

SMIFA

2024

SINGAPORE MICE FORUM

25-26 JULY 2024

M ● MENT S &
M ■ MENTUM

Organised by:

SACEOS
Meetings · Incentives · Conventions · Exhibitions · Events
SINGAPORE

Supported by:



Held in:



ABOUT SACEOS



Set up in 1979, Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) is the national trade association for Singapore's Meetings, Incentives, Conventions, Exhibitions & Events (MICE) industry.

SACEOS

Meetings • Incentives • Conventions • Exhibitions • Events

SINGAPORE

In everything we do, SACEOS aims to advance the MICE & Events community, through serving and connecting industry players, driving initiatives that empower businesses, and leading advocacy efforts at industry and national levels.

We work closely with government bodies such as Singapore Tourism Board and Enterprise Singapore, industry players, universities, as well as regional and global industry associations to address key challenges and create new opportunities for the MICE & Events industry.

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THE SMF STORY



Started by SACEOS in 2011, the **Singapore MICE Forum (SMF)** has since grown into an interdisciplinary business conference gathering thinkers, visionaries, and leaders from all around the world.

Today, the SMF is known globally as the **choice thought-leadership and networking event** that brings together the next generation of thinkers to promote learning and uncover emerging and evolving trends.

More than just a leading conference, the SMF is a celebration of the industry's achievements and contribution. As part of the SMF, the **Singapore MICE Awards (SMA)** aims to honour the outstanding achievements from companies and individuals that have propelled the industry to new heights.

Also part of the SMF is the **Singapore MICE Challenge (SMC)**, which provides a powerful platform for the next generation of thinkers and innovators for the MICE industry to reimagine the future of the industry.

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M — M E N T U M

PROLOGUE



The beauty of our MICE industry lies in the serendipitous moments and connections, selfless sharing of experiences and insights, and inspiration for growth and momentum. That's what the Singapore MICE Forum 2024 is all about.

Beyond the abovementioned, the SMF is not just a platform, but a time for the MICE community in Singapore and the region to gather as ONE and remind one another of WHY we do WHAT we do.

Importantly, the SMF will spur us on to create even bigger and stronger MOMENTS & MOMENTUM for the MICE industry.

The Singapore MICE Forum is THE event that our industry look forward to every year - not just as a conference, but a COMMUNITY for MICE and events professionals from Singapore and the region.

SACEOS' flagship event since 2011, the SMF has established itself as the choice thought-leadership, networking and learning platform for the industry. It represents the vibrancy, diversity and growth of our industry. Attracting industry leaders locally and regionally, the SMF will address pertinent issues and opportunities, and equip our industry with cutting edge insights needed to thrive in this ever evolving world.



Ian Wu
Chair, SMF 2024
Co-owner & CEO, HUONE Singapore



Richard Ireland
President, SACEOS
CEO, Clarion Events Asia

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WHY SMF?



