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NOV
2019

SINGAPORE
FINTECH
FESTIVAL

ORGANISED BY



IN PARTNERSHIP WITH



IN COLLABORATION WITH



BACKGROUND

The Singapore FinTech Festival (SFF) is the world's largest FinTech festival and global platform for the FinTech community, comprising FinTech players, technopreneurs, policy makers, financial industry leaders, investors including private equity players and venture capitalists, and academics. The multi-format conference and exhibition showcases the latest technologies and trends around the world.

Echoing Singapore's Deputy Prime Minister Heng Swee Keat's Singapore Budget 2019 statement to support Singapore's next phase of growth in establishing itself as a regional node of technology, innovation and enterprise, and to expand our offering beyond financial technology, a new segment was created to incorporate Singapore Week of Innovation and TeCHnology (SWITCH).

Collectively, the inaugural SFF x SWITCH 2019 saw a record of **60,000** attendees across **140** countries, over **560** speakers, close to **1,000** exhibitors and **41** international pavilions, utilizing full six contiguous halls of over 123,000 square metres in Singapore EXPO and MAX Atria, a double increase from 2018.




Sustainability and Climate Change is the overarching theme of the combined conference this year, given the growing calls for the technology and financial sectors to be enablers and change agents for sustainability. This theme is reflected in the content of the conference, the design of the event space at Singapore EXPO and through the provision of food from sustainable sources.

SUSTAINABILITY IN SPEECH – From beginning to end

With SFF being the world’s largest FinTech gathering and a marquee event for the global FinTech community, SFF inspired participants with eminent speakers around the world.



At the opening ceremony of SFF 2019, Pavan Sukhdev, President of WWF International, set the stage with his opening talk on **“Step-change solutions for a planetary emergency”**. Mr Ong Ye Kung, Minister for Education, further emphasised on the role of green finance in his keynote speech, **“Green Finance for a Sustainable World”**.



SUSTAINABILITY, FINANCE AND TECH

Issues on sustainable finance, investment opportunities and challenges in climate change, solutions on tech enabling climate and disaster risk were discussed in this thematic section

Conference themes and topics were thoughtfully curated to allow attendees to gain broader and deeper insights into the synergies arising from the confluence of global tech ecosystems. One of which was **Sustainability, Finance and Tech**.



The week-long festival closed with an inspirational segment with Sergey Ryazanskiy, Astronaut of the Russian Federation, who shared his life as a cosmonaut and his view from space of mother earth, and how she is suffering. Attendees walked away enlightened on how to be sustainable through the use of technology.

SUSTAINABILITY IN THOUGHT – A 360° Overview

Approximately 60% of the exhibition setup is used from recycled materials and furniture that can be recycled for future events. This serves as a reminder that time is running out for the world – from destroyed forests and landscapes made barren due to extreme weather conditions, to atmospheric carbon dioxide turning oceans acidic and destroying animal life and habitats. We need to put aside political differences and work together to address the challenges.

SAVE OUR FORESTS

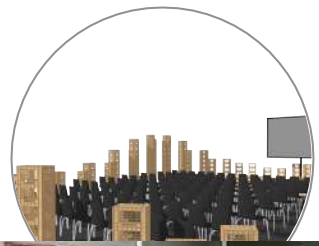
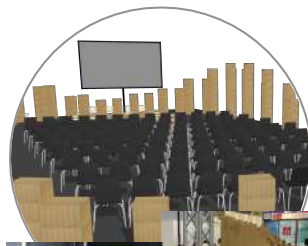
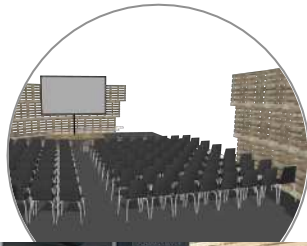
Our planet is in the midst of its 6th wave of mass extinction of plants and we are now experiencing the worst spate of species die-offs since the loss of the dinosaurs 65 million years ago. The rate of change in our biosphere is increasing and with every species' fate tied to the fate of others bound to it in a complex ecological web, extinctions are likely to snowball as ecosystems unravel.

SAVE OUR OCEANS

We need to slow the devastation to our oceans and make positive changes with measures such as recycling to cut waste, reducing the use of plastics, making safe and sustainable seafood choices, and avoiding purchases from companies that exploit marine life.



SAVE OUR ENVIRONMENT



THE RESPONSIBLE STAGE | WOODEN PLANKS

To fulfil the objectives of socially responsible trade from the production and sourcing of materials, down to the front-end retailing of products. Individual consumers have a significant role through their daily purchasing decisions – from using cruelty-free products that are not tested on animals, to buying products made from sustainably produced materials etc.

