

SACEOS 45th Annual General Meeting 2025 Minutes of Meeting

Date: 8 April 2025, Tuesday	Time: 1500hrs – 1800hrs
Venue: Equarius Hotel Ballroom (Cinnamon Room), Level 2, Resorts World Sentosa	

s/n	Notes
1.0	<p><u>COMMENCEMENT</u></p> <ul style="list-style-type: none"> • Executive Director Alaxys Liu welcomed Members to SACEOS 45th Annual General Meeting (AGM). • She introduced other members of the AGM panel which consisted of President Richard Ireland and Honorary Treasurer Priscilla Leong. She also introduced Legal Advisor Vicki Heng who will be witnessing the AGM proceedings and voting.
2.0	<p><u>AGENDA ITEM 1 – CONFIRMATION OF AGENDA OF 45th SACEOS AGM & MINUTES OF 44th SACEOS AGM</u></p> <ul style="list-style-type: none"> • Richard sought confirmation of the 45th AGM Agenda, Adeline Lim/MMI Asia seconded the motion. • Richard then sought adoption of the 44th AGM Meeting Minutes, Patricia Cheong/Comexposium seconded the motion. • Richard declared the 45th AGM Agenda confirmed and 44th AGM Meeting Minutes adopted.
3.0	<p><u>AGENDA ITEM 2 –PRESIDENT’S REPORT</u></p> <ul style="list-style-type: none"> • Richard commenced his President Report by welcoming Honorary Presidents, Members, and Singapore Tourism Board (STB) to the 45th AGM. • Richard outlined the 3 key areas of his presentation: <ol style="list-style-type: none"> 1. SACEOS – A Member-Led Association 2. Key Accomplishments in 2024 3. Upcoming Plans for 2025 <p>SACEOS – A Member-Led Association</p> <ul style="list-style-type: none"> • Richard emphasised that members needs are the foundation of all SACEOS activities. • He reiterated the three key priorities SACEOS focused on in the past year: <ul style="list-style-type: none"> ○ Networking ○ Talent Development ○ Advocacy • He also shared the industry composition of the 45th EXCO: <ul style="list-style-type: none"> ○ 53% Event Organisers ○ 27% Venues ○ 20% Suppliers & IHLs • He emphasised the importance of diversity in ensuring that every segment of the ecosystem is represented, allowing members to feel adequately represented by the EXCO.

Key Accomplishments in 2024

- Overall KPIs:

KPIs	Activities Organised	Participants Engaged	Partners Engaged
2023	29	1036	13
2024	69	2214	23

- He noted the need to go deeper into the industry, across job functions, communities, and new talents, and shared that recent engagement numbers reflect progress in this area.

- Membership:

- He shared that membership grew by 36% in 2024, reflecting the post-pandemic recovery and strong outreach efforts by the Secretariat and community, with all segments seeing growth and the year ending with 189 members.
- He urged all members to recommend companies in their network that could benefit from joining the SACEOS community.

- Events Organised:

- 7 Members Connect Sessions
- SMF/SMA/SMC
- Asia CEO Summit
- 3 Business Missions

- Industry Development:

White Papers

- Guidebook to Attract New Talents into MICE
- 10 Emerging Trends Shaping Asia’s MICE Industry

Singapore MSC

- Richard thanked all EXCO members and the industry for their contributions and expressed his appreciation to Sukumar for leading the efforts to drive industry adoption for Singapore MSC and achieve the GSTC recognition.

Achievements

- 22 companies certified
 - He explained that the multiple tiers make certification attainable for all members, recognising that everyone is at a different stage of their journey.
- 127 CES graduates
- He shared that SACEOS aims for 80% of members from four key sectors to be certified by 2025, noting that sustainability will become a key requirement in future MICE tenders, especially for government procurement.

- Capability Development:

- 464 MICE talents trained
- He thanked partners and Secretariat for their support in capability building, which remains a top priority for companies across the industry.
- TAC Knowledge Series co-organised with SBF

- Masterclass

- Engagement & Outreach

- 16 Advocacy Activities
- 2,982 EDM Database
- 6,801 LinkedIn Followers
- 16 Media Coverage
- He highlighted four key advocacy messages for the MICE industry:
 - The MICE industry generates significant economic and social impact, extending beyond direct expenditure to create a powerful multiplier effect across various sectors.
 - Singapore continues to be a premier and highly attractive destination for MICE events.
 - Sustainability is essential for the long-term growth and resilience of the industry.
 - The MICE sector offers dynamic, fulfilling, and purpose-driven career opportunities for young talents.

