

The Game Changer

CREATING TRANSFORMATIVE EXPERIENCES AT MARINA BAY SANDS

SEPTEMBER 2014

MARINA BAY SANDS CONCLUDES SECOND ANNUAL EPICUREAN MARKET



Marina Bay Sands held its second annual food and wine fair, Epicurean Market 2014, at the Sands Expo® and Convention Centre from 12 to 14 September, to much fanfare among food aficionados. Set against a sophisticated indoor picnic theme, the three-day multi-sensory gourmet celebration captured the hearts of more than 11,000 visitors with signature dishes by acclaimed chefs and products by more than 65 leading brands.

Spanning close to 9,000 square metres, the market featured close to 80 booths and 35 masterclasses. The bustling marketplace was also transformed into a snazzy party by night as guests hopped from one pavilion to another, sipping on cocktails while grooving to beats spun by KU DÉ TA deejays.

Fresh produce such as berries, summer and winter fruits, were flown in only on the eve of the event to ensure optimal freshness at the modern farmer's market operated by Fresh Trust. Behind the scenes was the Marina Bay Sands MICE team delivering yet another exceptional event. More than 30 new portable sinks were fitted alongside each cooking station, while additional seats and cocktail rounds were added for the weekend due to a strong response from the public.

Participating in Epicurean Market for the first time were renowned chefs David Thompson from Long Chim and David Myers, who offered foodies with sneak previews of their upcoming Thai and Californian cuisine respectively. Together with Gordon Ramsay's new Bread Street Kitchen opening next year, the three upcoming restaurants promise to enhance the culinary repertoire at Marina Bay Sands.

In line with the integrated resort's strong focus on sustainability, the RISE booth gave away packets of chili seeds for guests to grow their little garden at home. Paper, plastic and food waste were segregated for proper recycling and processing at the end of the event.

UPCOMING EVENTS IN Q4 2014

Come 29 to 31 October, Marina Bay Sands will play host to ITB Asia 2014 as the Official Hotel Partner from 2014 to 2016. Through this strategic three-year partnership, Marina Bay Sands will host international buyers, opening receptions, VIP C-suite lunches, as well as offer free Wi-Fi to all delegates. This year's event also aims to reduce its total carbon footprint by minimising food wastage and recycling meeting materials such as pens and brochures.

Other significant shows taking place in Q4 include the Milan Image Art & Design Fair (24-26 Oct), which aims to bring artists, art lovers and photography enthusiasts together to share and exchange ideas. Featuring artists from Cambodia, Myanmar and Vietnam, the fair will occupy 3,500 square metres at the Sands Expo and Convention Centre. The World Architecture Festival will also return to Marina Bay Sands from 30 September to 3 October 2014.

CASE STUDY: FANTASIA BY ESCRIBA 2014



Fantasia by Escriba made its debut at the Sands Expo and Convention Centre at Marina Bay Sands from 21 to 24 August. The four-day event drew over 12,000 visitors. Founded by acclaimed pastry chefs Christian Escriba and Patricia Schmidt, the world's first confectionery theatre extravaganza featured dazzling theatrical showcases, incredible confectionary masterpieces and an array of delectable treats.

Spanning across 8,000 square metres of space and divided into eight pavilions, Fantasia brought visitors on a magical journey. The exhibition opened with the World's Tallest Chocolate Fountain which stood at a height of 8.5 metres - more than twice the height of a double-decker bus.

The 'Nature' pavilion was populated by life-sized safari animals in a jungle-like setting while 'The Royal Cake' theatre entertained visitors with a host of lavish theatrical performances created by Comedians, one of Europe's most prestigious theatre groups. The 'History Wall' allowed visitors to learn more about Escriba's 108-year-old heritage, while the final pavilion transported visitors to Barcelona, with life-size replicas of the original Pasteleria Escriba, a world heritage site built in 1820, and the famous La Ramblas arcade.

Not forgetting to give back to the community, organiser Escriba Events Pte Ltd treated a group of beneficiaries from charities under ComChest to delectable chocolates, caramel strawberries and more. Escriba Asia also donated all unsold food at the end of the event to Food Bank Singapore, for distribution to the less fortunate.



IT'S EASY MEETING GREEN

As the first MICE facility in Southeast Asia to achieve the ISO 20121 Sustainable Events Management System certification, and recipient of the EarthCheck Silver Certification, Marina Bay Sands is an environmentally responsible player not only as a property, but also towards its stakeholders.

Being an ISO 20121 certified property simply means all meetings are green to begin with. With green meetings being an opt-out standard now, Marina Bay Sands is well-equipped with the resources and knowledge to go one step further to meet clients' specific green goals, such as providing solutions for a carbon-offset meeting, or opportunities to give back to the community through volunteering programmes.

One of the ways in which the integrated resort value adds and markets its Sands ECO360° Meetings Programme among MICE planners is through targeted meeting packages such as the newly launched "It's Easy Meeting Green" meet & stay packages. From now until 31 December 2014, groups enjoy exclusive rates for meeting packages customised by the integrated resort's green concierges from just S\$375+* per person. For more information, please email Up@marinabaysands.com or call +65 6688 8815.

TESTIMONIALS FROM CLIENTS:

"The Marina Bay Sands MICE Team has been extremely supportive and accommodating in helping the Build Eco Xpo (BEX) Asia 2014 and International Green Building Conference (IGBC) 2014 achieve their sustainable event objectives. It has been a wonderful experience working alongside the team who attended to our requests promptly and professionally. BEX Asia 2014 and IGBC 2014 saw international exhibitors, visitors, delegates and media from across the globe, and the show was an extensive project not only in terms of its audience numbers but also in terms of exhibitor showcase and set-up. The MICE team played a crucial role in facilitating logistical arrangements and proved to be an integral part of us in achieving great success at BEX Asia/IGBC 2014. Marina Bay Sands is certainly the ideal location for BEX Asia/IGBC with its comprehensive one-stop event solutions and services, including meeting our technical needs, e.g. AV equipment. Without the strong support from the team, BEX Asia/IGBC would not have achieved such great success."

Louise Chua, Business Development Director and Project Director, Reed Exhibitions
Build Eco Xpo (BEX) Asia 2014, 1-3 September 2014

"Fantasia by Escriba 2014 was a world's first and largest culinary entertainment show. It was a monumentally complex show to deliver plus we had an extremely challenging timeline to set up. The show would have been impossible to deliver without the thoroughly professional support we received from every Marina Bay Sands department involved. We look forward to putting our shows on at Marina Bay Sands again"

Lui Khang, Executive Director, Escriba Events Pte Ltd
Fantasia by Escriba 2014, 21-24 August 2014

MARINA BAY SANDS WEDDINGS ON THE BAY WORKSHOP 2014



Date and time: 2 November 2014 (Sunday), 11am – 5pm

Venue: Sands Expo and Convention Centre, Level 4, Melati Main Ballroom

Program: High tea and wedding consultation

Come 2 November, Marina Bay Sands will be organising 'Weddings on the Bay Workshop 2014' at the Sands Expo and Convention Centre from 11am to 5pm. Upon registration, guests will receive a free consultation with our wedding specialists and preview a showcase of décor and weddings. Couples who sign up for 2015 lunch and dinner wedding packages on the day of the workshop will enjoy exclusive early privileges. Admission is free upon registration. Interested couples can register for the workshop on www.marinabaysands.com/weddings, call +65 6688 3138 or email celebrations@marinabaysands.com.

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