

## MEDIA RELEASE

### SINGEX SCORES TRIO OF WINS AT SINGAPORE TOURISM AWARDS 2019

**Singapore, 10 May 2019** – Singapore EXPO & MAX Atria emerged the winner of the Best Business Event Venue Experience category, while Singapore Fintech Festival 2018 and Industrial Transformation ASIA-PACIFIC 2018 scored wins for Best Trade Conference Organiser and Best Exhibition Organiser respectively at Singapore Tourism Awards 2019, held at The Ritz-Carlton Millenia Singapore last night.

#### **Pushing the boundaries for business event venues**

Singapore EXPO & MAX Atria cements its second straight victory after clinching the Best Business Event Venue Experience award at the recent Singapore Tourism Awards. Amidst stiff competition from distinguished venues across Singapore, this recognition highlights the strong strides taken by SingEx Venues to manage a best-in-class conference and exhibition centre that attracts world-class events. This significant win rides high on the wave of customer-centric changes driving the venue, with an anticipated launch of new facilities and services at the end of the year.

Pivotal to the win was the unparalleled event experience showcased by Singapore Fintech Festival, which has placed Singapore EXPO & MAX Atria on the global map as the venue that hosts the world's largest fintech festival by attendance. Singapore EXPO & MAX Atria demonstrated that venue spaces can be transformed to become unique and engaging platforms that inspire attendees to network, learn, co-create, discover and relax with productive outcomes.

“We are honoured to have won this award for the second year running; which represents a strong validation from our industry peers. We have our clients to thank for having given us the opportunities to showcase our capabilities. Without their trust and partnership, we would not have been able to make an impact with our customer-centric approach in driving event management success,” said CEO Aloysius Arlando, SingEx Holdings.

He added: “It is imperative that event venues meet the specific demands of clients, and events must transform to offer seamless onsite-to-online platforms, multi-sensorial experiences and varied networks of companies and communities to ensure attendees benefit from maximum return on engagement.”

### **The fintech formula for global recognition**

Singapore Fintech Festival 2018 attracted a record 45,000 attendees from 130 countries, underscoring its status as the world's largest fintech event. Organised by Monetary Authority of Singapore (MAS), The Association of Banks in Singapore and SingEx Exhibitions, the festival attracted a sterling speaker line-up of over 250 global luminaries from central banks and regulatory agencies, financial institutions, and venture capital firms, with exclusive keynote speeches by Narendra Modi, Prime Minister of India; Christine Lagarde, Managing Director of International Monetary Fund and an invitational session by Justin Trudeau, Prime Minister of Canada.

The five-day festival generated investments of over US\$6.2 billion via its deal-making portal and the signing of 29 cooperation agreements between MAS and its international counterparts as well as MOUs. Numbers aside, the festival created buzz with its festivalisation concept, which engaged attendees with customised content platforms for focused learning and creative settings for spontaneous interactions among the communities of start-ups, SMEs and international players.

### **Transforming Asia for the industrial revolution**

Industrial Transformation ASIA-PACIFIC 2018 made a significant impact in shaping the learning, development and adoption of Industry 4.0 (I4.0) across key manufacturing sectors in the region with its inaugural edition. It was successful in tapping into a timely industry demand for MNCs and SMEs to deepen understanding, establish partnerships for co-innovation, and acquire relevant equipment, capabilities and solutions that attract new business opportunities and lead to commercial outcomes.

Set against the backdrop of regional governments announcing their I4.0 implementation road maps, the event shone the spotlight on Singapore as the definitive hub that meets the diverse needs of Asia Pacific manufacturers with an interactive platform tailored around varying stages of understanding and adoption to facilitate personalised experiences.

Commenting on the wins by both shows, James Boey, Executive Director, SingEx Exhibitions said: "Singapore Fintech Festival and Industrial Transformation ASIA-PACIFIC have both created a powerful momentum in their respective ecosystems, with far-reaching developments that have spurred industry and organisational growth. In the fintech realm, the impact is clear, with strong numbers boosting the show's international reputation after just three editions. Industrial Transformation ASIA-PACIFIC too set a new precedence with its inaugural edition, attracting 15,000 unique attendees with its customised Learning Journey experience."

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**About SingEx Group**

The SingEx Group comprises four closely linked companies that collectively provide a comprehensive range of integrated solutions for venue management and consultancy, exhibition and conference concept development and organising services; and international trade event related ventures. The companies under the group are subsidiaries of SingEx Holdings which is wholly owned by Temasek Holdings, one of Singapore's largest investment holding companies.

Its events arm, SingEx Exhibitions, owns, develops and manages a series of new-to-market trade exhibitions and conferences in Singapore and key emerging markets. The events span across various industries including urban solutions, logistics, information technology, healthcare and commodities. Among the more than 20 new-to-market events produced yearly are the Singapore FinTech Festival, the world's largest of its kind, IoT series, Last Mile Fulfilment series and Tyrexpo series in India, South Africa, Indonesia and Singapore.

SingEx Venues specialises in the management of Meetings, Incentives, Conventions and Exhibitions (MICE) facilities and has been managing the Singapore EXPO Convention and Exhibition Centre since 1999, and its convention wing, MAX Atria, since 2012. The venues host more than 600 events and attract over six million visitors annually. For more information, log on to [www.singex.com](http://www.singex.com).

**About Singapore EXPO Convention and Exhibition Centre**

With more than 100,000 square metres of column-free indoor and outdoor space available, Singapore EXPO is the venue of choice for many MICE activities and events in Singapore. From exhibitions, consumer shows, corporate meetings, world-class conventions, prestigious award ceremonies, mega concerts to gala banquets, Singapore EXPO has led the way in hosting some of the biggest and most spectacular shows here. Annually, it welcomes more than six million visitors and 600 events.

Located only one MRT stop or five minutes by car from Singapore Changi Airport, this purpose-built facility boasts 10 exhibition and conference halls, meeting rooms, The MAX Pavilion, as well as a convention wing, MAX Atria. All the halls are designed with ceiling height of 8 to 16 metres, and

floor loading of 20,000 to 30,000 KN/square metres , allowing exhibitors complete versatility in booth, product display or stage designs.

The venue is also well-served by an extensive range of amenities, including a well- equipped business centre, internet kiosks, bank automated teller machines (ATMs), nursing rooms, prayer rooms, stationery supplies, a 2,500-lot car park, and energy- saving building automation systems.

All 10 exhibition halls at Singapore EXPO and 32 meeting rooms at MAX Atria are powered by high-speed and flexible Wi-Fi system with scalable bandwidth. In delivering the best event experience, teams of dedicated and customer-oriented event service professionals are on hand and ready to offer assistance at every step of the event journey. From build-up/tear-down, logistics and event planning to on-site operations, every finest detail is attended to.

For more information, please visit [www.singaporeexpo.com.sg](http://www.singaporeexpo.com.sg)

#### **About MAX Atria**

Launched in March 2012 as Singapore EXPO's convention wing, MAX Atria offers over 12,000 square metres of additional meeting space and 32 meeting rooms. Spanning two levels, the facility is customisable into smaller rooms for different settings. Fitted with modern audio-visual, lighting and technical capabilities, it is ideal for boardrooms, product launches, and gala dinners. It also features an open rooftop event space ideal for outdoor events.

MAX Atria is the first MICE facility in Singapore to receive the Building and Construction Authority Green Mark Platinum standard for its eco-friendly building design. Inspired by nature and Earth's natural elements, this unique space is surrounded by lush gardens, bringing greenery and natural light into the building. For more information, please visit [www.maxatria.com.sg](http://www.maxatria.com.sg).