Upcoming Plans for 2025

- Key Focus for 46th EXCO:

- Growth & resilience of our industry is our number 1 priority
- Continued professional development & talent attraction to our industry
- Be the key voice for the industry
- Peer to peer networking

- 5 Guiding Principles:

- We must have consensus amongst our members
- We will listen & seek member feedback
- We will engage with our membership base – both new and old
- We will be open and transparent
- The activities we focus on should have great impact

- Key Activities in 2025:

- Membership
 - Member Connect Sessions
 - Knowledge Sessions
 - AGM
- Events
 - SMF/SMA/SMC/SMD/Association Event
 - Business Missions (China, India, Indonesia)
- Industry Development
 - Singapore MSC
 - EnterpriseSG Standards Committee
- Capability Development
 - CEM/CMP/CPem/SUSS/CES/Mentorship/AVL Workshop
 - SACEOS Alumni Community
 - Event Incubator Programme
- Marcomm

	<ul style="list-style-type: none"> ○ Advocacy ○ Singapore MICE Directory ● EXCO <ul style="list-style-type: none"> ○ 46th EXCO Election ○ 6x EXCO Meetings ● Concluding his President Report, Richard thanked all 45th EXCO members completing their term and the Secretariat team for the tremendous work done. <p>Launch of the SACEOS Alumni Community</p> <ul style="list-style-type: none"> ● Richard highlighted the key objectives and expected outcomes of SACEOS Alumni Community (SAC). He announced the strong launch of the SAC with Founding Patron MBS, and Knowledge Partners Clarion and Experia. ● Ong Wee Min/MBS expressed his support for the SAC as Founding Patron, calling it a key platform to unite and strengthen the MICE industry. ● Richard emphasised the importance of engaging, nurturing, and retaining the strong talent within the MICE industry, and encouraged members to support initiatives that help develop and sustain this talent amidst competition from other sectors.
4.0	<p><u>AGENDA ITEM 3 –HONORARY TREASURER REPORT</u></p> <ul style="list-style-type: none"> ● Priscilla delivered the Honorary Treasurer Report. <p>Statement of Comprehensive Income</p> <ul style="list-style-type: none"> ● Priscilla shared that SACEOS achieved a surplus of \$121,581 in 2024, marking the second consecutive year of positive results driven by a strong industry recovery. <p>Statement of Financial Position</p> <ul style="list-style-type: none"> ● Priscilla reported a healthy Net Asset of \$736,315 and a cash balance of \$609,676 in 2024. <p>Revenue</p> <ul style="list-style-type: none"> ● In summary, she updated membership growth, strong training uptake, and successful events reflect the industry’s recognition of the value in being part of the SACEOS community. ● The main contributors of revenue are Membership Subscription, Training and Events. <p>Government Grants</p> <ul style="list-style-type: none"> ● 2024 is the final year SACEOS will receive the ADF grant to support manpower expenses; appreciation was extended to STB for their past support. <p>Expenditure</p> <ul style="list-style-type: none"> ● SACEOS Expenditure increased by S\$206k (16%) from S\$1.26million in 2023 to S\$1.46million in 2024. ● Direct expenses rose in line with increased revenue, largely due to higher training and event costs, including investments in Singapore MSC certification and GSTC accreditation. ● Indirect expenses were generally well-managed, with a slight increase mainly due to staffing costs.

