

**MEDIA RELEASE**



**SINGAPORE MICE AWARDS**

**THE BEST OF MICE INDUSTRY TO BE HONOURED  
AT INAUGURAL SINGAPORE MICE AWARDS**

**30 March 2023** – The **Singapore MICE Awards** will take place for the first time on **27 July 2023** in Singapore to celebrate and recognise the achievements and contributions of the Meetings, Incentives, Conventions and Exhibitions (MICE) industry.

Organised by the Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) and supported by the Singapore Exhibitions & Convention Bureau (SECB), the Singapore MICE Awards will feature as part of the [Singapore MICE Forum](#). It will be the first of such awards that is organised by the industry for the industry, which has inspired with its spirit of resilience, innovation and collaboration throughout the past 3 years.

In recognition of the efforts of individuals and organisations that have contributed to the industry's success, the annual awards will cover 11 exciting categories, including **Trade Show of the Year, Meeting/Conference of the Year, Venue of the Year, Sustainability Initiative of the Year and Emerging Talent of the Year**. Please refer to Annex A for full list of award categories

Nominations for the Singapore MICE Awards are now open and will close on **26 May 2023**. Applicants can submit their nominations and find out more about the awards [here](#).

“The Singapore MICE Awards is the awards that the industry has been waiting for. There has never been a more opportune time to celebrate the achievements and excellence of MICE players in Singapore amid the challenges over the past 3 years. The Singapore MICE Awards is indeed an awards by the industry, for the industry. And we hope that beyond recognising the best of the industry, it will bring together the MICE community and inspire one another to strive for excellence and to push the boundaries of what is possible in the industry,” said **Michael Lee, Chair, Singapore MICE Awards Committee**.

Besides honouring the outstanding achievements of the sector, the Singapore MICE Awards will showcase Singapore as a leading global destination for business events and provide a platform for networking and sharing of best practices among MICE professionals in Singapore. It is a highly anticipated awards for the MICE community, and winning an award is a coveted achievement and recognition of excellence in the industry.

The winners will be announced at the Awards Ceremony and Gala Dinner on 27 July 2023.

- End -

## **ANNEX A: SINGAPORE MICE AWARDS CATEGORIES**

### **1. Consumer Show of the Year**

This award recognises the success of organisations that executed the best B2C show from 1 Jan 2021 to 31 Dec 2022 in Singapore. This includes visitor attendance, content delivery, number of exhibitors, exhibitor, client engagement and sustainability.

### **2. Trade Show of the Year**

This award recognises the success of Trade Shows from 1 Jan 2021 to 31 Dec 2022 in Singapore. This includes visitor attendance, content delivery, number of exhibitors, exhibitor and client engagement.

### **3. Meeting/Conference of the Year**

This award recognises the success of Meetings and Conferences from 1 Jan 2021 to 31 Dec 2022 in Singapore. This includes visitor attendance, content delivery, number of exhibitors, exhibitor, client engagement and sustainability.

### **4. Venue of the Year**

This award recognises the success of all MICE venues including event spaces, hotels and conference and exhibition centres in Singapore. This includes event experience, customer experience and sustainability.

### **5. Supplier of the Year**

This award recognises the success of all MICE stakeholders excluding event organisers and venues with a registered office in Singapore. This includes exhibitor and client engagement, digitalisation and sustainability.

### **6. Marketing Team of the Year**

This award recognises the most outstanding marketing team for an event. This includes exhibitor and client engagement, digitalisation and sustainability.

### **7. Show Team of the Year**

This award recognises the success in design, build and construction services for an event. This includes exhibitor and client engagement, digitalisation and sustainability.

### **8. Asia Pacific Trade Show of the Year**

This award recognises the success of trade shows outside of Singapore in the APAC region. This includes visitor attendance, content delivery, number of exhibitors, exhibitor, client engagement and sustainability.

### **9. Sustainability Initiative Award**

This award recognises companies who have been or are currently delivering sustainability practices for MICE. This includes waste and carbon reduction at trade shows or conferences.

### **10. Digital Innovation of the Year**

This award recognises companies who have demonstrated digital innovation in transforming the MICE industry. This includes and not be limited to activities, concepts and innovative ideas to achieve better results or to improve event experience.

### **11. Emerging Talent of the Year**

This award recognises the most promising individual with <10 years of experience in relevant industry. This includes revolutionary approaches, event experience and creation as well as sustainability.

## **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.

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