

MEDIA RELEASE



**SINGAPORE MICE FORUM TO SET STAGE
FOR THE GREAT RESET OF THE MICE INDUSTRY**

The SMF is the premier thought-leadership, learning and networking event for the MICE industry in Singapore and the region.

15 March 2023 – The **Singapore MICE Forum (SMF)**, the Meetings, Incentives, Conventions and Exhibitions (MICE) industry’s choice thought-leadership event and platform to gather thinkers, visionaries, and leaders from around the world, is making a return on **26-28 July 2023 in Singapore**.

Themed **The Great Reset**, the SMF is making a comeback at a critical time when the MICE industry is steadily recovering amidst strong demand for business events. The SMF will also galvanise the industry to reimagine its future in key areas such as **Sustainability, Technology, Innovation, New Business Models and Talent**.

Organised by the Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) and supported by the Singapore Tourism Board (STB), the three-day conference will gather industry professionals and leaders from the region as well as an esteemed line-up of expert speakers from the global MICE industry. We are also looking forward to welcoming back and reconnecting with industry friends from China.

To celebrate and recognise the spirit of resilience, innovation and progress of the industry achieved in the past two years, the inaugural **Singapore MICE Awards** will take place as part of the SMF for the first time.

Concluding the SMF will be the **Singapore MICE Challenge** which aims to cultivate and uncover the future of MICE talent. Students from Singapore’s institutes of higher learning will create and explore revolutionary approaches in curating an event through purposeful technology adoption, re-inventing audience experience while ensuring sustainable practices are in place.

Richard Ireland, President, SACEOS, is confident the SMF will not only further strengthen its position as the premier and choice event for the international MICE community, but also Singapore’s standing as a leading and innovative hub for the global business events industry.

He said, “As MICE events in Singapore and the region continues to make a resounding comeback, now is the time for the industry to come together to collaborate, exchange knowledge and innovate towards a more future-proof and sustainable future. There can be no better platform to gather the community than the Singapore MICE Forum and no better timing

for the region's choice thought leadership and learning event to take place than now. The return of the SMF and gathering of the brightest minds in MICE will deliver a strong message that Singapore and the region is fully open and ready to welcome international attendees back to our events. We are confident that the SMF will set the stage for The Great Reset of the MICE industry!"

Yap Chin Siang, Deputy Chief Executive, STB said, "Singapore's MICE industry has made a strong recovery, and the Singapore MICE Forum is the perfect launchpad for new ideas and partnerships to ride on that momentum. The return of SMF also affirms Singapore's reputation as an ideal hub for the global MICE industry, where innovation and collaborations are made possible. We look forward to welcoming delegates to Singapore for SMF and working with SACEOS to build new capabilities for the MICE industry."

About SINGAPORE MICE AWARDS



The Singapore MICE Awards is an annual event that recognises outstanding achievements and contributions in the Meetings, Incentives, Conventions and Exhibitions (MICE) industry in Singapore. The inaugural awards is organised by the Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS) and supported by the Singapore Tourism Board (STB).

Besides recognising excellence in the industry, the awards strives to build industry recognition and credibility, drive industry growth and development, support the growth and development of the industry, inspire and motivate industry stakeholders to strive for excellence, and to continue to push the boundaries of what is possible in the MICE industry.

The Singapore MICE Awards covers various categories, including Consumer Show of the Year, Trade Show of the Year, Meeting/Conference of the Year and Venue of the Year – just to name a few. Each category is judged based on criteria such as innovation, creativity, and sustainability.

Beyond just showcasing Singapore as a leading global destination for business events, the awards aims to recognise the efforts of individuals and organisations that have contributed to the industry's success. The winners of the awards are selected by a panel of judges consisting of industry experts and leaders.

The Singapore MICE Awards also provides a platform for networking and sharing of best practices among MICE professionals in Singapore. It is a highly anticipated event for the MICE community, and winning an award is a coveted achievement and recognition of excellence in the industry.

About SINGAPORE MICE CHALLENGE



Organised by the Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS), SMC is a nationwide challenge open to all current students in the fields of MICE, Events Management, Business Management, Hospitality and Tourism, in any local Institutes of Higher Learning (IHLs) including the Institute of Technical Education (ITE), polytechnics, universities and private educational institutions.

This year, SMC will take on the theme “The Great Reset – Creating the Next Generation Event”, focusing on Digitalisation, Design Thinking & Sustainability. Teams are encouraged to explore revolutionary approaches in curating an event through purposeful technology adoption, re-inventing audience experience while ensuring sustainable practices are in place.

<https://saceos.org.sg/events-smc/>

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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