Connect with
Industry Peers



Insights from Industry
Experts & Workshop Tracks



MICE
Marketplace



Celebration of Industry
Achievements

SMF 2023

IN NUMBERS

400+

Attendees

160+

Organisations

30+

Industry
Speakers

20+

Exhibitors

10+

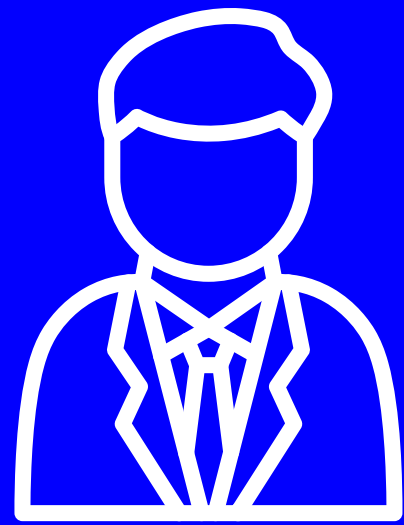
Sponsors

10+

Countries

SMF 2023

ATTENDEES PROFILE



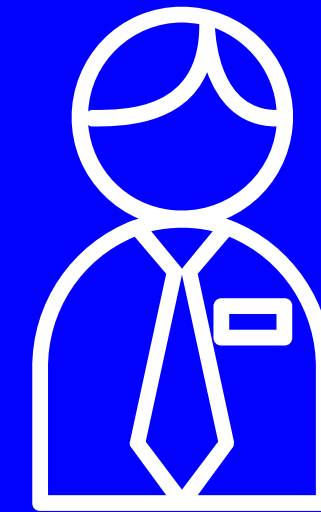
45.2%

Top Management



40.7%

Managerial

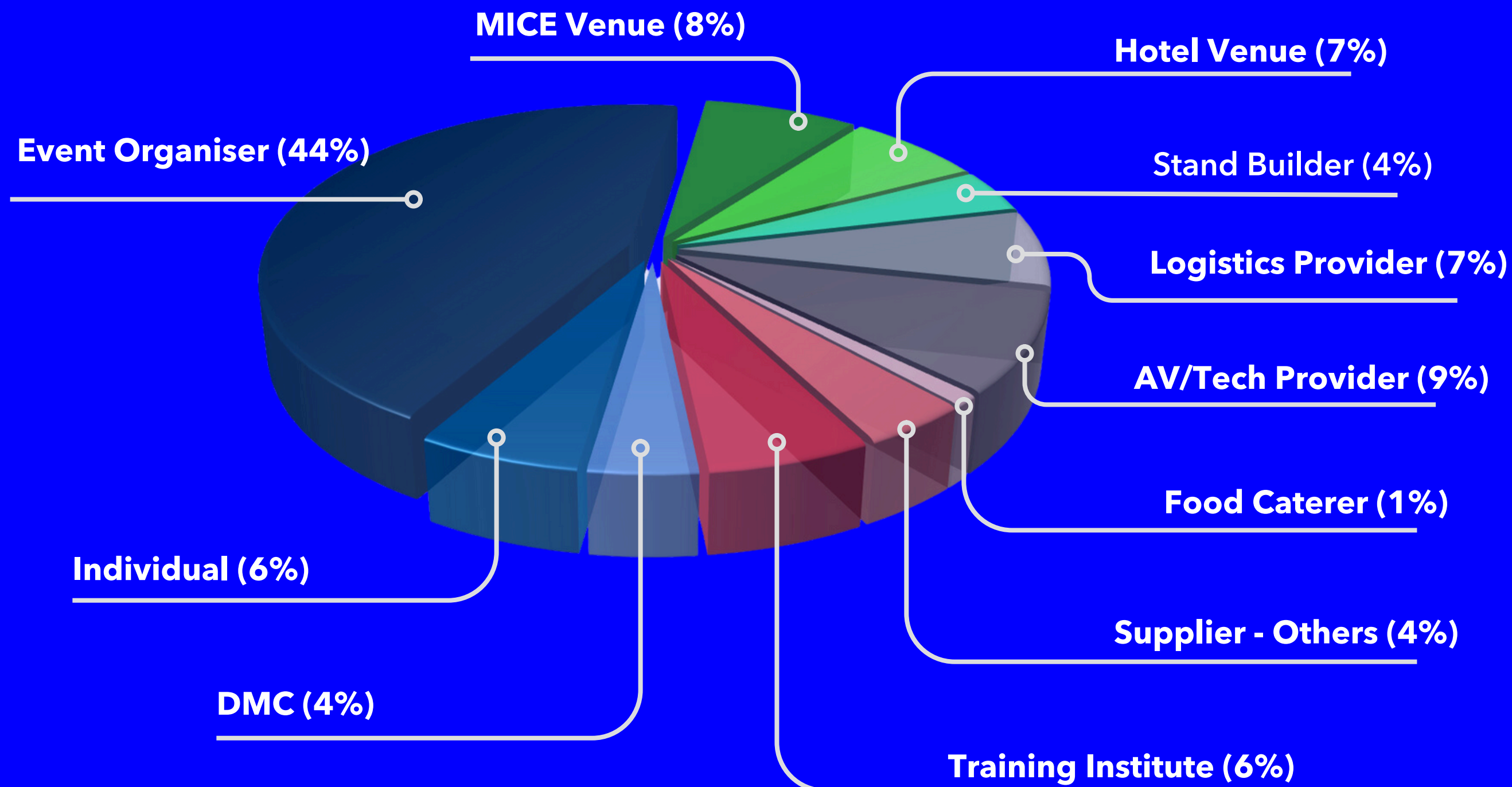


14.1%

Executive

SMF 2023

ATTENDEES DEMOGRAPHICS



SMF 2023

ATTENDEES BY COUNTRIES



SMF 2023

GUEST-OF-HONOUR/SPEAKERS

SMF
2024
SINGAPORE MICE FORUM



Alvin Tan

Guest-of-Honour

Minister of State
Ministry of Trade and Industry
& Ministry of Culture,
Community and Youth



Richard Ireland

SACEOS President &
Chief Executive Officer
Clarion Events Asia



Paul Kent

Partner
Head Economics,
Data and Analytics,
KPMG Singapore



Robin Hu

Vice Chairman Asia &
Operating Partner
Temasek International



Edward Koh

Executive Director
Conventions, Meetings &
Incentive Travel
Singapore Tourism Board



Fleur Kearns

Vice President,
Human Resources, APAC
RX Global



Andrew Chan

Founder & CEO
ACI HR Solutions



Chinab Chugh

Co-Founder & CTO
Jublia



Dylan Sharma

Chairman
Singapore MICE Forum



Elaine Chia

APAC CEO
Comexposium

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SPEAKERS

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Ginny Lee
Head of APJ
Regional Events
SAP Asia



Jasper Donat
Co-Founder & CEO
Branded



Jeshier Loi
Branding & Market
Development
Ya Kun International



Jarah Lachica
Project & Partnerships
Management
Koelnmesse



Kenneth Ng
Global Sustainability Lead
Razer Inc



Leo Hwa Chiang
Director
Singapore Operations
IEEE Asia-Pacific



