

The Game Changer

CREATING TRANSFORMATIVE EXPERIENCES AT MARINA BAY SANDS

JUNE 2015

MARINA BAY SANDS CHARTS STRONG MOMENTUM IN GREEN MEETINGS



Today, green meetings are more than just the wave of the future. Meeting planners are beginning to make an impact with their events by reinforcing sustainable business practices and observing green meeting standards. As a leader in global hospitality and sustainable meetings, Marina Bay Sands is always looking at ways to help clients achieve their green goals in an accessible manner.

In addition to its conservation projects, Marina Bay Sands also has in place an extensive waste management strategy, including food waste diversion, to reduce its environmental impact. In 2014, more than 330,000kg of food waste property-wide was diverted – a 300% increase from 2013.



In May 2015, Marina Bay Sands won the IMEX GMIC (Green Meeting Industry Council) Green Supplier Award in Frankfurt. The Green Supplier Award recognises a meeting supplier, such as a hotel, convention centre or convention and visitor bureau, that has made significant advancements in reducing environmental impact.

This accolade comes on the back of the integrated resort's 2015 UFI Sustainable Development Award in April this year. Marina Bay Sands is one of the two winners to win the annual Sustainable Development Award competition for 2015, organised by UFI, the Global Association of the Exhibition Industry.

To date, Marina Bay Sands has rolled out more than 300 projects covering energy, water, waste and sustainable procurement, of which 31 energy savings projects resulted in an estimated S\$13 million worth in savings. The integrated resort's sustainability efforts have resulted in a 9% reduction in energy consumption and an increased waste diversion rate of 28%, from 7% three years ago.

EXCITING ADDITIONS TO STELLAR CAST OF CELEBRITY CHEF RESTAURANTS

With the opening of Gordon Ramsay's Bread Street Kitchen and upcoming restaurant Spago by Wolfgang Puck, meeting planners now have more reasons to incorporate a celebrity chef dine-around programme in their itinerary.

Marina Bay Sands recently celebrated the opening of **Bread Street Kitchen** by internationally-renowned chef Gordon Ramsay. Modelled after its successful London counterpart, the restaurant is set in an industrial warehouse-design, reminiscent of the vibrant and bustling scenes in London. It serves an extensive British European menu and a creative mix of cocktails. Spread over two levels, the 149-seater restaurant and bar also features a private dining room – perfect for holding intimate group dinners and networking sessions.

Soon to debut in Asia at Marina Bay Sands this year is **Spago by Wolfgang Puck** – the flagship of renowned celebrity chef Wolfgang Puck's global empire. Spago is Puck's second establishment after CUT, and will be located 57 storeys above ground on the majestic Sands SkyPark Tower 2. The restaurant, overlooking the iconic infinity pool, will feature indoor and alfresco seating while serving Californian cuisine with global accents.

HIGHLIGHTS FROM Q2:

SANDS EXPO HOSTS RECORD-BREAKING ATTENDANCE AND ITS BIGGEST CORPORATE INCENTIVE EVENT TO DATE



More than 7,000 delegates from all corners of the world – including Africa, Japan, Korea, Nigeria and Mongolia – descended on Marina Bay Sands from 19 to 27 April, in a colourful and spirited gathering that marked the integrated resort's biggest corporate event in a single congregation held to date. They represented the cream of the crop of multi-level marketing company Forever Living, and were all in Singapore for the incentive trip of their lifetime.

Held over 10,000 square metres of space at the Sands Expo® and Convention Centre, the annual **Forever Living Global Rally** saw 7,000 attendees participate in workshops, networking sessions and company rallies over nine days. The integrated resort also worked closely with the organiser on a slew of red carpet treatment for delegates, including retail and dining offers across property.

