

# The Game Changer

CREATING TRANSFORMATIVE EXPERIENCES AT MARINA BAY SANDS

JANUARY 2015

## MARINA BAY SANDS CONCLUDES THE FIRST CARBON-NEUTRAL ITB ASIA, SHRINKS CARBON FOOTPRINT BY 34%

Marina Bay Sands supported Messe Berlin (Singapore) in staging *ITB Asia's* first-ever carbon neutral event in its seven-year history. Held from 29 to 31 October 2014, the premier trade show for the Asia Pacific travel industry attracted 9,650 attendees from 108 countries across three days.

Under the guidance of the integrated resort's team of sustainability experts, the organiser reduced its overall carbon footprint by 34 per cent to 262 tonnes, surpassing its original aim of a 5 per cent reduction. The total amount of electricity consumed over the three-day event also saw a significant decrease of 34.5 per cent from 2012.

In all, 2.6 tonnes of brochures were also collected and recycled at the end of the event. The nature of such a recycling drive is a first for *ITB Asia*, as well as Marina Bay Sands, an ISO 20121 certified venue host.



The total carbon footprint resulting from the three-day event will be offset entirely through the investment of carbon credits into two regional climate change mitigation projects in Malaysia and Indonesia.



Mr. Benny Zin, Chief Operating Officer and Vice President of Conventions & Exhibitions, Marina Bay Sands, addressing invited guests at the *ITB Asia 2014 Official Opening Party*



Dr Christian Göke, CEO, Messe Berlin GmbH and Mr. Mike Lee, Vice President of Sales, Marina Bay Sands, at a VIP Guided Tour at *ITB Asia 2014*

*"With its all-in-one value proposition, including luxurious accommodation for attendees, world-class conferencing facilities and unparalleled leisure offerings, Marina Bay Sands is undoubtedly the ideal location for *ITB Asia*. The venue has provided us with an optimal business environment for our delegates and the team has been very efficient, responsive and accommodating with our requests. We have forged a great working relationship comprising a winning team, show format and location. It has certainly been a wonderful experience working with the Marina Bay Sands team this year, and we look forward to more years of excellence ahead."*

**Katrina Leung, Executive Director, *ITB Asia*  
*ITB Asia 2014, 29-30 October 2014***

## MARINA BAY SANDS SCORES A HAT TRICK AT CEI ASIA INDUSTRY SURVEY 2015



Marina Bay Sands rounds up 2014 with three accolades at the annual CEI Asia Industry Survey 2015, as it emerged first for 'Best Resort Hotel', second for 'Best City Hotel', and third for 'Best Venue Team'. Voted by readers, this annual industry survey gathers insights on what event organisers and buyers across Asia Pacific regard as top choices in destinations, hotels, bureaus and many more for business events.

## INTEGRATED RESORT TO HOST FLAGSHIP CONFERENCES IN 2015

With the conclusion of over 2,500 events in 2014, Marina Bay Sands is set to unravel an even more exciting 2015. The integrated resort will be hosting three of the largest flagship conferences in Singapore, including the *Forever Living Global Rally* (16-27 April 2015), *Jeunesse Global Expo Unite Annual World Conference* (8-13 September 2015) and *Oriflame Diamond Conference* (19-31 October 2015). For the first time since 2003, *SIBOS* (12-15 October 2015), the world's premier financial

services event, will return to Singapore to stage its 2015 edition at the Sands Expo and Convention Centre. Organised by SWIFT, the global provider of secure financial messaging services, *SIBOS* will gather some 7,000 industry experts and leaders from financial institutions and multinational corporations to exhibit, exchange and network.

In December 2015, the integrated resort will also provide 1,500 hotel rooms to host 3,300 athletes and officials for the 2015 ASEAN Para Games as the Official Games Village. Marina Bay Sands will also provide two conference halls for the athletes' social activities, meeting rooms as well as spaces for an array of fringe activities.

## UPCOMING EVENTS IN Q1 2015

*Art Stage Singapore*, the most celebrated art fair in Asia, will return to the Sands Expo and Convention Centre next month with its fifth edition. Held from 22 to 25 January 2015, the flagship art fair of Southeast Asia will feature 130 galleries from 29 countries. *Art Stage Singapore 2015* is a key event of the inaugural Singapore Art Week, along with the highly anticipated Prudential Singapore Eye which will be held at ArtScience Museum from 17 January 2015.

Other significant and returning tradeshows include *Maison et Objet Asia* (10-13 March 2015), the *World Retail Congress* (16-25 March 2015), *Medlab Asia Pacific* (18-20 March 2015), and the *Singapore International Coin Show* (27-29 March 2015).



## TESTIMONIALS FROM CLIENTS:

*"The second Responsible Business Forum on Sustainable Development was recognised as one of the world's greenest and most sustainably-produced events in 2013, largely due to the industry leading commitment of our host venue and sustainability partner, Marina Bay Sands. For our latest event in 2014, Marina Bay Sands helped us to raise the sustainability bar even higher in many ways including real-time energy use displayed throughout the venue, a sustainable seafood meal for our dinner and further reduced food waste."*

**Tony Gourlay, Chief Executive of Global Initiatives Responsible Business Forum on Sustainable Development, 24-26 November 2014**

*"With the extensive range of exhibits at furniPRO Asia, the event would have been impossible to deliver without the professional support we received from the Marina Bay Sands MICE Team. On behalf of the organising team, I would like to extend my heartfelt thanks to Jun and his team for being so responsive and supportive to ensure that the event ran smoothly."*

**Mathias Kuepper, General Manager, Exhibitions & Conferences, Koelnmesse Pte Ltd furniPRO Asia, 5-8 November 2014**



## EXTENDED: "IT'S EASY MEETING GREEN" MEET & STAY PACKAGE

One of the ways in which Marina Bay Sands value-adds and markets its Sands ECO360° Meetings Programme among MICE planners is through targeted meeting incentives such as the "It's Easy Meeting Green" meet and stay package. From now until 31 March 2015 (with a stay period through to 31 December 2015), groups enjoy exclusive rates with an array of meeting packages from just S\$375\*\* per person.



The customised Sands ECO360° Meetings Programme caters for a high impact meeting while ensuring low environmental footprint. Green initiatives include:

- Complimentary bespoke green meeting concierge service
- Complimentary use of Sands ECO360° meeting room
- One night's stay in a deluxe room per guest
- Harvest Menu working lunch option
- On-site Corporate Social Responsibility programmes for attendees
- Sands ECO360° event impact statement, and more

For more information, please call +65 6688 3000 or email [Sales@MarinaBaySands.com](mailto:Sales@MarinaBaySands.com), or visit [www.MarinaBaySands.com/MICE](http://www.MarinaBaySands.com/MICE).