

Adeline comes with over 20 years of experience and institutional knowledge in the business events industry for both public and private sectors locally and overseas. Her past experience in STB has built up her strength in partnering stakeholders from different backgrounds, including the government, associations, academia and the business sectors; thus fostering the growth of the MICE industry.

While managing one of Singapore Government's most significant events at MND, she understands and appreciates how taking an integrated systems approach is crucial to the development of large scale events. Being part of one of Singapore's largest and most creative MICE venues at RWS, has also honed her appreciation of working hand in hand with venue partners to create meaningful business conversations at the events.

Now that she is part of the Messe Munich family as Exhibition Director, she is glad to be able to continue contributing to the growth of the MICE industry in Singapore. Not forgetting the rewarding experience she had being the program curator at the 2023 Singapore MICE Forum!