THE CONSERVATION STAGE | PALLETS

Environmental sustainability requires society to adapt and design activities to meet human needs while preserving the planet's life support systems by, for example, drawing on renewable energy and using water and material resources sustainably, such as harvesting timber from forests at a rate that maintains the biomass and biodiversity.

THE SUSTAINABLE STAGE | CARDBOARD

Sustainability is the practice of maintaining natural or human-made productive processes indefinitely by replacing used resources with resources of equal or greater value at a corresponding rate, and without degrading or endangering the ability of natural biotic systems to adapt, regenerate or replenish themselves.

THE RENEWAL STAGE | CRATES

Urban infrastructures are straining to keep up with modern life. As more people move to cities, urban infrastructures need sustainable and resilient renewal for basic aspects of life such as water, energy and transportation.

A MELTING POT OF CULTURES

The design of the F&B zone was inspired by the dwellings, cultural artefacts, knowledge systems and civilisations of indigenous people from around the world who have lived sustainably in their local habitats. Besides Africa, Polynesian cultures like the Maoris of New Zealand believe there is deep kinship between humans and the natural world. This is expressed through concepts like *rāhui* that restricts access to land or resources for conservation or ritual purposes, while Sri Lanka established rules for ancient agrarian societies to utilise the forests and forest products while maintaining its ecological balance.



CORAL TRIANGLE STAGE

The Coral Triangle is recognized as a centre of marine biodiversity and recognised by the World Wildlife Fund (WWF) as a region of global priority for marine conservation. While important in its own right as a centre of concerted efforts by the WWF and other marine conservation bodies and initiatives, the environmental issues impacting the bio-diversity and ecosystems in the Coral Triangle are symptomatic of broader challenges affecting our coastal and deep-sea marine environments around the world.



THE HIMALAYAS STAGE

Think of the Himalayas and the image conjured will likely be of soaring mountain ranges with snow-capped peaks in a sparsely populated pristine environment. But reality lies in stark contrast to such images, as one of the major problems in the Himalayas is pollution.



SUSTAINABILITY IN ACTION – Walk the talk

Observing sustainable business practices in an event of this scale requires the collective effort of everyone – organisers, exhibitors, attendees, vendors, as well as our venue partner. In our call for the global FinTech and Deep Tech ecosystem to do their part, SFF x SWITCH celebrates the many efforts of companies and individuals who have embarked on sustainability in the environment, material and lifestyle.

Exhibitors were encouraged to use recyclable materials in the construction of their booth and talk about their story at the event. They were also highly encouraged to Go Digital with their showcase through QR codes and screens, rather than traditional print media.



“Innovating to help people live well”, **Prudential’s** booth promotes a healthier living for attendees in the dimensions of physical, emotional, financial and social well-being, that is at the same time sustainable. Their booth encompassed elements such as Health – Fitness Corner, Wealth – ATM Machines, Innovation – HDB Void Deck, Connection – Hawker Centre, Skill – School Classroom and more. **The whole exhibition booth design and furniture was constructed with lightweight recycle cardboard materials cardboard to create a harmonious sustainable environment and reduce carbon footprint.**



Another example was DBS. Apart from being a eco-friendly booth, DBS embarked on a joint initiative with two DBS Foundation supported social enterprises to collect coffee waste at the festival and composting all used coffee grounds from their booth across the three festival cafes to be used as fertiliser for their gardens, slated to be built at DBS Asia Hub in 2020.



SFF x SWITCH also ramped up on sustainable business practices with new measures implemented at this year.

BRING-YOUR-OWN-BOTTLE INITIATIVE

The BYOB initiative began even before the show started where multiple eDMs were sent out to attendees, encouraging and reminding them to bring their own water bottles in order to reduce plastic waste. Water dispensers were available onsite for them to refill their bottles.

SUSTAINABLE BUSINESS PRACTICES

Sustainable business practices can make practical business sense. SFF x SWITCH is committed to doing what is right to ensure there is a future for our next generations.

These are some of the sustainable business initiatives we have undertaken to do the right thing:

Initiating **Zero Plastic Bottle** by encouraging everyone to **Bring-Your-Own-Bottle (BYOB)** and supporting it by providing water points across the show floor.

