

# SMIF

2024

## SINGAPORE MICE FORUM

### 25-26 JULY 2024

M ● MENT S &  
M ■ MENTUM

Organised by:

**SACEOS**  
Meetings · Incentives · Conventions · Exhibitions · Events  
SINGAPORE

Supported by:



SINGAPORE EXHIBITION  
& CONVENTION BUREAU

Held in:



**singapore**  
Passion Made Possible

# 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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M ● MENTUM

# 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.

**M ● M E N T S &**  
**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



MICE  
Marketplace



Celebration of Industry  
Achievements

# SMF 2023

## IN NUMBERS

**400+**

Attendees

**160+**

Organisations

**30+**

Industry  
Speakers

**20+**

Exhibitors

**10+**

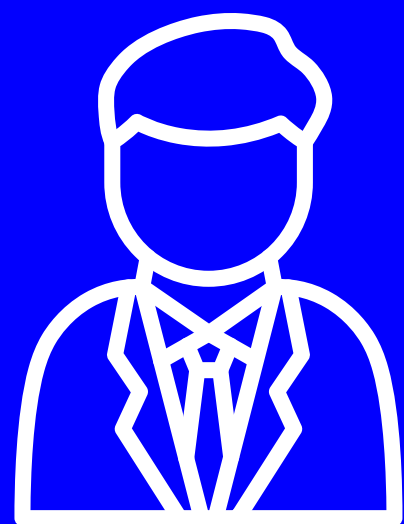
Sponsors

**10+**

Countries

# SMF 2023

## ATTENDEES PROFILE



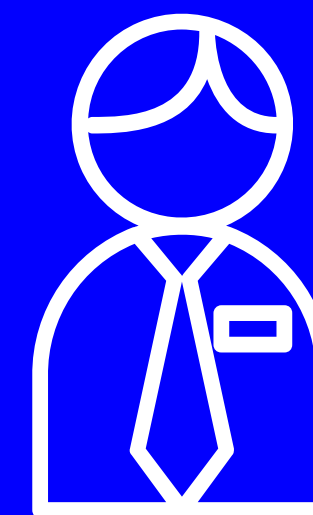
**45.2%**

Top Management



**40.7%**

Managerial

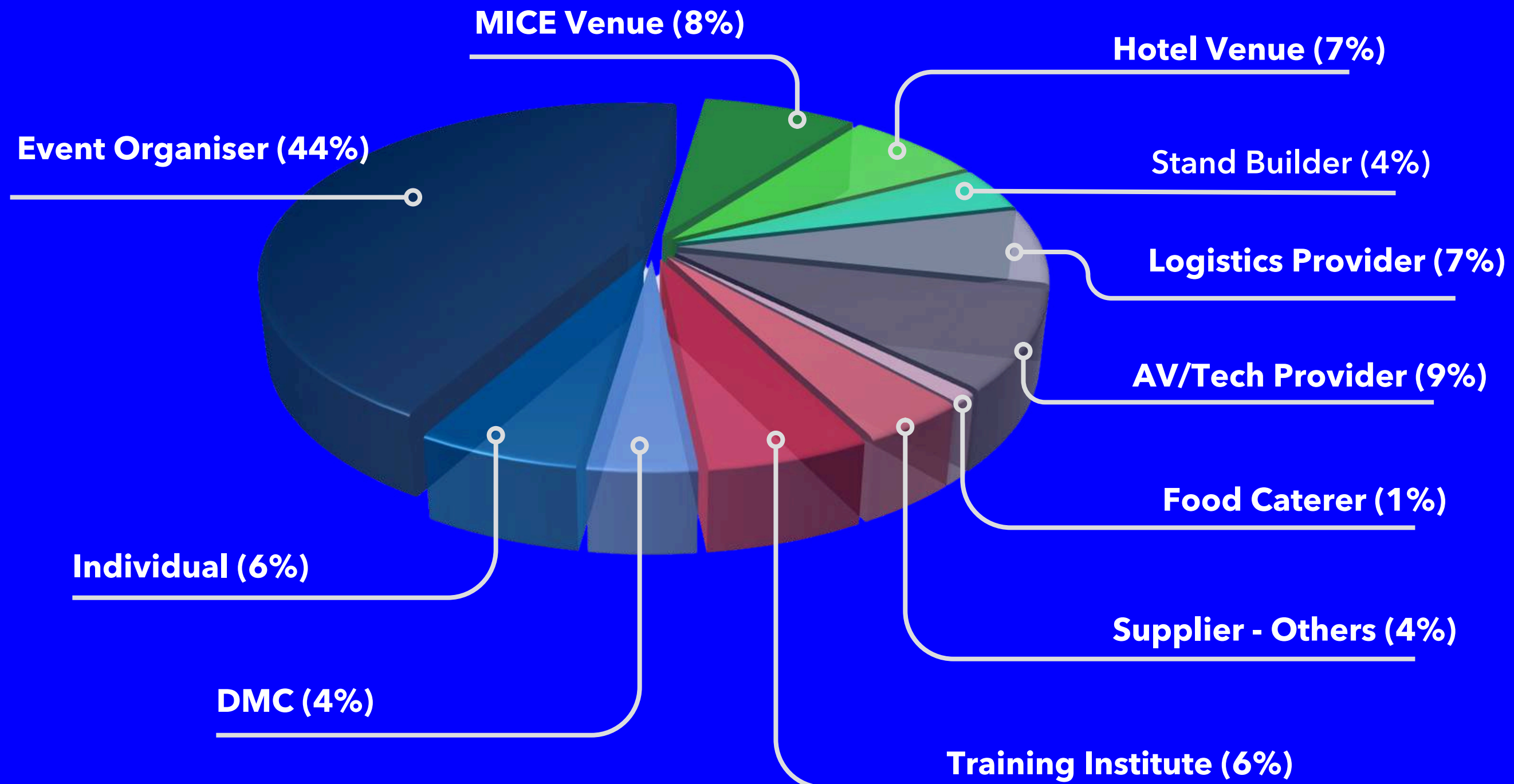


**14.1%**

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



**Robin Hu**  
Vice Chairman Asia &  
Operating Partner  
Temasek International



**Edward Koh**  
Executive Director  
Conventions, Meetings &  
Incentive Travel  
Singapore Tourism Board



**Paul Kent**  
Partner  
Head Economics,  
Data and Analytics,  
KPMG Singapore



**Dylan Sharma**  
Chairman  
Singapore MICE Forum



**Paul Town**  
Chief Operating Officer  
Marina Bay Sands



**Elaine Chia**  
APAC CEO  
Comexposium



**Ian Wu**  
Co-Owner & Group CCO  
HUONE SG



**Nina Xiao**  
Vice President,  
Product Management  
Informa Markets

# SMF 2023

## SPEAKERS

**SMF** 2024  
SINGAPORE MICE FORUM



**Ginny Lee**  
Head of APJ  
Regional Events  
SAP Asia



**Jasper Donat**  
Co-Founder & CEO  
Branded



**Ong Wee Min**  
Vice President -  
Sales & MICE  
Marina Bay Sands



**Mathias Posch**  
Chairman & President  
International Conference  
Services (ICS)



**Fleur Kearns**  
Vice President,  
Human Resources,  
APAC  
RX Global



**Leo Hwa Chiang**  
Director  
Singapore Operations  
IEEE Asia-Pacific



**Lynda Bouchard Patterson**  
President and CEO  
AMPED Association Management



**Pat Patel**  
Executive Director  
Elevandi Limited



**Chinab Chugh**  
Co-Founder & CTO  
