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Singapore to Host Top Event for Global Exhibition Industry

Industry leaders across the globe to congregate on island city for UFI Congress 2010

Paris/Singapore, 11 February 2009 - UFI, the Global Association of the Exhibition Industry is pleased to announce the selection of Singapore to host the 77th UFI Congress, from 10 to 13 November 2010. This annual event will be held at Marina Bay Sands (MBS).

The 2010 UFI Congress is expected to see the participation of member delegates from over 50 countries. The delegates, made up of paramount industry leaders and strategic thinkers from the global exhibition industry will be here to share their professional views on the course of the industry, exchange ideas and network with one another via a series of activities planned for the three-day session. A number of additional internal UFI meetings, including the Annual General Assembly, the UFI Board of Directors Meeting, UFI's Regional Chapter Meetings and a meeting of the UFI Associations' Committee which brings together national and international exhibition related associations, are also planned.

This announcement was made at the signing of the hosting agreement between UFI, event host SACEOS and Marina Bay Sands, the venue sponsor. The signing was witnessed by the Singapore Tourism Board. SACEOS, the trade association representing the Meetings, Incentives, Conventions and Exhibitions (MICE) industry in Singapore, will spearhead the organisation of the event.

"We are very proud and honoured to host the UFI Congress, one of the global industry's most prestigious events. The UFI Congress presents a wonderful opportunity to expose the international delegates to the facilities in Singapore and the capabilities of the local exhibition industry players," said Mr Edward Liu, President of SACEOS and Chairman of the Organising Committee. "Such an event will play its part in attracting more organisers to host events in Singapore. The timing is ideal as we will get to showcase new developments, such as the Integrated Resorts, to this key international audience."

"Hosting this important international congress in Singapore was an enthusiastic choice of our association. Singapore last hosted the UFI Congress in 1994. We are delighted to be able to return again to a location which is an outstanding representative of the MICE industry" said Mr. Vincent Gérard, Managing Director of UFI. Via its member organisations, including the world's leading show organisers and fairground operators, national and international professional associations and industry partners, UFI is present in 83 countries and on six continents. UFI members are responsible for the management and operation of over 4,500 exhibitions and 181 exhibition centres around the world.

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Singapore to Host Top Event for Global Exhibition Industry (continued)

“As a MICE-driven Integrated Resort that features over 120,000 square meters of expo, convention and meeting space, Marina Bay Sands is very proud to be the selected venue for the UFI Annual Congress in November next year. It is a most significant event for MBS, and highlights Singapore's continued prominence as one of the leading MICE destinations in the world,” said Mr. Nigel Roberts, President of Marina Bay Sands.

“On behalf of the Singapore Exhibition and Convention Bureau (SECB), a group of the Singapore Tourism Board (STB), I warmly welcome UFI Congress to Singapore. UFI Congress delegates will get a first-hand experience of a dynamically transformed Singapore in 2010, which will see the opening of our two Integrated Resorts, Marina Bay Sands and Resorts World at Sentosa, as well as Gardens by the Bay, a revamped Orchard Road, and the new downtown business district of Marina Bay Financial Centre. We look forward to welcoming all UFI delegates to *Uniquely Singapore*,” said Mr Aloysius Arlando, Assistant Chief Executive, Business Travel and MICE Group, Singapore Tourism Board.

About UFI

UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world’s leading show organisers and fairground operators, national and international professional associations and industry partners, UFI is present in 83 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions and 181 exhibition centres around the world. UFI has offices in Paris (Headquarters), Hong Kong (Asia/Pacific) and Abu Dhabi – UAE (Middle East/Africa). For additional information: www.ufi.org.

About SACEOS

Established in 1979, SACEOS’ main objective was to further the common interests of the Exhibition and Conference Organisers and their suppliers. Today, SACEOS not only represents the Organisers but also all their partners in the Meetings, Incentives, Conventions, Exhibitions and Events business.

SACEOS also works hand-in-hand with the following governmental agencies to help promote Meetings, Incentives, Conventions and Exhibitions in totality as well as to further enhance the Singapore’s position as the International Exhibition and Convention Hub:

- Singapore Exhibition and Convention Bureau (SECB), a division of the Singapore Tourism Board (STB) and
- International Enterprise Singapore (IE Singapore)

About Marina Bay Sands Pte Ltd

Marina Bay Sands Pte Ltd is currently developing a fully integrated luxury resort in Singapore. An affiliate of Las Vegas Sands Corporation (NYSE: LVS), the Meetings, Incentives, Conventions and Exhibitions (MICE) industry leader in the United States and Asia’s leading developer of multi-use integrated resorts, Marina Bay Sands Pte Ltd is backed by a dedicated executive team with a proven track record spanning the MICE, retail, construction and marketing sectors in Asia.

About the Singapore Exhibition and Convention Bureau

The Singapore Exhibition and Convention Bureau (SECB), a group of the Singapore Tourism Board (STB), is the lead government agency for the business events sector in Singapore. Its mission is to champion business travel and business events as key drivers of the tourism sector and enablers for cluster growth in Singapore. It also assists business event organisers, corporations and associations by providing comprehensive and impartial information on Singapore’s MICE facilities, incentive venues and industry partners. The SECB is a member of the BestCities Global Alliance, the world’s first and only convention bureau alliance with eight partners in five continents.

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