Lynda Bouchard Patterson
President and CEO
AMPED Association
Management



Mathias Posch
Chairman & President
International Conference
Services (ICS)



Michele Lee
Managing Director,
O4X
The O4 Company



Nedved Yang
Chief Digital &
Technology Officer
Constellar Group

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SPEAKERS

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Nina Xiao
Vice President,
Product Management
Informa Markets



Ng Chong Geng
President
Singapore Esports
Association



Pat Patel
Executive Director
Elevandi Limited



Wendy Lai
Vice President,
Global Sources Exhibition
Global Sources



Sabrina Tan
Founder & CEO
Skin Inc Supplement Bar



Tan Szue Hann
Head of Sustainability &
Deputy GM of Sustainable
Urban Renewal
Keppel Land



Wong Waikin
Regional Director,
Asia Pacific,
International Congress &
Convention Association (ICCA)

SMF 2024

THEME

SMF
2024
SINGAPORE MICE FORUM

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MOMENTS take centre stage as SMF highlights the significance of high touchpoints, the intricacies and experiences of an event, and the serendipitous moments that only events can deliver.

MOMENTUM swings the MICE industry to new heights, and celebrates the unwavering spirit of its community to continuously adapt and innovate.

SMA 2024

SINGAPORE MICE AWARDS



The biggest and most prestigious awards for the Singapore's MICE industry is back on **25 July 2024**. **Nominations for the Singapore MICE Awards are now open!**

Organised by the industry, for the industry, the SMA 2024 is a platform to be recognised among the industry's elite. The annual awards honours the outstanding achievements from companies and individuals that have propelled the industry to new heights.

