

THE GAME CHANGER ***Creating Transformative Experiences*** ***at Marina Bay Sands***

Following a stellar closure to 2015 with over 3,100 events and close to 1.2 million meeting attendees, Marina Bay Sands continues to drive the Republic's Meetings, Incentives, Conferences, and Events (MICE) market this year with a roster of returning multi-year shows, as well as new-to-Singapore events. The Sands Expo & Convention Centre – which was also named “Best Business Event Venue of the Year” by the Singapore Tourism Board in 2015 – concluded a thriving first quarter with returning art and design fairs such as Art Stage Singapore 2016 and Maison & Objet Asia 2016, as well as Asia Pacific Maritime 2016 and Black Hat Asia 2016.

Marina Bay Sands also crossed another milestone in March with the opening of its new landmark permanent exhibition at ArtScience Museum. Co-curated with Japanese group teamLab, *FUTURE WORLD* is Singapore's biggest digital art gallery spanning 1,500 square metres. The multisensory interactive exhibition features 15 digital art installations that come to life through cutting-edge science and technology.

Read on to find out how Marina Bay Sands teams up with the International Cycling Executives Association to connect cycling enthusiasts, and how corporate meeting planners are taking up unique venues across the property to create unforgettable meeting experiences.

Case Study: Maison Et Object ***Asia (8-11 March)***



Image Courtesy of M&O ASIA / AMARANTHINE PHOTOS

International design and décor trade show Maison et Objet Asia (M&O Asia) closed its third edition this year with more than 7,200 professionals and industry-makers in attendance over four days.

The event partner and flagship event of the 2016 Singapore Design Week served as a platform for the region's design community and investors to network and collaborate.

The flexibility and versatility of Marina Bay Sands were key considerations for the organiser of M&O Asia. This year's show comprised of a curated exhibition featuring 180 brands, an Interior Design & Lifestyle summit, and an award showcase – all spread over 9,000 square metres of highly configurable floor space at the Sands

Expo. Marina Bay Sands' first-class offerings and delivery standards were also befitting of M&O Asia's high-end visitor profile comprising hoteliers, property developers, interior designers and architects.

Philippe Brocart, Managing Director of M&O, said, "We were looking for a high-end convention centre with hotel facilities for our exhibitors and visitors, and I think Marina Bay Sands is the right place if you want to do high-end exhibitions and events."

Since its 2014 debut in Singapore at the Sands Expo, M&O Asia has been synonymous with Marina Bay Sands in raising the profile of art and design in the region. Brocart said, "We have a very strong relationship with Marina Bay Sands. They really understand our needs and what we want to achieve. Hence, part of our success was the partnership and collaboration we have with the Marina Bay Sands team."

Celebrity Chef Restaurants add more Stars Under the Belt



Waku Ghin by Tetsuya Wakuda ranks 6th on Asia's 50 Best Restaurants 2016

Marina Bay Sands continues to chart new records in the first quarter. Celebrity chef restaurant Sky on 57 was named "Best Business Lunch" in the Best of the Best Awards 2015 by Robb Report Singapore, while David Thompson's Long Chim Singapore was named "Best New Restaurant".

Renowned for his authority in Thai cuisine, Chef Thompson also won the "Lifetime Achievement Award" at the 2016 Asia's 50 Best Restaurants, while Waku Ghin by Tetsuya Wakuda ranked 6th to mark its fourth consecutive win in this annual ranking.

Celebrity chef restaurants Waku Ghin, Osteria Mozza, and CUT by Wolfgang Puck were also named the top restaurants in Singapore for the second consecutive year in the prestigious Forbes Travel Guide 2016.



Club55 Located at Marina Bay Sands Hotel Tower 2, Level 55

Creative culinary concepts for meeting planners

Whether it's a dinner for 5,000 guests, or an intimate get-together for 50, Marina Bay Sands' Food and Beverage team is well-equipped to deliver an unforgettable culinary experience with flair.

