pass (which comes with 2 complimentary island admission entries).

INSPIRE Global 3.0

About the support

The In Singapore Incentives & Rewards (INSPIRE) Global 3.0 programme offers more than 30 options in dining, attractions, thematic tours and team-building experiences to complement the itineraries of MICE groups to Singapore. Qualified MICE groups will get to choose from a suite of Singapore experiences.

Assessment Criteria

- MICE Groups of 20 – 250 Foreign Delegates
- Travel completed by 31 March 2029* in Singapore
- Min. Stay of 3 days in Singapore



Singapore Oceanarium - Visit the marine life at one of the largest aquariums in the world



Wonderland Upside Down - Singapore's first immersive dining experience with storytelling



Mirabilis Bar - INSPIRE program's inaugural mixology adventure where guests craft Singapore Sling!



Ludus Lab - Discover Singapore's inspiring sustainability story through an immersive guided journey!

Build Foundation

About the support

- The BEiS scheme can support activities that will build foundation towards **bringing events into Singapore in the long-term such as business development outreach effort**

Assessment Criteria *[not exhaustive]*

1. Familiarisation Trips
 - a. Min 10 participants, with at least half of the participants from different company
 - b. Minimum 2 stakeholders (different entities, different industry preferred)**e.g., TAs can partner with hotels or airlines to host a fam trip**
2. Overseas Roadshow (not STB supported): Maximum 2 participants per stakeholder
e.g., if there are shows that TAs would like to attend that does not fall under the Singapore Pavillion/no subsidy from Singapore government

Singapore Hotel Incentives for Business Events (SHINE)

SECB has partnered 22 business events-focused hotels offering up to 25% of Singapore's hotel room inventory to deliver more value to meeting organisers.



Meeting organisers will enjoy specially negotiated room rates offering additional savings on accommodation



Event delegates will enjoy 5 days pre & post conference room rates for their extended stays and gain access to exclusive discounts on room rates and ancillary services.

Participating Hotels:

1. Aloft Singapore Novena
2. Carlton Hotel Singapore
3. Conrad Singapore Marina Bay
4. Fairmont Singapore
5. Grand Copthorne Waterfront Hotel Singapore
6. Grand Hyatt Singapore
7. Hilton Singapore Orchard
8. Hotel Boss
9. Hotel Michael
10. Hotel Ora
11. JW Marriott Hotel Singapore South Beach
12. Mandarin Oriental Singapore
13. Marina Bay Sands Singapore
14. Mercure Icon Singapore City Centre
15. Orchard Hotel Singapore
16. PARKROYAL COLLECTION Marina Bay Singapore
17. Shangri-La Singapore
18. Swissotel The Stamford
19. The Pan Pacific Hotel Singapore
20. The Ritz-Carlton Millenia Singapore
21. V Lavender
22. Village Hotel Sentosa

Beyond Meetings, Leisure Experiences



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Offer Your Clients Reimagined and Unique Experiences at Singapore's Most Popular Attractions, Iconic Food Scene, and Best Bars



Tipi Tent, Night Safari



Exploria



The Palawan @ Sentosa



Jigger & Pony



Chilli Crab
Sweet, slightly spicy
yet savoury mud crabs



Kaya Toast
Charcoal-grilled bread
with butter and coconut jam



Laksa
Coconut flavoured
seafood vermicelli



Strong pipeline of upcoming venues and experiences to include in your bidding proposals



LIVE NATION Music Hall 3,000 pax capacity (Opening 2026)



Marina Bay Sands' 4th tower and 15,000-seat arena (Opening July 2029)



ANDSOFORTH Dining Experience (Opening end-2026)



Wetlands by the Bay (Opening end-2028)



Porsche Experience Centre (Opening 2027)



Therme Singapore (Opening 2030)



THANK YOU

Reach out to us at secb@stb.gov.sg