

## **MEDIA RELEASE**



### **First-ever Asia CEO Summit to chart next phase of growth for the region's business events industry**

***Business events leaders from around the world will gather in Singapore to discuss next steps of collaboration and growth for the industry.***

**14 September 2022** – The inaugural Asia CEO Summit, taking place from 5 to 7 October 2022 at The Fullerton Hotel, Singapore, will gather around 100 leading senior representatives from global business events organisers to chart a sustainable pathway of growth for the region's business events industry.

Supported by Singapore Tourism Board (STB) and co-organised by Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS), Association of Event Organisers (AEO), Society for Independent Show Organizers (SISO) and UFI, The Global Association of the Exhibition Industry, the Asia CEO Summit will facilitate the exchange of insights on global markets' experience in the resumption of physical business events.

As the definitive networking and learning event for leading global CEOs of business events organising companies with a strong interest in the growing Asian business events market, the Asia CEO Summit will bring together the industry's collective knowledge and thought leadership from around the world. CEOs from the leading global and regional exhibitions companies<sup>1</sup> will be attending the invite-only event to evaluate opportunities to grow their presence in the region.

Kick-starting the three-day event will be the Joint Leadership Summit (JLS) on 5 October 2022. The JLS will see regional government and industry leaders engage in a high-level discussion on key industry issues that will set the course to realise the potential of business events in the region. Measures of collaboration to facilitate and ease the organisation and dissemination of business events will also be discussed.

**Carina Bauer, AEO Chair**, said: "Business events in the UK have seen a remarkable comeback and we are excited about the growth of the global exhibitions industry over the next few years. However, Asia has always been a major player in the global exhibitions market, and we remain confident about its potential as the region's reopening picks up pace. While countries in Asia are experiencing varying stages of recovery, it has further underlined the importance for the region to come together in its efforts to create a sustainable pathway of

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<sup>1</sup> Please refer to Asia CEO Summit Delegate List and Programme [here](#)

growth. We look forward to building stronger relationships and collaboration with our stakeholders in Asia.”

**Richard Ireland, President, SACEOS**, said: “As the business events industry in Asia continues to experience a strong comeback in a post-Covid world, there has never been a more pertinent time for the industry to collaborate, share knowledge and create new pathways of growth together. SACEOS is delighted to be hosting the first-ever Asia CEO Summit in Singapore, which will bring together CEOs of major global exhibition companies who have a strong interest and commitment in the ever-growing business events market in Asia.”

**Cassandra Farrington, SISO Chair**, said: “The Asia CEO Summit serves as the definitive networking and thought-leadership platform to bring the industry together and facilitate a pathway of growth in the Asia-Pacific region. Global industry leaders are gathering here in Singapore, as a concerted and consolidated global effort to move forward together.”

**Monica Lee-Müller, President, UFI**, said: “Around the world, business events are catching up to their pre-pandemic levels faster than expected – but Asia is lagging behind. In Singapore, we will work with government stakeholders and representatives to identify and overcome obstacles around regulations and travel restrictions. The world needs Asia to fully reopen. Asia has always been and remains a major player in the global exhibitions market. And Asia can benefit from the reopening experience of other global regions.”

**Poh Chi Chuan, Executive Director, Exhibitions & Conferences, Singapore Tourism Board**, said: “Singapore is pleased to host the inaugural Asia CEO Summit in 2022, and over the next two years. This affirms Singapore’s position as a leading global business and Meetings, Incentive, Conferences and Exhibitions (MICE) hub in Asia. We look forward to welcome regional government and key industry leaders to Singapore. We believe the robust and insightful discussions as well as exchanges will be valuable to help the regional industry recover and set it on a long-term trajectory of growth.”

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## **About AEO**



AEO is the United Kingdom’s trade body representing companies which conceive, create, develop or manage trade and consumer events. AEO’s 90 members organise around 1000 trade and consumer shows in the UK and around 1000 shows around the world, which makes them the UK’s 6th largest service exporter by turnover. AEO is run by its members for the benefit of its members, through an elected council of representatives, specialist working groups and a fulltime secretariat, under the four pillars of Community, Representation, Insight and Talent, providing a trusted platform for information exchange and the sharing of best practice.

For more information, please contact: AEO: Email: [info@aeo.org.U.K](mailto:info@aeo.org.U.K). Tel: 00 44 (0) 1442 873331 or [www.aeo.org.uk](http://www.aeo.org.uk)

## **About SACEOS**



Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) was formed in 1979 with a mission to be the voice and champion of the Meetings, Incentives, Conventions, Exhibitions (MICE) and Events industry, and to bring the community together with a common vision of strengthening Singapore's position as the leading global destination for events.

By working closely with the government, SACEOS is committed in supporting the industry by fostering innovation, transformation and development. Through our pillars of Community, Commerce and Capabilities, we strive to equip enterprises and workforce to meet their evolving needs, and to emerge stronger together.

For more information, please contact Daniel Teo: Email: [daniel@saceos.org.sg](mailto:daniel@saceos.org.sg) Tel: +65 9476 1154 or [www.saceos.org.sg](http://www.saceos.org.sg)

### **About SISO**



SISO members include companies, corporations and other for-profit entities that own, produce or provide full-service management of “face-to-face” trade shows, consumer shows, expositions, conferences and events. SISO membership is a combination of large corporations and small entrepreneurial enterprises that do business around the world.

SISO's 200-member companies produce thousands of events around the world. SISO's Mission, is to meet the common needs of our members, by providing peer networking opportunities, education, industry information, streamlined business processes and best practices in the industry.

For more information, please visit [www.SISO.org](http://www.SISO.org), or contact David Audrain, SISO CEO, at 404-334-4585 or [David@SISO.org](mailto:David@SISO.org).

### **About UFI**



UFI is the global trade association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry.

UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 820 member organisations in 86 countries around the world are presently signed up as members. Over 900

international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike.

UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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