	<ul style="list-style-type: none"> • Priscilla thanked the Members, Secretariat and the EXCO, and STB for their commitment and support. • With the ADF grant ending, she noted that 2025 will focus on building a sustainable future through continued member participation. <p><i>Please refer to Full 2024 Audited Financial Report here for more details.</i></p> <p>Adoption of SACEOS 2024 Audited Financial Report</p> <ul style="list-style-type: none"> • Richard called for the adoption of SACEOS 2024 Audited Financial Report. Daniel Tjan/GlobalSign.In seconded the motion. • Richard declared the SACEOS 2024 Audited Financial Report adopted.
5.0	<p><u>AGENDA ITEM 4 - APPOINTMENT OF EXTERNAL AUDITOR</u></p> <ul style="list-style-type: none"> • Richard called for all Ordinary Members to vote for the re-appointment of External Auditor P.G. Wee Partnership LLP. • 94.5% of Ordinary Members voted FOR the re-appointment of External Auditor P.G. Wee Partnership LLP. Richard declared that P.G. Wee Partnership LLP has been re-appointed as External Auditor.
6.0	<p><u>AGENDA ITEM 5 - Election of the 46th SACEOS Executive Committee Members</u></p> <ul style="list-style-type: none"> • Richard explained that with the amended constitution passed at the Extra-Ordinary General Meeting (EOGM) on 21 February 2023 and approved by the Registry of Societies (ROS) on 1 August 2023, eligible candidates will be elected by members into the Executive Committee, and the President will assign the appropriate roles to the Executive Committee Members. • In the 45th AGM, there are 9 eligible nominees standing for election for 8 open positions in the Executive Committee. • For more information on the nominees, refer to SACEOS AGM page here. • The 9 nominees introduced themselves and share their vision for the EXCO, with three — Anthea Tan, Jasmine Ho and Miko Tan — presenting their messages via video as they were unable to attend in person. • Ordinary members casted their votes via a Ballot Form.
7.0	<p><u>AGENDA ITEM 6 - EXECUTIVE DIRECTOR'S UPDATE</u></p> <ul style="list-style-type: none"> • Alaxys expressed appreciation to the Secretariat team, highlighting their commitment, teamwork, and tireless support behind SACEOS' initiatives. • She then introduced the Secretariat team, highlighting each member's role and contributions within the association. <ul style="list-style-type: none"> ○ Zixian: Manages the marcomm functions of SACEOS, including creating LinkedIn posts and EDM contents. ○ Ron: Manages Member Engagement and Events, supporting all key initiatives like business missions, Singapore MSC, and other member activities. ○ Arvin: An intern from Singapore Polytechnic who will be with the team until August.

- **Lloyd:** Oversees SACEOS' capability function and supports both training initiatives and the newly launched SACEOS Alumni Community.
- **Elaine:** Oversees the Corporate Services function at SACEOS.
- She shared that the Secretariat is guided by five core values, the foundation of #TeamSACEOS, which continue to shape their work and even their performance appraisals, ensuring alignment and commitment across the team.
 - 1) **Collaboration** - Collaborating with members both within and outside of the association in the pursuit of common vision, values and goals.
 - 2) **Communication** - Effectively conveying ideas, thoughts, and opinions both verbally and in writing. This includes being able to actively listen, ask clarifying questions, and provide constructive feedback.
 - 3) **Progressive** - Continuously improving and adapting to changes.
 - 4) **Outcome-oriented** - Setting and achieving goals, and persisting in the face of obstacles or setbacks to meet deadlines, achieve targeted results, and taking ownership of one's work.
 - 5) **Strong Identity** - Good demonstration of SACEOS values and can represent SACEOS well both to all stakeholders.

KPIs

- To move towards an Outcome-oriented association, Alaxys highlighted the importance of measuring the impact of SACEOS activities.
- She reiterated existing KPIs tracked by the Secretariat:
 - Overall Corporate KPIs**
 - 1) No. of Activities
 - 2) No. of Participants
 - 3) No. of Partners
 - Department KPIs**
 - 1) No. of members
 - 2) No. of white papers published
 - 3) No. of Singapore MSC Certifications
 - 4) No. of talents trained
 - 5) No. of training programmes
 - 6) No. of training partners
 - 7) No. of advocacy activities
 - 8) Size of EDM database
 - 9) No. of LinkedIn followers
 - 10) No. of media coverage
- Alaxys also introduced the following **New KPIs** based on the Association's new initiatives:
 - 1) Singapore MICE Directory
 - a) No. of Company Listings
 - b) No. of Event Listings
 - 2) No. of SACEOS Alumni engaged
- She highlighted that the association's success lies in its members and industry, urging continued collaboration to drive impact and showcase community strength.

