

## **MEDIA RELEASE**

### **Launch of Singapore MICE Sustainability Certification to equip and certify businesses that integrate sustainable practices in events**

**Singapore, 24 January 2024** – The Singapore MICE Sustainability Certification (MSC) was launched today to equip and certify businesses for adopting sustainable practices in events and raise sustainability standards across Singapore’s Meetings, Incentives, Conventions, and Exhibitions (MICE) industry.

Developed by Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS), with the support of Singapore Tourism Board (STB) and in consultation with members and industry players, the Singapore MSC is a well-recognised and locally developed initiative with a new framework that builds on the first MICE Sustainability Certification introduced in 2016. The Singapore MSC aims to reinforce Singapore’s position as a leading sustainable MICE destination.

The Singapore MSC is aligned with the targets set out in the MICE Sustainability Roadmap<sup>1</sup>, which includes the development of a set of sustainability standards and a certification framework by 2023 that the industry can readily apply, and to achieve nationally or internationally recognised sustainability certification for 80% of SACEOS members<sup>2</sup> and the six purpose-built MICE venues<sup>3</sup> by end of 2025.

For this purpose, the Singapore MSC incorporates international benchmarks in certifying MICE players for their adoption of sustainable practices at both an organisational and event level. Beyond certification, it aims to drive awareness of sustainability in events and encourages all MICE players and organisations to integrate sustainable practices in all aspects of event management when planning events.

To help businesses embark on their Singapore MSC journey, financial assistance schemes related to business improvement and productivity will be made available for companies to tap on.

Companies who would like to find out more about the Singapore MSC can visit [www.saceos.org.sg/singaporemsc/](http://www.saceos.org.sg/singaporemsc/) or contact [secretariat@saceos.org.sg](mailto:secretariat@saceos.org.sg).

**Richard Ireland, President, SACEOS** said, “Event attendees around the world are increasingly selective and concerned about the environmental impact of the events and venues they go to. As Singapore continues to position itself as a leading sustainable MICE destination, the Singapore MICE Sustainability Certification will provide businesses with a recognised certification in line with international standards in the adoption of sustainable practices across all stages of their journey. With sustainability no longer a good-to-have, but a must-have for the industry, we encourage all local and regional MICE players to embark on the Singapore MSC journey with us.”

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<sup>1</sup> Refer to Singapore MICE Sustainability Roadmap - <https://saceos.org.sg/wp-content/uploads/2022/12/MICE-Sustainability-Roadmap.pdf>

<sup>2</sup> Target applicable to Event Organisers, Venues, Stand Builder Contractors and F&B Caterers.

<sup>3</sup> These venues refer to Changi Exhibition Centre, Raffles City Convention Centre, Resorts World Convention Centre, Sands Expo and Convention Centre, Singapore EXPO, Suntec Singapore Convention & Exhibition Centre.

**Dr Edward Koh, Executive Director, Conventions, Meetings & Incentive Travel, Singapore Tourism Board** said, “As companies and event organisers prioritise sustainability, it is important to regularly review our guidelines, standards, and certifications to align with the changing landscape and meet the growing demand for responsible business events. The Singapore MICE Sustainability Certification helps businesses identify ways to achieve their sustainability goals as well as elevate their commitment to sustainability. This initiative will contribute to Singapore's vision of becoming a leading sustainable MICE destination in the Asia-Pacific region, and we are glad to have supported SACEOS in leading the charge.”

**Dylan Sharma, Co-Founder & Director, TRICOM Events** said, “Event agencies, such as TRICOM, have the responsibility to integrate sustainable practices across all the events that we organise. This is a matter not only of corporate social responsibility, but also client responsibility seeing as, increasingly, our clients seek strategic and practical advice on the organisation of sustainable events. It is important that our industry has recognised means of providing others with assurance of our capabilities in organising sustainable events. The Singapore MSC provides this. As a pilot company for the Singapore MICE Sustainability Certification, I strongly encourage all industry players in the MICE ecosystem to get themselves certified, in line with our industry and national imperatives.”

**Ian Wu, Co-Owner & CEO, HUONE Singapore** said, “Venues, big or small, are an integral part of the MICE ecosystem. Even as a small events venue, we at HUONE Singapore believe that we can also play a part in reducing the environmental impact of our events and having a sustainability mindset across our team, that is not just driven in a mechanical nature. The Singapore MICE Sustainability Certification, which we are in the process of undertaking will also serve as a barometer to how close, or far away we are, in terms of the actions that we have already executed or are planning to put in place, and will provide assurance that we are on the right track. We are honoured to have the opportunity to be a part of this endeavour, and we hope that our efforts might inspire others to join us in the sustainability journey, if a small team like us can do it, so too can everyone else. Lastly, while the certification process might seem daunting to a first timer, it is an important first step towards a more sustainable future for our industry that all of us must take.”

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### **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 chart towards a brighter and more sustainable future together.

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