Jublia



**Michele Lee**  
Managing Director,  
O4X  
The O4 Company

# SMF 2023

## SPEAKERS

**SMF** 2024  
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**Ng Chong Geng**  
President  
Singapore Esports  
Association



**Kenneth Ng**  
Global Sustainability Lead  
Razer Inc



**Wendy Lai**  
Vice President,  
Global Sources Exhibition  
Global Sources



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



**Jeshier Loi**  
Branding & Market  
Development  
Ya Kun International



**Andrew Chan**  
Founder & CEO  
ACI HR Solutions



**Sabrina Tan**  
Founder & CEO  
Skin Inc Supplement Bar



**Derek Wang**  
General Manager Alibaba  
Cloud Intelligence Singapore



**Charles Ross**  
Managing Director  
The Art Assembly



**Kim Underhill**  
CEO/Founder  
SHE BRILLIANCE Pte Ltd

# SMF 2023

## SPEAKERS

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2024  
SINGAPORE MICE FORUM



**Eric Ricaurte**  
Founder & CEO  
Greenview



**Cara Puah**  
Deputy Director, Tourism  
NTUC LearningHub



**Nedved Yang**  
Chief Digital &  
Technology Officer  
Constellar Group



**Jarah Lachica**  
Project and Partnerships  
Management  
Koelnmesse Pte Ltd



**Denise Fong**  
Event Manager  
Realm Events Pte Ltd



**Brenda Quek**  
Asia-Pacific Program  
& Engagement Leader  
Ernst & Young Solutions LLP

# SMF 2024

## THEME

**SMF**  
2024  
SINGAPORE MICE FORUM

# M ● M E N T S & M —● M E N T U M

**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/](https://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 are 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 (ITE), 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.

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Find out more about the SMC at  
[saceos.org.sg/singaporemicechallenge/](https://saceos.org.sg/singaporemicechallenge/)

# 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

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25-26 JULY 2024

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Register for SMF 2024:

[saceos.org.sg/singaporemiceforum/](https://saceos.org.sg/singaporemiceforum/)

For Partnerships or Sponsorship Opportunities:

[smf@saceos.org.sg](mailto:smf@saceos.org.sg)

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