8.0 AGENDA ITEM 7 - LAUNCH OF NEW SACEOS ACTIVITIES 2025

Singapore MICE Directory

- Alaxys introduced the newly launch Singapore MICE Directory, an online platform showcasing the MICE companies and events.
- She reported that over 30 companies are currently listed on the Singapore MICE Directory, with some featured under Spotlight Listing.
- She urged all members to register for the Singapore MICE Directory.

Singapore MICE Forum, Singapore MICE Awards, Singapore MICE Challenge & Singapore MICE Development

- She announced that the Singapore MICE Forum will return from 23-25 July 2025, with expanded programmes including two new highlights—a dedicated capability-building track for associations and the launch of Singapore MICE Development, a platform to connect talent with hiring companies.
- The award categories for the Singapore MICE Awards will be announced soon, with nominations opening shortly after.
- She called on companies and IHLs to support the inaugural Singapore MICE Development platform to strengthen the industry’s talent pipeline and succession planning.
- She also called on mentors to support student teams in this year’s Singapore MICE Challenge, encouraging those passionate about inspiring the next generation to sign up and get involved.

9.0 AGENDA ITEM 8 – ANNOUNCEMENT OF ELECTION RESULTS & 46TH SACEOS EXECUTIVE COMMITTEE (2025-2026)

46th SACEOS Executive Committee (2025-2026):

	Name	Company	Status
1	Richard Ireland	CEO, Clarion Events Asia	President
2	Priscilla Leong	Managing Director, Expotrans Pte Ltd	Hon.Treasurer
3	Adeline Lim	Exhibition Director, MMI Asia Pte Ltd	Current
4	Sukumar Verma	Managing Director (Maritime & Energy), Informa Markets Pte Ltd	Current
5	Mathias Kuepper	Managing Director & VP Asia-Pacific, Koelnmesse Pte Ltd	Current
6	Anthea Tan	Executive Director, Associations and Exhibitions Sales, Marina Bay Sands Pte Ltd	Newly Elected
7	Daniel Tjan	Managing Director, GlobalSign.in Pte Ltd	Newly Elected
8	Dylan Sharma	Co-Founder & Director, TRICOM Events	Newly Elected
9	Jasmine Ho	Founder & Managing Director, The MasterPlan LLP	Newly Elected
10	Jay Yeo	CEO, Huone Singapore Pte Ltd	Newly Elected
11	Jenny Wang	Acting Vice President, Resort Sales, Regional Marketing, MICE & Partnerships, Resorts World Sentosa Pte Ltd	Newly Elected
12	Khoo Yew Jin	Vice President, Brand & Customer Experience, Constellar Group Pte Ltd	Newly Elected
13	Patricia Cheong	Managing Director, Comexposium Singapore	Newly Elected

14	Aloysius Arlando	Chairman, Asia CloserStill Media (Asia) Pte Ltd	IPP
15	Eunice Eunjung Yoo	Associate Professor, Singapore Institute of Technology	Co-opted
16	Miko Tan	Executive Director, I-PROMO Pte Ltd	Co-opted
<ul style="list-style-type: none"> • There being no other business, the SACEOS 45th Annual General Meeting concluded at 5:05PM. 			