No plastic straw initiative

Providing delectable and innovative **food produced from sustainable sources and served using eco-friendly packaging/cutlery**

Food waste collection bins to dispose food waste

Keeping in-hall **temperature at 23°C**

Reusing recycled in-event construction materials

Recycling box for attendees' badges

REDUCE REUSE RECYCLE

These are the guiding principles in our commitment to sustainable business practices. Drop us an email at sffswitch@singex.com if you have any suggestions. Together we can make a difference.

FOOD MANAGEMENT – Redistribute, Reduce, Reuse, Recycle

The theme of the all-day dining menu this year is also focused on Sustainability, with the chefs using **locally sourced ingredients to reduce carbon foot print** and weaving in **plant-based meat substitutes** into their dishes. All dishes were served in biodegradable wares and cutleries.

Although SFF x SWITCH adopted an all-day dining concept, the culinary team worked very closely to determine the optimal amount of food to be prepared by taking reference from registration numbers, and were fine-tuned every day during the event.

Food waste was collected and sent to bio24. bio24 uses a proprietary bio-mechanic system that is capable of breaking down hard-to-digest matter, food-related waste, as well as disposable food ware into 100% organic fertiliser.



REUSABLE CARPENTRY FOR THEMATIC AREAS

Props used at open and networking areas for past editions of SFF was used for SFF x SWITCH and will continue to be recycled for other future events.



RECYCLED LANYARDS

Recycling boxes were placed at the entrance and exits. With our efforts and learnings from every year, lanyards were not printed to full capacity as visitors/attendees were encouraged to drop their lanyards at exit points, which were recycled.

FOCUSED ON ELECTRONIC MARKETING

Campaigns revolved around electronic banner ads, e-newsletters, e-promo codes as well as by leveraging on SEO/SEM

ONSITE MATERIALS GONE DIGITAL

Instead of printing festival guides, the official SFF x SWITCH mobile app contained information for way finding through an interactive floor plan, an exhibitors search function, as well as provide latest updates on the conference agenda and speakers. Push notifications were also sent to highlight key activities that was going on onsite, while delegates could also participate in business matching.

DIGITAL MAPPING FOR STAGE DESIGNS

Stage designs with 3D backdrops were reusable for sustainability and cost efficiency, while allowing for flexibility of deployment across events of various size.



We adopted the use of digital backdrops to create a multitude of effects, which sets the mood according to the conference theme/agenda, which subsequently enhances the experience of all attendees.

RECYCLABLE DROP CURTAINS

Recyclable drop curtains which serves as a noise reduction barrier were used in replacement of conventional building materials for all stages.

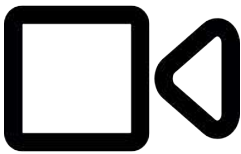
ENERGY-SAVING LED LIGHTS

We incorporated LED lights for most of the stage and backdrop lighting to improve energy consumption.



SFF accentuates the effects of global climate change with the **'+5 Degrees: Climate Change within the 21st Century' video**, which is also featured at the Cloud Forest, Gardens by the Bay.

VIDEO HIGHLIGHTS



Overview of Singapore FinTech Festival 2019
• <https://www.dropbox.com/s/vkau2qajmcb5642/Overview%20of%20SFF%20x%20SWITCH.mp4?dl=0>

Day 1 Highlights for Singapore FinTech Festival 2019
• https://www.dropbox.com/s/wrizxvnysvf02j1/SFFxSWITCH%20DAY%201%2060%20sec%20FULL%20DAY%20HIGHLIGHTS_3mb.mp4?dl=0

Day 2 Highlights for Singapore FinTech Festival 2019
• https://www.dropbox.com/s/p4hljiac0hc4bya/SFFxSWITCH%20DAY%202%2060%20sec%20FULL%20DAY%20HIGHLIGHTS_3mb.mp4?dl=0

Day 3 Highlights for Singapore FinTech Festival 2019
• https://www.dropbox.com/s/7h457c3p0mvz13/20DAY_3mb.mp4?dl=0

ANNEX

EVENT OVERVIEW		
Event Name	Singapore FinTech Festival 2019 Conference and Exhibition	
Date	11 – 15 November 2019 (5 days)	
Time	9am – 6pm	
Venue	Singapore EXPO Convention & Exhibition Centre Halls 1 – 6	
CONFERENCE & EXHIBITION FACTS & FIGURES		
	SFF	SWITCH
Number of Sponsors	42 <ul style="list-style-type: none">Grand: 3Platinum: 4Gold: 10Silver: 4Bronze: 1Friends of FinTech: 20	1
Number of Exhibitors	676	327
Number of Speakers	569	
Total Festival Attendance	60,000	
Number of countries represented	140	
Country Pavilions	33	8