With **20 exciting Awards categories** this year including Business Event of the Year, Consumer Event of the Year, MICE Venue of the Year, Supplier of the Year, Sustainability Initiative of the Year, Emerging Talent of the Year and many more, the SMA 2024 aims to provide a platform to recognise and celebrate the contributions of the diverse MICE eco-system.

Find out more and submit your nominations at saceos.org.sg/singaporemiceawards/



20 AWARD CATEGORIES

1. Consumer Event of the Year
2. Medium Trade Show of the Year
3. Large Trade Show of the Year
4. Conference of the Year
5. Business Event of the Year (NEW)
6. MICE Venue of the Year
7. Hotel Venue of the Year (NEW)
8. Supplier of the Year
9. AV/ Event Tech Company of the Year (NEW)
10. Caterer of the Year (NEW)
11. Green Event of the Year (NEW)
12. Debut Event of the Year (NEW)
13. Inclusive Event of the Year (NEW)
14. Sustainability Initiative of the Year
15. Digital Innovation of the Year
16. Emerging Talent of the Year
17. Highlight Performance of the Year (NEW)
18. Best Exhibition Booth Design of the Year (NEW)
19. Stand Builder of the Year (NEW)
20. Best Environmental Decor of the Year (NEW)

SMC 2024

SINGAPORE MICE CHALLENGE



Calling the next generation of thinkers and innovators for the MICE industry! Are you a student passionate about bringing communities through events and leaving your mark on the dynamic world of MICE? There is no better platform to forge connections, spark inspiration and shape the future of MICE than the Singapore MICE Challenge (SMC)!

If you're a student in the fields of MICE and/or Events Management, Business Management, Hospitality and Tourism in any local Institutes of Higher Learning (IHLs) from Institutes Technical Education (ITEs), Polytechnics, Universities and Private Educations, we would like to invite your team to explore the transformative power of Moments and the unstoppable force of Momentum within our dynamic industry.

Find out more about the SMC at saceos.org.sg/singaporemicechallenge/

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REGISTRATION FEES



EARLY BIRD DELEGATES

MEMBER: S\$899 (ORIGINAL S\$1,099)
NON-MEMBER: S\$1,299 (ORIGINAL S\$1,499)

- ✓ SINGAPORE MICE FORUM
- ✓ MARKETPLACE
- ✓ SINGAPORE MICE CHALLENGE FINALS
- ✓ WELCOME COCKTAIL RECEPTION
- ✓ TEA BREAK AREA
- ✓ LUNCHEON AREA

[REGISTER HERE](#)

Early Bird Rates end 31 May 2024
SGD - 9% GST applies

OVERSEAS DELEGATES

S\$899

- ✓ SINGAPORE MICE FORUM
- ✓ MARKETPLACE
- ✓ SINGAPORE MICE CHALLENGE FINALS
- ✓ WELCOME COCKTAIL RECEPTION
- ✓ TEA BREAK AREA
- ✓ LUNCHEON AREA

[REGISTER HERE](#)

Fixed rate for Overseas Delegates only
SGD - 9% GST applies

AWARDS NOMINATION

- ✓ MEMBER RATE: S\$500
- ✓ NON-MEMBER RATE: S\$600
- ✓ NEW MEMBER SPECIAL: S\$400

[REGISTER HERE](#)

SGD - 9% GST applies

AWARDS & GALA DINNER

- ✓ SINGLE SEAT (MEMBER): S\$500
- ✓ SINGLE SEAT (NON-MEMBER): S\$600
- ✓ TABLE OF 10 (MEMBER RATE): S\$4,000
- ✓ TABLE OF 10 (NON-MEMBER): S\$5,000

[REGISTER HERE](#)

SGD - 9% GST applies

SMF 2024

SINGAPORE MICE FORUM

25-26 JULY 2024

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Register for SMF 2024:

saceos.org.sg/singaporemiceforum/

For Partnerships or Sponsorship Opportunities:

smf@saceos.org.sg

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& CONVENTION BUREAU

Held in:


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