CONFIRMED BY



Richard Ireland
President

ANNEX 1 – SACEOS MEMBERS PRESENT AT AGM

CORPORATE ORDINARY MEMBERS IN ATTENDANCE

No	Name	Company
1	Abdul Ghani Bin Zainolabidin	APT Showfreight (S) Pte Ltd
2	Edward Liu	Conference & Exhibition Management Services Pte Ltd
3	Aik Cheong Loo	Cityneon Events Pte Ltd
4	Richard Ireland	Clarion Events Pte Ltd
5	Kia Tiow Lee	Cogue Studio Pte Ltd
6	Pei Yin Chang	Cogue Studio Pte Ltd
7	Patricia Cheong	Comexposium Singapore Pte Ltd
8	Yew Jin Khoo	Constellar Group Pte Ltd
9	Will Kataria	Cvent Singapore Pte. Ltd.
10	Devan Sehgal	Cvent Singapore Pte. Ltd.
11	Michael Ng	Expotrans Pte Ltd
12	Priscilla Leong	Expotrans Pte Ltd
13	Daniel Tjan	GlobalSign.In Pte Ltd
14	Jay Yeo	Huone Singapore Pte Ltd
15	Sophie Teo	I Promo Pte Ltd
16	James Chua	IEG Asia Pte Ltd
17	Ilaria Cicero	IEG Asia Pte Ltd
18	Yoke Chun Cheong	International Conference Services Pte Ltd
19	Cheryl Choy	International Conference Services Pte Ltd
20	Kuan Yan Tan	Jublia Pte Ltd
21	Errol Lim	Jublia Pte Ltd
22	Sarah Chew	Kingsmen Exhibits Pte Ltd
23	Karen Ng	Kingsmen Exhibits Pte Ltd
24	Mathias Kuepper	Koelnmesse Pte Ltd
25	Rachel Kwek	Marina Bay Sands Pte Ltd
26	Ong Wee Min	Marina Bay Sands Pte Ltd
27	Darren Seah	Messe Berlin (Singapore) Pte Ltd
28	Rita Biswas	Messe Duesseldorf Asia Pte Ltd
29	Michael Wilton	MMI Asia Pte. Ltd
30	Adeline Lim	MMI Asia Pte. Ltd
31	Tee Yien Foo	New Age Entrepreneurs Pte. Ltd
32	Michelle Tan	New Age Entrepreneurs Pte. Ltd
33	Fitri Sulaiman	New Edge Technology Pte Ltd
34	Hamish Slengard	New Edge Technology Pte Ltd
35	Rex Wee	One World IT Rental Asia Pte Ltd
36	Clarissa Chew	One World IT Rental Asia Pte Ltd
37	Lynn Soh	PARKROYAL COLLECTION Marina Bay, Singapore

38	Nigel Boey	PARKROYAL COLLECTION Marina Bay, Singapore
39	Izann Lee	PARKROYAL on Beach Road, Singapore
40	Lim Chiah Lueng	Pico Art International Pte Ltd
41	Jenny Wang	Resorts World at Sentosa Pte Ltd
42	Janz Ng	Resorts World at Sentosa Pte Ltd
43	Kui Siang Chen	Rogers Expo Services (Singapore) Pte Ltd
44	Jacqueline Low	Sentosa Development Corporation
45	Fabian Lim	Sentosa Development Corporation
46	Pearly Tan	Seventy2 Pte. Ltd.
47	Julian Lim	Seventy2 Pte. Ltd.
48	Eunice Yoo	Singapore Institute of Technology
49	Bibiana Lau	Suntec Singapore International Convention & Exhibition Centre
50	Rena Wong	Suntec Singapore International Convention & Exhibition Centre
51	Yu Han Huan	The MasterPlan LLP
52	Javier Ng	The MasterPlan LLP
53	Dylan Sharma	TRICOM Events Pte Ltd
54	Rosalind Tay	Unearthed Productions Private Ltd

INDIVIDUAL ORDINARY MEMBERS IN ATTENDANCE PHYSICALLY

NO	Name	Company
1	Janet Tan-Collis	East-West Planners

ASSOCIATE, AFFILIATE, INDIVIDUAL MEMBERS IN ATTENDANCE PHYSICALLY

NO	Name	Company
1	Cloe Seah	AMC Exhibits (Singapore) Pte Ltd
2	Elaine Yap	Congress Rental Pte Ltd
3	Alphonso Lim	Congress Rental Pte Ltd
4	Bonnie Wong	Creative Eateries Pte Ltd
5	Gladys Yap	ENCORE EVENT TECHNOLOGIES SINGAPORE PTE. LTD
6	Ben Goldsworthy	ENCORE EVENT TECHNOLOGIES SINGAPORE PTE. LTD
7	Eileen Hair	ITE College Central
8	Jed Mok	Knox Pte Ltd
9	Mitchell Jang	RISIS PRIVATE LIMITED
10	Xiao Ying	SINO ELITE M.I.C.E SERVICES PTE. LTD.
11	Jeremy Ng	Wyndham Singapore Hotel

HONORARY PRESIDENTS & PARTNERS IN ATTENDANCE PHYSICALLY

NO	Name	Representing
1	Edward Koh	Singapore Tourism Board
2	Edmund Koh	Singapore Tourism Board
3	Vicki Heng	Vicki Heng Law Corporation
4	Dilys Yong	Honorary President
5	Rosalind Ng	Honorary President