



[L-R] Mr Benjamin Chan (SIA), Ms Melissa Ow (STB) and Mr Peh Ke-Wei (CAG) at the SMAP and INSPIRE launch at IMEX Frankfurt 2017

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Enhanced advantage programme launched to draw more business events to Singapore

Singapore, 16 May 2017 –Changi Airport Group (CAG), Singapore Tourism Board (STB) and Singapore Airlines (SIA) launched the second edition of the Singapore MICE Advantage Programme (SMAP) at IMEX Frankfurt today. SMAP is a joint initiative that seeks to provide a differentiated and seamless Singapore business event experience for MICE organisers and visitors. The enhanced edition, with new and improved benefits, aims to further refine this

experience.

The expanded range of benefits under the enhanced programme is offered by the three existing partners, as well as two new ones: luxury airport terminal JetQuay and ride-sharing giant Uber. For a full list of benefits, please refer to Annex A.

The journey for a seamless MICE experience under SMAP begins with:

a. Customised support through STB's Business Events in Singapore (BEiS) Scheme and facilitation for event organisers

Besides the BEiS grant scheme, STB smoothens the planning process for organisers, for instance, by introducing suppliers and agencies, as well as recommending MICE and social venues, and experiences.

b. More value fares to Singapore now available from four carriers

Organisers and participants can choose from Singapore Airlines, SilkAir, Scoot and Tigerair, which collectively serve over 130 destinations worldwide. Previously, SMAP's first edition offered value fares only on Singapore Airlines.

c. Upon arrival in Singapore

Premium airport terminal JetQuay caters to the personalised needs of VIPs with complimentary One-way Quayside Service at the Commercially Important Persons (CIP) Terminal¹. Delegates arriving through Singapore's world-class Changi Airport will enjoy a grand arrival with the complimentary welcome desk, shopping and dining vouchers and the newest benefit of complimentary Wifi router rentals.

d. Moving around Singapore

Getting around Singapore will be a cinch during business events with ride-sharing app Uber, which is offering ride discounts to delegates.

Positive response to SMAP

SMAP's first edition, which launched in 2013 and concluded in December 2016, secured over 85 events, and brought in close to 140,000 visitor arrivals to Singapore.

One event that benefitted from the programme is the 2017 Pacific Rim International Conference on Lasers and Electro-optics (CLEO). The conference committee selected Singapore after having considered several Asian cities. The organisers are expecting more than 1,000 delegates for the 2017 event, which will also mark CLEO's first time in Southeast Asia. The conference steering committee was won over by the SMAP offerings, which addressed some of the issues commonly faced by meeting attendees.

SMAP applies to qualified events which are considering Singapore as a host destination. Applications can be sent in from now till 31 December 2019 and all events should take place before 31 December 2025.

Extension of INSPIRE

In addition to the enhanced SMAP Programme, the "In Singapore Incentives & Rewards" (INSPIRE) Programme for Europe and North America will also be extended for an additional year till 31 December 2018. INSPIRE, first launched at IMEX Frankfurt in 2016, was conceptualised in partnership with CAG and SIA. In its first year, it has built good awareness of Singapore as a choice business destination rich with vibrant lifestyle offerings amongst corporate meeting and incentive travel groups. To ride on the momentum, the programme has not only been extended, but refreshed to include more generous air ticket offers and engaging cocktail experiences.

One group that benefited from INSPIRE is a Russian group from Zee TV, which took up the INSPIRE Programme and visited Singapore on an incentive trip in November 2016. Its COO,

Mr Saurabh Shome, called the experience "perfectly planned", adding that they "made some lifelong memories" on the trip. Besides visiting attractions such as Gardens by the Bay and the Night Safari, the group also experienced Singapore through the INSPIRE Programme's thematic food tour called "Makan Makan" – Let's Eat, and learnt about Singapore's multi-cultural cuisines.

The enhanced SMAP and INSPIRE Programmes are expected to further augment Singapore's standing as a leading meetings destination. Singapore was ranked as the "Top Convention City in Asia-Pacific" in the recently-released 2016 International Congress and Convention Association (ICCA) Rankings², for the 15th consecutive year. It was also named the 6th "Top Convention City Worldwide", up from the 7th position in 2015.

¹ The JetQuay CIP Terminal is an elite Airport terminal at Singapore's Changi Airport, which offers a suite of VIP services, including dedicated airline check-in and immigration clearance, a lounge, and limousine service to escort guests to and from their aircraft.

² For more information, please visit: www.iccaworld.org.

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport is the world's sixth busiest airport for international traffic. It served a record 58.7 million passengers from around the globe in 2016. Including the soon-to-be-opened Terminal 4, Changi Airport will have 400 retail and service stores, as well as 140 F&B outlets. With over 100 airlines providing connectivity to 380 cities worldwide, Changi Airport handles about 7,000 flights every week, or about one every 90 seconds.

About JetQuay

The JetQuay CIP Terminal is a luxury airport terminal at Singapore Changi Airport which opened in September 2006. JetQuay is equipped and furnished

to serve up a comprehensive suite of top-notch VIP services, including dedicated airline check-in and immigration clearance, a well-appointed lounge to wine and dine, as well as a limousine service that escorts our esteemed guests to and from their aircraft. Our services are available to any passengers travelling on full-service carriers, on any class - arriving, departing or transiting through Terminals 1, 2, and 3.

About Singapore Airlines

The SIA Group's history dates back to 1947 with the maiden flight of Malayan Airways Limited.

The airline was later renamed Malaysian Airways Limited and then Malaysia-Singapore Airlines (MSA). In 1972, MSA split into Singapore Airlines (SIA) and Malaysian Airline System. Initially operating a modest fleet of 10 aircraft to 22 cities in 18 countries, SIA has since grown to be a world-class international airline group.

Singapore Airlines is committed to the constant enhancement of the three main pillars of its brand promise: Service Excellence, Product Leadership and Network Connectivity. The SIA Group fleet and network are also expanding in support of the development of its portfolio strategy, in which it has investments in both full-service and low-cost airline operations. This portfolio of airlines serving short-, medium-, and long-haul markets gives the SIA Group more flexibility and nimbleness, with the right vehicles to serve the right markets.

In 2017, Stockholm will become the second Scandinavian city in Singapore Airlines' route network, from 30 May 2017, while SIA's subsidiary airlines also have plans for growth in their key markets.

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "YourSingapore" brand. For more

information, visit www.stb.gov.sg or www.visitsingapore.com or follow us on Twitter @STB_sg(https://twitter.com/stb_sg).

About Uber

Uber's mission is to bring reliable transportation to everywhere, for everyone. We started in 2010 to solve a simple problem: how do you get a ride at the touch of a button? Six years and more than two billion trips later, we've started tackling an even greater challenge: reducing congestion and pollution in our cities by getting more people into fewer cars. For more information, please visit www.uber.com