

Press Release



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Marina Bay Sands voted Asia's Best MICE Hotel

Double honor from CEI Asia Industry Awards 2011

Singapore (January 26, 2011) Marina Bay Sands has started the New Year on a high note, as it receives a double honor from CEI Asia Industrial Awards for its MICE and hotel facilities.

Marina Bay Sands has been named as "Asia's Best MICE Hotel" by CEI Asia, the leading MICE magazine, in an award voted directly by its regional readers. Readership is made up of leading planners and buyers of conferences, exhibitions and incentives across Asia. This heavily contested category also places our sister property Venetian Macau in third place. In addition, Marina Bay Sands has nabbed the second spot for "Asia's Best Convention and Exhibition Center" under the CEI annual awards. This is a significant accolade for an operation that will only cross its first year mark in April.

"Marina Bay Sands is thrilled with this award. This prestigious win from the region's leading MICE magazine based on votes cast by its regional readers is especially encouraging in our first year. From the beginning of our bid, we pledged to elevate Singapore's MICE industry to the next level with our extensive industry knowledge and depth of experience. This regional award bears testament to the work we're doing so far, and the promise that we represent," said Marina Bay Sands President and Chief Executive Officer, Mr. Thomas Arasi.

"We are encouraged by this win to continue to improve and to give our delegates once in a lifetime experiences everyday when they choose to do business at Marina Bay Sands. We thank all our customers for placing their trust in us, and we look forward to their continued support," said Mr Arasi.

Over 1,000 deals have been sealed so far, bringing over 600,000 participants to Sands Expo and Convention Center, the biggest meetings, incentives, conventions and exhibitions (MICE) facility in Singapore.

Offering the most flexible and unique venues in the region, Sands Expo and Convention Center is an ideal venue for many corporate planners. October and November 2010 are two record months for Marina Bay Sands, where the conference space on Level 4 and Level 5 was sold out for several weeks in a row. Its performance continued to be strong through this month, with large conference groups taking up space in the meeting rooms and extending their business conversations over cocktail receptions at the Sands SkyPark.

Marina Bay Sands has also demonstrated its ability to host new and prestigious shows. Recent examples include *Art Stage Singapore*, which has been described as having an exceptional start with its stellar cast of several top artists and art collectors. One of the most dazzling entertainment events of the year – the *Zee Cine Awards 2011* - also brought the best and brightest stars from Bollywood to converge here for a star-studded celebration on 14 January.

Other shows include UFI, the Global Association of Exhibition Industry that promotes the trade fair industry worldwide, returned to Singapore after 16 years aboard. *77th UFI Congress*, which was held at Marina Bay Sands Convention Center from 10-13 November 2010, drew a record breaking attendance.

To meet the needs of our business clients, Marina Bay Sands has recently introduced new services such as concierge desks at Sands Expo and Convention Center. The first one has been launched at Level 4, and three more will be added this year. The concierge desk allows MICE delegates to purchase parking tickets that allow them to enjoy the lowest parking rate for a MICE facility in Singapore (i.e. flat rate of \$6 from 7am – 7pm, weekdays). More of such value-added services will be rolled out for MICE delegates in the coming months as Marina Bay Sands continues to build on the accolades that it has won this year.

Other upcoming exciting events to be held at Marina Bay Sands include:

Offshore Asia 2011 (29 – 31 March 2011)

For the very first time, Offshore Asia, Asia's premier conference for offshore technology, will be holding its 6th conference in Singapore. Offshore Asia 2011 will be held at Marina Bay Sands on 29 – 31 March 2011. The comprehensive exhibition covers all aspects of offshore technology and subsea applications, demonstrating the latest technology and foremost business ideas shaping the future of the industry.

Hospitality Architecture + Design Expo (31 May – 2 June 2011)

The Hospitality Architecture + Design Expo (HA+D Expo) is comprised of a quality trade show, exhibition and conference that focus specifically on the needs of hospitality project designers and developers in Asia-Pacific.

CommunicAsia (21 June - 24 June 2011)

CommunicAsia, Asia's top business event for the global Infocomm and digital media industries will return to Singapore at Marina Bay Sands from 21 to 24 June this year. A focal venue for business leaders, government officials and trade professionals from around the world to congregate for networking, exchange ideas and grow their business, CommunicAsia2011 will showcase a wide range of prevalent and emerging products and technologies, and impart the latest industry insights and updates through interactive, in-depth sessions with industry luminaries.

Other trade shows that Marina Bay Sands brought or is bringing to Singapore for the first time include:

- Art Stage Singapore 2011
- IFAI Expo Asia 2011
- Cruise Shipping Asia 2011
- PAIA 2011
- Art Stage Singapore 2012

Repeating shows at Marina Bay Sands include:

- Hospital Build 2011
- Franchising and Licensing Asia 2011
- Singapore International Jewellery Show 2011
- Singapore International Jewellery Show 2012
- Singapore Gift & Stationery Show 2011
- Singapore Gift & Stationery Show 2012
- Aesthetics Asia 2011
- iProperty.com International Expo March 2011; iProperty.com International Expo October 2011
- Dye+Chem Asia 2012 International Expo

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino, Paiza Club for premium players and an outdoor event plaza. Its two theaters showcase a range of leading entertainment acts and will include our resident performance, "The Lion King". Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which will play host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com.