

New Fam Sponsorship Opportunity – Taiwan MICE Trade Fam

Introduction

Post-pandemic, Taiwan has demonstrated growth in MICE activities to Singapore. MICE activities from Taiwan are predominantly driven by trade intermediaries through their client networks and influence over destination recommendation. Hence, Singapore Tourism Board (STB) Greater China will be hosting a Taiwan MICE Trade Fam for Taiwan key MICE Agents 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	Taiwan MICE Trade Fam
Dates of Fam	12/Oct/2025 to 15/Oct/2025
Group Size	Up to 18
Country of Participants	Taiwan, China
Profile	MICE Trade
Type of Sponsorship	Full or Co-sponsorship of: • Air Tickets: Economy class for round trip for TPE-SIN • Accommodation: Single room including breakfast • Attractions and Experiences catering to MICE (Meeting & Incentive) audience and suitable for Taiwan market • Transport: Ground transport, and any other relevant experiences • Meals - Lunches and/or Dinners
Additional details/criteria for sponsorship	Key area to focus • Air Tickets: Economy class for round trip for up to 12 pax • Accommodation: Hotels that have newly opened or undergone renovations after 2022 will be prioritized
Information about FAM Participants	• Up to 17 pax from key MICE agents in Taiwan, China • 1 Representative from STB-appointed PR agency
Eligibility	• 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	18/August/2025
Expression of Interest Closes	24/September/2025, 12:00 (SGT)
Point of Contact	For more details and expression of interest, please contact: Ms. Christina Liang, Manager, Southern China, christina_liang@stb.gov.sg Ms. Chloe Cai, Senior Manager, Southern China, Chloe_CAI@stb.gov.sg