One of the highlights at the Global Rally was a charity meal packing activity – a unique corporate social responsibility initiative in partnership with Marina Bay Sands. For the first time in its history, the Global Rally partners “Stop Hunger Now” to give back by packing more than 285,000 meals for the underprivileged. These meals will be delivered to International Care Ministries in Philippines and Feed the Hungry in Cambodia, as part of the 2015 World Hunger Week.

Another key event held in Q2 was the inaugural **Interpol World 2015**. Held from 14 to 16 April, the first-to-Asia conference saw close to 8,000 government leaders, security professionals and researchers gather to discuss strategies for developing security solutions. National groups from Austria, France, Israel, Malaysia, Netherlands, Singapore and USA also showcased their countries' best technological solutions during the three-day event, which took over five halls on basement 2 and level 1 of Sands Expo – a total of 20,500 square metres.

Held in conjunction with Interpol World 2015 was the 22nd Asian Regional Conference 2015 at level 3 of Sands Expo, attended by senior law enforcement officials from across Asia Pacific. Due to the nature of both events, Marina Bay Sands worked closely with the event organiser to deploy additional security around the perimeters of the ballrooms.

In May, **Tax Free World Association (TFWA) Asia Pacific Exhibition & Conference** returned to Marina Bay Sands for the third consecutive year with a record breaking attendance from visitors and exhibitors, making it the biggest TFWA Asia Pacific in the last 20 years. More than 2,600 people visited the show over the five-day event, which also included a Tai Chi session on Sands SkyPark at Marina Bay Sands. The exhibition & conference is set to return to the Sands Expo and Convention Centre next year, 8 to 12 May 2016.

Other recent events include **CommunicAsia 2015** from 2 to 5 June, which spanned all five levels of the convention centre with more than 1,800 exhibitors from 56 countries, as well as 35 international pavilions from China, Norway, Romania, South Korea and Vietnam. Taking place as soon as CommunicAsia ended was the **28th Southeast Asian (SEA) Games**, and Marina Bay Sands was proud to be one of the hotels to host the historic event.

UPCOMING EVENTS IN Q3

The Sands Expo and Convention Centre will see the **Singapore International Jewellery Expo** (2 to 5 July) return next month, with 180 exhibitors from more than 20 countries. Organised by Singpex Pte Ltd, the 3rd **World Stamp Exhibition** (14 to 19 August) is a travelling exhibition that brings together exhibits from award-winning stamp collections worldwide. **Build Eco Xpo (BEX) Asia** (2 to 4 September) will also return during the Singapore Green Building Week 2015, with an expected attendance of 11,500 visitors from Southeast Asia.

Marina Bay Sands' annual food and wine extravaganza **Epicurean Market** (14 to 16 August) will return for the third consecutive year with a brand new After Party concept. From 9pm to 1am on 14 and 15 August, the marketplace will transform into a night spot for guests to party amidst live DJ music and cocktails. Spanning three expo halls at the Sands Expo, Epicurean Market will showcase the culinary talent of nine Celebrity Chef Restaurants as well as participating restaurants from The Shoppes at Marina Bay Sands®. A S\$28 three-day pass includes access to the after parties and an exciting line-up of master classes by chefs and mixologists.

TESTIMONIALS:

“Once again, our valued partner – Marina Bay Sands – helped ensure another very successful TFWA Asia Pacific Exhibition & Conference in 2015. We enjoy a very close working relationship with the team at MBS who once again worked incredibly hard to provide us with an efficient and professional service from build-up to break-down, facilities of the highest quality and always with great courtesy. Each year the event increases in size and expectation and every time, MBS meets our most exacting standards. This is vital for an exhibition which attracts not only senior executives from Asia, but throughout Europe, the Middle East, Africa and the Americas – all representing major duty free & travel retail operators and retailers along with many world leading international brands.”

Cécile Lamotte
Marketing Director, Tax Free World Association
TFWA Asia Pacific Conference and Exhibition,
10-14 May, 2015

“We are delighted to have chosen MBS as the venue for the inaugural INTERPOL World Exhibition and Congress. The venue catered to the diversified and exacting requirements of this important event, thus providing a world-class experience for all our guests, home and abroad.”

