

**MEDIA RELEASE**



**Asia CEO Summit gathers global Business Events leaders in  
commitment to the region's growth**

***The inaugural event further underscored the integral role that Asia play in the global  
Business Events market***

**7 October 2022** – Around 100 leaders of the world's largest Business Events organisers convened at the Asia CEO Summit on 5-7 October at The Fullerton Hotel in Singapore, to reaffirm their commitment in the sustainable growth of the Business Events and Meetings, Incentives, Conferences and Exhibitions (MICE) sector in Asia.

Besides exchanging insights on their respective markets' experience in the resumption of physical Business Events, it was an opportunity for global industry leaders to do business and build momentum for more business events in the region.

The inaugural Asia CEO Summit brought together the industry's collective knowledge and thought leadership from around the world, addressing key challenges and opportunities facing the industry such as Talent, New Business Models, Innovation and Sustainability.

To activate the potential of Business Events in delivering post-pandemic recovery that can be immediately utilised by governments, regional industry leaders and government representatives also discussed and agreed on key areas of collaboration during the opening Joint Leadership Summit on 5 October.

Supported by the Singapore Tourism Board (STB) and co-organised by Association of Event Organisers (AEO), Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS), Society for Independent Show Organizers (SISO) and UFI, The Global Association of the Exhibition Industry, the Asia CEO Summit will continue to serve as the definitive networking and learning event for the Business Events sector for the next two years in Singapore.

**Carina Bauer, AEO Past Chair**, said: "Business Events are the proven marketing and meeting places for people and ideas to come together, and are a springboard for industry to enable business and trade. The Business Events sector is a critical element of recovery as well as for transitioning renewal and innovation - accelerating progress. The Business Events industry want to work with governments to accelerate key sectors as they are of significant importance to the SME sector, especially for business continuity and growth post-pandemic."

**Richard Ireland, President, SACEOS**, said: “During the pandemic, many Business Events organisers and venues had to pause activity or switch focus, causing the loss of talent in the industry. Many of our talented colleagues have left our industry as our sector was not valued for the role it played in context of trade, economic development, social and investment – causing a huge talent gap that if not addressed will slow down our ability to recover. Our sector has always been able to attract bright, motivated, and uniquely talented people, but we need to focus on attracting and retaining this talent to build our industry for the future to continue to be able to aid our market and geographical communities”

**Cassandra Farrington, SISO Chair**, said: “Much more trade and business get done at an exhibition than through other marketing channels all year. People travelling to one event, where their whole business community is, is a significantly more efficient and sustainable route for finding leads, closing deals, learning, being exposed to new ideas, having updates on state of their industries. We are able to run events sustainability – with strong focuses and initiatives around waste management, recycling, energy conservation, as well as local sourcing – throughout the entire exhibition supply chain.”

**Monica Lee-Müller, President, UFI**, said: “Business Events are controlled gatherings that are economic, scientific, and professional in nature. Organisers and venues have worked with governments all over the world to ensure the health and safety of events, there are well-established and tested health and safety protocols for exhibitions, proving it’s possible to run safe events. As an industry we are adept at using destination-specific strategies, working with governments all over the world, to activate the power of business events, and to host them safely. Business Events that gather international delegates rely on accessibility of respective markets. Accessibility is driven by cross regional alignments on issues related to travel, immigration, and health & safety protocols.”

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## **About AEO**



AEO is the United Kingdom’s trade body representing companies which conceive, create, develop or manage trade and consumer events. AEO’s 90 members organise around 1000 trade and consumer shows in the UK and around 1000 shows around the world, which makes them the UK’s 6th largest service exporter by turnover. AEO is run by its members for the benefit of its members, through an elected council of representatives, specialist working groups and a fulltime secretariat, under the four pillars of Community, Representation, Insight and Talent, providing a trusted platform for information exchange and the sharing of best practice.

For more information, please contact: AEO: Email: [info@aeo.org.U.K](mailto:info@aeo.org.U.K). Tel: 00 44 (0) 1442 873331 or [www.aeo.org.uk](http://www.aeo.org.uk)

## **About SACEOS**



Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) was formed in 1979 with a mission to be the voice and champion of the Meetings, Incentives,

Conventions, Exhibitions (MICE) and Events industry, and to bring the community together with a common vision of strengthening Singapore's position as the leading global destination for events.

By working closely with the government, SACEOS is committed in supporting the industry by fostering innovation, transformation and development. Through our pillars of Community, Commerce and Capabilities, we strive to equip enterprises and workforce to meet their evolving needs, and to emerge stronger together.

For more information, please contact Daniel Teo: Email: [daniel@saceos.org.sg](mailto:daniel@saceos.org.sg) Tel: +65 9476 1154 or [www.saceos.org.sg](http://www.saceos.org.sg)

### **About SISO**



SISO members include companies, corporations and other for-profit entities that own, produce or provide full-service management of “face-to-face” trade shows, consumer shows, expositions, conferences and events. SISO membership is a combination of large corporations and small entrepreneurial enterprises that do business around the world.

SISO's 200-member companies produce thousands of events around the world. SISO's Mission, is to meet the common needs of our members, by providing peer networking opportunities, education, industry information, streamlined business processes and best practices in the industry.

For more information, please visit [www.SISO.org](http://www.SISO.org), or contact David Audrain, SISO CEO, at 404-334-4585 or [David@SISO.org](mailto:David@SISO.org).

### **About UFI**



UFI is the global trade association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry.

UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 820 member organisations in 86 countries around the world are presently signed up as members. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike.

UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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