

## STB Greater China MICE FAM Trip “SINGAPORE: WORLD’S BEST MICE CITY – EXPERIENCE POSSIBILITIES” (13-17<sup>th</sup> April 2026)

### Introduction

STB Greater China will be hosting a MICE (Meetings, Incentives, Conventions, and Exhibitions) corporate familiarisation trip from Hong Kong to Singapore. The 5D4N programme, titled "**Singapore: World's Best MICE City - Experience Possibilities**", is designed to immerse 7 selected event and incentive planners targeting the finance and insurance industries in Singapore's latest MICE offerings and to attend The Meeting Show (TMS). This initiative directly supports our ambition to position Singapore as the World's Best MICE City, reinforcing its competitive edge and unique strengths in the MICE landscape.

To showcase Singapore as a destination for "one-of-a-kind," unique Meetings, Events, and Incentives, we would like to present unique venues and attractions beyond traditional offerings. We would also like to amplify Singapore’s entertainment and after-dark proposition.

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| Name of the Fam Trip                        | <b>"Singapore: World's Best MICE City - Experience Possibilities"</b>   |
| Dates of Fam                                | 13-17 April 2026  |
| Group Size                                  | 7   |
| Country of Participants                     | Hong Kong   |
| Profile                                     | Event and incentive planners and travel agencies targeting finance and insurance industries   |
| Type of Sponsorship                         | Co-sponsorship of <ul style="list-style-type: none"> <li>● Accommodation, on single basis. (ideally five-star hotels suitable for top-tier finance and insurance professionals).</li> <li>● Dinner, Lunches and Cocktail Happy Hour at five-star hotels, high-end restaurants.</li> <li>● Attractions and Experiences, as well as team building activities suitable for top-tier finance and insurance professionals.</li> <li>● DMC service for tour guide and transportation</li> <li>● After-dark entertainment and attractions/experiences</li> </ul> |
| Additional details/criteria for sponsorship | Able to address STB’s narrative below: <ul style="list-style-type: none"> <li>● Showcase Singapore as a destination for "one-of-a-kind," unique Meetings, Events, and Incentives.</li> <li>● Present unique venues and attractions beyond the traditional offerings.</li> <li>● Amplify Singapore’s entertainment and after-dark proposition.</li> </ul>  |
| Information about FAM Participants          | <ul style="list-style-type: none"> <li>● <i>The fam participants are event organisers, incentives organisers and travel agents with finance and insurance clients. Companies include: American Express Global Business Travel, The Events Team, Quintessentially, Milton Exhibits, Total Loyalty Company, Team Building Asia, The Great Entertainment Group.</i></li> </ul>   |
| Eligibility                                 | <ul style="list-style-type: none"> <li>● All Singapore-based hospitality stakeholders interested in the Hong Kong market are open to apply.</li> <li>● Stakeholders may wish to propose deliverables for STB</li> </ul>   |

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|                               | <p>consideration (optional)</p> <ul style="list-style-type: none"><li>• STB will shortlist and inform stakeholders of the outcome once this Expression of Interest (EOI) closes.</li><li>• STB reserves the right to decline/accept any sponsorship at its discretion.</li></ul> |
| Expression of Interest Opens  | 20 March 2026  |
| Expression of Interest Closes | 3 April 2026   |
| Point of Contact              | <p>For more details and expression of interest, please contact:<br/>Joey Chow @ <a href="mailto:joey_chow@stb.gov.sg">joey_chow@stb.gov.sg</a><br/>STB’s marketing and PR agency: Lara Jefferies @ <a href="mailto:lara@plug.agency">lara@plug.agency</a></p>                    |