Jack Chia
Executive Director, MP International / Event Manager of
INTERPOL World
INTERPOL World, 14-16 April 2015



“Marina Bay Sands has, once again, provided us with impeccable service during CommunicAsia, EnterpriseIT and BroadcastAsia 2015. All were quick to respond and effective in catering not only to our needs, but also to our participants’ as well. We appreciate our partnership with Marina Bay Sands and would like to thank everyone for their contributions in making CommunicAsia2015, BroadcastAsia2015 and EnterpriseIT2015 an enriching and fulfilling experience for all.”

Lindy Wee
Chief Executive, Singapore Exhibition Services
CommunicAsia 2015, EnterpriseIT2015 and
BroadcastAsia 2015, 2-5 June 2015

NEW: IT'S EASY MEETING GREEN MEET & STAY PACKAGE

From now to 31 December 2015 (with a stay period through to 31 December 2016), groups enjoy exclusive rates with Marina Bay Sands’ targeted meeting incentive initiatives, such as the “It’s Easy Meeting Green” meet and stay package. From just S\$394⁺⁺ per person, the customised Sands ECO360° Meetings Programme caters for a high impact meeting while ensuring a holistic green meeting experience for guests along the themes of Meet, Dine, Stay and Revitalise. The package includes:



Meet:

- Complimentary bespoke green meeting concierge service
- Complimentary use of Sands ECO360° meeting amenities and event secretariat office with refreshments
- Complimentary internet access at meeting venue for both organiser and attendees
- On-site customisable Corporate Social Responsibility programmes for attendees
- Sands ECO360° post-event impact statement, and more

Dine:

- Customisable Harvest Menu working lunch and two coffee breaks at meeting venue offering sustainable and healthy food options

Stay:

- One night’s stay in a deluxe room per guest
- Complimentary in-room internet access
- Exclusive group express check-in and check-out service

Revitalise:

- Access to infinity pool and observation deck at Sands SkyPark
- Access Banyan Tree Fitness Club, located on Level 55 of Marina Bay Sands Hotel

For more information, please call +65 6688 3000 or email Sales@MarinaBaySands.com, or visit www.MarinaBaySands.com/MICE.

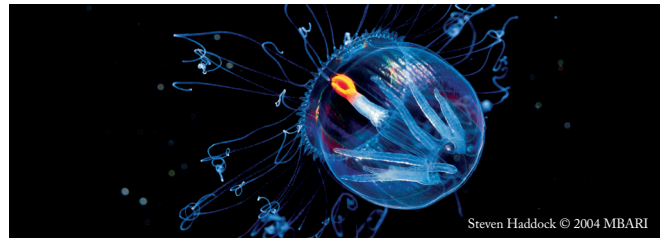
Terms and conditions apply

1. A minimum of 20 persons & 10 hotel rooms is required for the package
2. All rates are subject to service charge and prevailing government taxes.
3. Meeting Package is applicable for events booked by 31 December 2015 and hosted by 31 December 2016

NEW: MUSEUM EXHIBITIONS



DreamWorks Animation: The Exhibition has opened at ArtScience Museum at Marina Bay Sands. Showing for the first time in Asia, the exhibition tells the stories behind two decades of Dreamworks movies, using sketches, storyboards, models, masks and other objects from the films. The show has 400 displays and is divided into three sections – Character, Story and World. The exhibition runs until September at ArtScience Museum™.



Also showing at ArtScience Museum is *The Deep*, a first-of-its-kind exhibition in Southeast Asia that features over 40 stunning, rarely seen and sometimes strange-looking deep-sea creatures. Set in a pitch-black environment, the exhibition allows visitors to experience what it is like to view the creatures in their 'natural habitat'. The exhibition runs until October.

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