The team has moved beyond offering basic banquet options to create a more engaging and bespoke dining experience. Clients can tailor-make their dining experience, from celebrity chef menus, to themed dinners, and choose from over 100 sustainable food options. MICE customers can also choose to host their networking events over celebrity chef dine-arounds where guests can taste multiple award-winning flavours in a single night, or commission a celebrity chef to create a menu for a sit-down dinner.

Intimate evenings at Club55

Evening networking sessions will never be the same again at Marina Bay Sands. Delegates can enjoy stunning views of the city skyline and Gardens by the Bay at the magnificent Club55, an executive lounge located 55 levels above ground. Meeting planners can choose between a sit-down dinner, butler-passed canapés, or a buffet-style meal. The entire restaurant and lounge can host up to 200 people standing over cocktail rounds, and 135 people for a seated buffet dinner.

Creating Unique Experiences



Gordon Ramsay leads a cycling clinic around Marina Bay

ICE cycling clinics

Following a successful inaugural cycling event in November last year, Marina Bay Sands has once again teamed up with the International Cycling Executives Association (ICE) to organise a series of cycling outings around the picturesque Marina Bay throughout 2016.

This innovative collaboration with ICE provides industry leaders with the opportunity to exchange ideas and network with other like-minded C-suite professionals.



Bread Street Kitchen

by Gordon Ramsay unveils new breakfast menu

Each cycling clinic spans up to 35 km for groups of 40 to 50 participants, including a celebrity cyclist. Past celebrity cyclists in attendance include Tour de France professional Nicholas Roche, renowned chef and TV personality Gordon Ramsay, and Australian former racing cyclist Dave McKenzie.

Participants then unwind over a healthy breakfast at Bread Street Kitchen located along the Marina Bay waterfront. The restaurant has recently launched its weekend breakfast menu with a selection of quintessential British breakfast dishes such as The English Breakfast and the BSK Omelette.

Northstar Familiarisation Trip



Sands Expo hosts Northstar Familiarisation Trip

20 top incentive buyers from North America were in town from 14 to 18 March 2016 for a familiarisation trip organised by the Singapore Exhibition and Convention Bureau (SECB) and Northstar Meeting Group.

The trip is part of an educational outreach programme aimed at informing buyers on the latest industry, technology and airline trends. Participants also discussed the opportunities of holding an event in Singapore.

The group was whisked off upon arrival to celebrity chef restaurant Spago by Wolfgang Puck for welcome drinks before the event kicked off officially the following day with a group breakfast and educational session hosted at Marina Bay Sands.

Baker & McKenzie Asia Pacific Meeting

Multinational law firm Baker & McKenzie hosted over 600 clients and partners at Marina Bay Sands over six days from 14 to 19 March. This is the second time the firm has held its annual Asia Pacific Meeting at the Sands Expo after its debut in 2011. Delegates not only took in the spectacular luxury hotel – consuming a total of 1,950 room nights in all – they also attended over 150 meetings during the week-long event which incorporated a half-day Client Forum event and a full-day Plenary session in the Hibiscus Ballroom. More than 200 invited clients and partners also attended a cocktail reception and dinner at the foyer on Level 4 of Sands Expo, which was transformed into a multi-cultural town with four live food stations featuring Japanese, Indian, Middle Eastern, Western and local cuisines.

Samantha Ford, Senior Manager, Global Meetings & Events – Asia Pacific, Baker & McKenzie, said, “Marina Bay Sands’ flexibility and enthusiasm for bringing our annual program back was evident in its commitment. The team shows that they care deeply about our business and relationship through the efforts undertaken to understand our needs. From planning to execution, the Marina Bay Sands’ Events Team was reliable, attentive and professional even when dealing with the most complicated situations. The high level of service and attention to detail continued on many other fronts, including hotel, AV, banquet, as well as F&B. We are impressed with how Marina Bay Sands has set its teams up for success. A huge thanks once again to the team for all that was done to make the 2016 Asia Pacific Meeting a highly successful one.”

Meeting Incentives

A Rewarding First Meeting

First-time group customers who book a meeting at Marina Bay Sands before 30 June 2016 will enjoy a three per cent off accommodation on their first event and five per cent off the second, if booked within 6 months from the first event. A minimum of 20 rooms with two nights’ stay is required, and package must be utilised by 31 December 2017.

