

Singapore Experience Awards reveal best of city's business events industry

By Megan Gell

SINGAPORE The second edition of the Singapore Experience Awards was held at Shangri-La Singapore on October 28.

Melissa Ow, assistant chief executive, industry development group, Singapore Tourism Board, said: "We strongly believe that, going forward, the ability for Singapore to deliver on the experiential component as part of the total visitor experience will differentiate us from other destinations.

"Similarly, the meetings industry must continue to identify innovative ways to strengthen the entire customer experience so as to build on our reputation as a leading business events destination.

Suntec Singapore was awarded Best Business Event Venue Experience in addition to hosting the Trade Conference of the Year (Web in Travel (WIT 2009), Exhibition of the Year (Sea Asia 2009) and Association



The Singapore Experience Awards were held on October 28

Conference of the Year (International Conference on Materials for Advanced Technologies – ICMAT 2009).

The organiser of the latter, professor BVR Chowdari, also received the award for Singapore Business Event Ambassador.

Pico won Best Business Event Service Experience for the 2009

Apec meetings, Ernst & Young took Meeting of the Year and Ritz-Carlton Millenia won Best Hotel Experience.

New to this year's event was the Singapore Experience Conversation, a half-day forum on staging memorable event experiences.

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Shanghai set for post-Expo phase

By Shannon Sweeney

SHANGHAI Business events providers will be focusing on Shanghai in the coming months as the city begins life in its post-Shanghai Expo 2010 phase.

Patrick Chen, deputy director, International Tourism Promotion Department, Shanghai Municipal Tourism Administration, said: "The success of World Expo with 73.08 million visitors, including 4.23 million overseas visitors, showed how the city can handle such a large volume of people."

The city has also opened the new Mercedes-Benz arena on the old Expo site, while a huge range of new hotels have opened including Ritz-Carlton Pudong and Fairmont Peace Hotel. See *Shanghai feature page 41 for more information*

Asia World DMC opens new MICE division

By Megan Gell

BANGKOK Asia World Enterprise has launched Asia World Destination Management (AWDM), an expansion and rebranding of its dedicated MICE department. The new sector will be overseen by AWDM director Max Jantasuwan.

"I am delighted to announce this major development at AWE and I feel confident we will continue to expand in the region," said Jantasuwan.

"We are capable and ready to handle any destination where AWE is located.

"We have continued to grow by adding new team members, increasing our expertise and welcoming new markets for 2011."



New...Asia World

Among these new markets is an expanded interest in Vietnam and Indonesia. A new logo accompanies the rebranding. "Our new logo maintains familiarity with the current AWE logo and shows we can handle events for clients based anywhere worldwide," he said.

WorldEvents open in Singapore

By Megan Gell

SINGAPORE WorldEvents has opened a second Asia office in Singapore, following its Hong Kong debut in late 2009.

Graham Keene, group executive chairman, said: "We opened the Singapore office to expand our business in this vital market and provide additional support to our global clients."

Cath Riley will head the new team, rejoining the company following positions with KPMG in Shanghai and the Royal Bank of Scotland.

During her first stint with WorldEvents, Riley was involved with clients such as Pfizer, Chanel and GlaxoSmithKline.

She will report to Rebecca Lim, general manager Asia, who is based in Hong Kong.



WorldEvents...Singapore office

Sarawak wins global conference

By Megan Gell

KUCHING Sarawak Convention Bureau has won its bid to host the 15th International Peat Congress in 2016 (IPC2016).

The five-day event will attract 700 delegates and generate more than US\$700,000 for the local hospitality and tourism sector.

Dato James Dawos Mamit, president of MPS and chairman of IPC2016, said: "We are pleased to win this bid for Malaysia, especially since it's the first time this prestigious convention will be held outside Europe and North America."

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