



MEDIA RELEASE

Suntec Singapore Inks Deal with MCI Group Turns Up the Heat in Singapore's Robust MICE Industry

Singapore, 21 October 2009 - Suntec Singapore International Convention and Exhibition Centre (Suntec Singapore), Asia's leading convention and exhibition centre, and MCI, a global leader in association, event and communications management, today announced an agreement to extend its services to attract business events from around the globe.

Under terms of a memorandum of understanding, Suntec Singapore will be the preferred partner and venue provider of MCI Group for conference placement. The agreement will also allow MCI to present a series of seminars that explore the art and science of managing associations. These highly interactive seminars will contribute to the knowledge of association management professionals in Asia seeking to expand regionally, and internationally. This series will begin early next year with the first seminar to be held at Suntec Singapore in February 2010.

Additionally, the arrangement will provide opportunities for both parties to increase brand and product awareness and work together on joint sales missions in China and the greater Asia Pacific region. It will also allow each partner to cross-promote respective offerings and embark on joint bid development to attract international meetings. Besides, it also aims to strengthen both entities and promote Singapore as a meetings destination as well as bring more business to MCI and Suntec Singapore through the numerous event organisers who access MCI's expertise.

The agreement signifies the unification of industry professionals poised to take the meetings industry to new heights. It combines the strengths of two companies dedicated to building communities and delivering excellence with passion as well as expanding Suntec Singapore's presence to 20 countries across Europe, the Americas, Middle East and Asia where MCI has a foothold.

An important component of the partnership entails a calculated commitment to corporate social responsibility (CSR). As signatories of the United Nations Global Compact, MCI Group is committed to promoting sustainable practices in the meetings industry. The partnership calls for Suntec Singapore's dedication, collaboration and engagement to the CSR principles and promise that MCI Group integrates towards its business practice.

"As two advanced leaders in our respective markets, Suntec Singapore and MCI Group are in a unique position to bring value-added, innovative and premium services to the business events scene. This partnership, with both companies united in common values, marks a significant step that will allow us to present a powerful formula for the success of business events and we expect to continue to broaden and deepen our industry reach and look forward to a long and mutually-rewarding business relationship", said Pieter Idenburg, Chief Executive Officer of Suntec Singapore.

Suntec Singapore represents the quintessence of excellent MICE facilities through its tradition, experience and people. Its continuous and unceasing passion in fulfilling the unique needs of its individual customers has cement its standing as one of the leading convention and exhibition centres regionally and globally.

"MCI is proud to announce this alliance with Suntec Singapore. As the largest Meetings & Events company in the world it is fitting for us to partner with one of the leading venues in Asia. In a changing competitive landscape in Singapore, we believe Suntec Singapore is the ideal partner for association congresses and we look forward to working closely with Suntec to bring more events to the city," said Robin Lokerman, CEO-Institutional Division of MCI Group.

MCI, a global association, communication and event management company; creates events, incentives, congresses and exhibitions, and manages associations. It partners with brands, companies and associations in various industry sectors as well as with governments to build communities and create meaningful connections.

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About MCI Group

MCI is the foremost global Association, Communication and Event Management Company. Founded in 1987, MCI creates events, incentives, congresses and exhibitions, and manages associations. We partner with brands, companies and associations in various industry sectors as well as with governments.

MCI builds community in the healthcare, information and communication technology, luxury, energy, automotive, finance sectors, and governmental and non-governmental organisations as well as the public sector.

With 37 offices in 20 countries, we are thought-leaders in building community around brands, products and services for companies and institutions. MCI employs 800 professionals and the budget under management by year-end 2007 was 181 M€.

For more information please visit: www.mci-group.com

About Suntec Singapore

Suntec Singapore is a world-class venue located at the heart of Asia's most integrated meetings, conventions and exhibitions hub. With 100,000sqm of versatile floor space over six levels, this award-winning facility can cater to events from 10 to 20,000 persons. In addition, Suntec Singapore - Asia's Convention City offers direct access to 5,200 hotel rooms, 1,000 retail outlets, 300 restaurants, 6 museums and the region's newest centre for the performing arts, Esplanade - Theatres on the Bay. While only 20 minutes from Changi International Airport, Suntec Singapore is conveniently located adjacent to the Central Business District and just minutes from the city's entertainment and cultural attractions.

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