

Singapore Continues to Hold Position as World's Top International Meeting City

More Middle East-Based Travellers Expected to Attend Business Events in Singapore

Singapore has consolidated its reputation as the world's preferred business events destination by clinching the top spot in the "Top International Meeting City" category in the Union of International Associations (UIA) 2008 Global Rankings for the second consecutive year.

In the UIA's International Meeting Statistics 2008 report, Singapore also moved one notch up from 2007 to third position in the "Top International Meeting Countries" category behind USA (1st) and France (2nd). The city-state also overcame stiff competition for the Asia rankings, securing the title as Asia's top country and city for meetings for the 25th consecutive year.

The Union of International Associations (UIA) – founded in 1907 – is an independent, non-governmental research institute and documentation centre whose key activities include consolidating statistics on international organisations and their international meetings. "This ranking underscores Singapore's reputation as an exchange capital of the world where people, ideas and technology converge to generate business success. These accolades come at an opportune time as they put Singapore in a strong position to further expand its share of the global business

events market by partnering with MICE industry partners to attract and develop successful business events centered around major growth industries in Singapore and the region," said Jason Ong, Area Director for Middle East and Africa, Singapore Tourism Board.

Singapore hosted 637 meetings in 2008 that met UIA's qualifying criteria – a 36 percent increase over 2007. Notable meetings

include the International Thalassaemia Conference 2008, ISNCC 15th International Conference on Cancer Nursing 2008 and the Asia Petrochemical Industry Conference.

"In the updated figures from 2004-2008 released this year, the rise of Singapore in the international organisations meeting market is a noteworthy feature. In 2004, Singapore stood at a respectable 10th





place in the "Top International Meeting City" category. In 2005 it climbed to 8th place, and jumped to 4th place in 2006. In 2007 it rose to first place, with almost 30 percent more meetings than the city in second place. In 2008 it has not only maintained its position in first place, it has increased its margin to 50 percent more meetings than the second-ranked city," said Jacques de Mevius, Secretary-General, UIA.

Singapore is looking forward to host a number of high profile events this year including the FDI World Dental Congress, the second edition of ITB Asia and the Asia Pacific Economic

Cooperation (APEC) 2009 meetings. In addition, top tier international events such as the FORMULA 1 SingTel Singapore Grand Prix and the inaugural F1 Rocks™ Singapore concerts are adding more buzz and dynamism to the destination. Come 2010, business events organisers will have more options with new and exciting developments, such as the two new Integrated Resorts, Marina Bay Sands™ and Resorts World at Sentosa, and Gardens by the Bay – Singapore's 2nd Botanical Gardens – , which will collectively entrench Singapore as a compelling and must-visit destination.