

The Game Changer

CREATING TRANSFORMATIVE EXPERIENCES AT MARINA BAY SANDS

MARCH 2014

MARINA BAY SANDS TAKES THE LEAD IN SUSTAINABLE EVENT PLANNING



SEMS 607590

At Marina Bay Sands®, going green is more than just a concept. It is a way of life that has been ingrained in the integrated resort (IR)'s DNA from the very beginning. With a strong sustainability vision in place, the Sands ECO360° programme drives the stewardship of Marina Bay Sands' responsible operations in the areas of green building, environmentally responsible operations, green meetings, as well as sustainability education and outreach.

To date, these sustainability efforts have earned Marina Bay Sands significant accolades including the recent ISO 20121 Sustainable Events Management System certification in February 2014. The IR became the first MICE facility in Southeast Asia to obtain this global standard in the area of sustainability. More importantly, this certification is a testament to the property's long-term commitment to sustainable operations and responsible event planning.

As Marina Bay Sands moves into its fourth year of operations, the company is taking more long-term, active steps to ensure it remains at the forefront of the industry. In addition to helping clients meet their sustainability goals, the IR also engages the local community and works with like-minded organisations to spread the message of environmental protection.

Marina Bay Sands Herb Garden and Sands ECO360° Merchandise

After six months of experimentation and harvesting, Marina Bay Sands has succeeded in creating its own herb garden, which complements the IR's sustainable purchasing policy. In addition to procuring fresh produce and ingredients locally and from neighbouring countries, the herb garden further reduces the property's overall food miles and carbon footprint.



Measuring 170 square metres with close to 50 different types of herbs such as basil, thyme, mint and oregano, the herb garden also allows Marina Bay Sands to supply high quality produce to all its Celebrity Chef Restaurants, RISE® and in-room dining.

Marina Bay Sands also unveiled a line of Sands ECO360° merchandise made from organic, recycled, and sustainable materials. The 'Go Green' collection includes products such as T-shirts, coasters, mugs and bookmarks, and is available for purchase at The Gift Shop located at Hotel Lobby Tower 2.

UPCOMING NEW-TO-SINGAPORE SHOWS

Marina Bay Sands kicked off 2014 with a successful installation of the fourth edition of Art Stage Singapore as well as two new-to-Singapore shows: Maison&Objet Asia 2014 and Black Hat Asia 2014.

More exciting events underway in Q2 of 2014 include OPPLive Asia 2014 (23 – 24 Apr), a new-to-Singapore conference that will gather the top names in the international property industry since 2005, and World Rubber Summit 2014 (19 – 21 May), a new-to-Asia exclusive summit for the global rubber community to discuss major trends and debate fundamental issues shaping the future of global rubber industry. Another returning show to look out for this quarter is the Tax Free World Association (TFWA) Asia Pacific Exhibition & Conference 2014, which will see the entire duty free, travel retail and airport services community together at one location to cultivate business networks and share knowledge.



Marina Bay Sands is the proud recipient of 176 awards, including:

- 'ISO 20121 Sustainable Events Management System' awarded by BSI Hong Kong as part of its ISO 20121 Sustainable Events Management System certification
- 'Best Shopping Centre Award – The Shoppes at Marina Bay Sands' in *Singapore Tatler's Best of Singapore 2014*
- 'Best Museums Awards – ArtScience Museum' in *Singapore Tatler's Best of Singapore 2014*
- 'Best Spas Award – Banyan Tree Spa Marina Bay Sands' in *Singapore Tatler's Best of Singapore 2014*
- 'Forbes Travel Guide Recommended Hotels' in *Forbes Travel Guide 2014 Global Star Rating Award*

**As of March 2014*

TESTIMONIALS FROM CLIENTS:

"A successful and beautiful partnership requires strong vision and synergies from both sides. Art Stage Singapore and Marina Bay Sands have been offering incomparable quality experiences to our guests from around the world. We have become one of the destinations for all these globetrotters."

Lorenzo Rudolf, Fair Director, Art Stage Singapore
Art Stage Singapore, January 2014

"Organising a new event in Singapore when you are based in Paris is not an easy job. Staff and management from Marina Bay Sands have been key in the success of the event as they really helped us and worked closely with our team as a real partner. They always tried to find solutions especially for an event like Maison&Objet which required a high level of detail and attention due to the high-end positioning of the show and the high expectations from our customers. With Marina Bay Sands, we are clearly confident that our event can grow and that we can deliver strong and quality service to our customers."

Philippe Brocart, Filiale des Ateliers d'Art de France et de Reed Expositions France
Maison et Objet, March 2014

"We would like to commend Marina Bay Sands for the excellent service provided during our annual dinner held at the Orchid Ballroom. We were impressed by the level of service and would also like to commend the chefs for the outstanding standard of food for such a large number of guests. We are now planning our annual dinner 2014 and will definitely consider Marina Bay Sands for our next event."

Singapore Manual & Mercantile Workers' Union (SMMWU) Annual Dinner, December, 2013

CASE STUDY: ART STAGE SINGAPORE 2014



Held at Sands Expo and Convention Centre at Marina Bay Sands for the fourth time since its debut in 2011, leading Asian art fair Art Stage Singapore presented over 150 galleries from Asian and Western countries showcasing the best contemporary art Asia has to offer. Spanning three halls at Sands Expo and Convention Centre, the five day event held from 15 – 19 January saw a total attendance of 45,700, a 12% increase from last year's 40,500 visitors.

This year, Marina Bay Sands took its partnership with Art Stage to the next level by being the official hotel partner. The integrated resort offered delegates an all-encompassing experience with its extensive business and leisure offerings all conveniently located under one roof. VIP delegates were also invited to Celebrity Chef Restaurant Sky on 57®, the Official Offsite VIP lounge during Art Stage 2014. A VVIP cocktail event was also held at ArtScience Museum™ where guests were taken on a private guided tour of *Essential Eames: A Herman Miller Exhibition*.