Great Group Rates for More Dates

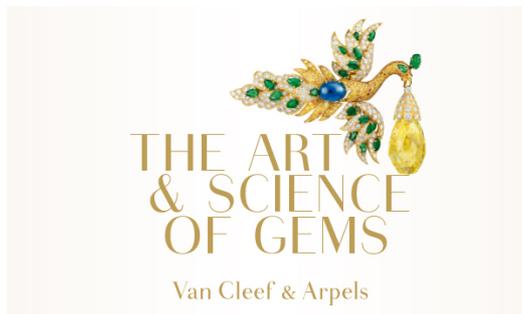
Meeting planners can enjoy exclusive group rates from S\$149++ per person over more than a 100 available dates in 2016. Delegates will also enjoy offers and up to 30 per cent savings from more than 100 retail outlets, bars, restaurants as well as ArtScience Museum at Marina Bay Sands. A minimum of 10 rooms must be booked by 30 June 2016 and utilized by 31 December 2016.

It's Easy Meeting Green

As an ISO 20121 certified building, every meeting at Marina Bay Sands is green to start with. The IR provides a suite of sustainable solutions and resources to assist meeting planners to achieve their green goals. The all-inclusive 'It's Easy Meeting Green' package comprises hotel accommodation, complimentary use of meeting room, audio-visual equipment, free standard Wifi, a Harvest Menu working lunch, two coffee breaks, as well as value-added services such as a dedicated green meeting concierge to ensure seamless integration of green standards, and a Sands Eco360 post-event impact statement which is a report that captures the event's sustainability highlights. Meeting planners can enjoy exclusive rates from S\$274++ if they book a minimum of 10 rooms by 31 August 2016.

For more details please [click here](#)

What's On



Van Cleef & Arpels: The Art and Science of Gems

Opens 23 April

ArtScience Museum presents *Van Cleef & Arpels: The Art and Science of Gems* on 23 April where over 450 stunning creations from Van Cleef & Arpels and 250 minerals from the French National Museum of Natural History collection will be on display.

First-of-its-kind and co-curated with ArtScience Museum, this exhibition blends art, craft, history and geoscience seamlessly with the style that characterizes Van Cleef & Arpels' rich heritage. Visitors of the exhibition can look forward to an enriching journey where they learn about the origin of minerals and examine the extraordinary craftsmanship that transfigures these gems into stunning creations.



The Art of Romance

Now till 31 December 2016

In this ultimate couple spa escape, enliven your skin with a choice of body scrubs, melt the tension away with our signature massages, and perfect your experience with a calming facial at an exclusive rate of SGD690++ per couple



WICKED

Opens 29 September

WICKED has captivated 50 million theatregoers of all ages, and is already one of Broadway and the West End's most celebrated, spectacular and successful musicals of all time.

Discover a colourful fantasy world of wizards, witches, sorcery and magic and experience an enchanting story of two unlikely friends – the blonde and popular Glinda and the green-skinned outcast, Elphaba.

Make it an incredible night out! Save up to 10% when you book your tickets with a pre-theatre dinner.

Events at Sands Expo[®] and Convention Centre



Smart Facilities Management Solutions Expo 2016

26 - 28 April 2016

SMART Facilities Management Solutions Expo 2016 returns with the key objective of integrating smart solutions into the existing ecosystem of the entire chain in the facilities management ecosystem.

The inaugural platform will provide an arena for suppliers, end users and professionals to network, exchange knowledge, share best practices and stay updated on the latest industry needs for future readiness, advice on all aspects of the aftercare and maintenance of facilities, and background in design and construction for better integration into social, transport, recreational and mission-critical facilities.



TFWA Asia Pacific Exhibition & Conference

8 - 12 May 2016

TFWA Asia Pacific Exhibition & Conference is the leading regional trade event dedicated to the duty free, travel retail & airport services community, showcasing hundreds of premium brands and thousand of innovative products.

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