

## **MEDIA RELEASE**



### **Leading Summit for global event organisers cements Singapore's position as a top industry destination**

**Singapore, 4 October 2023** – Top executives of the world's leading business events organisers convened at the Asia CEO Summit on 3-5 October 2023 at JW Marriott Singapore South Beach to discuss the best ways forward in investing and bringing high-quality conferences, trade shows, and exhibitions to meet the demand of Asian businesses.

The most influential annual gathering of global industry leaders in the region reflects the confidence and positive outlook in the economic growth of Southeast Asia where the business events industry is fully reopened and well positioned to recover towards pre-pandemic levels and beyond.

Co-organised by Association of Event Organisers (AEO), Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS), Society for Independent Show Organisers (SISO) and UFI, The Global Association of the Exhibition Industry, the premier business event attracts high-profile attendees, facilitates collaboration, exchange of ideas among business leaders, and promotes the region's economic growth and development.

Among the leading global event organisers<sup>1</sup> in attendance at the Asia CEO Summit are Informa Markets, RX, Clarion Events, Comexposium, and Messe Düsseldorf. The event also welcomed industry players from China to explore opportunities in strengthening business collaboration and presence in the region.

The three-day in-person summit facilitates high-level thought leadership panel discussions<sup>2</sup> by global industry experts<sup>3</sup> on hot industry topics such as recovery and growth in Asia and beyond, impact of China's reopening, India market entrance strategies and growth opportunities, and Sustainability development in the exhibition industry.

**Matthew Butler, Chair, AEO**, said: "We are delighted to see the Asia CEO summit return to Singapore for its second iteration. Conceived prior to the pandemic, the timing is perfect as we see such interest and activity across the region. Connecting leaders from across the world to explore opportunities and hear the latest trends, continues to be fundamental for the event which we see in action over the next few days."

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<sup>1</sup> Refer to Asia CEO Summit Attendee list [here](#)

<sup>2</sup> Refer to Asia CEO Summit Programme [here](#)

<sup>3</sup> Refer to Asia CEO Summit Speaker line-up [here](#)

**Richard Ireland, President, SACEOS**, said: “The demand for business events in Southeast Asia is stronger than it has ever been as large-scale international events like conferences, exhibitions, and trade shows continue to make a resounding comeback. More than ever, global businesses are looking to capture the exciting growth opportunities in the region. Situated at the confluence of the world’s most populous nations, Singapore is well-positioned as the gateway to a fast-growing market in Southeast Asia. The strong lineup and success of business events in Singapore is testament to long-standing position as the choice destination for businesses to grow their presence in the region. And the Asia CEO Summit reflects the confidence and commitment of global event organisers in bringing more business events to the region.”

**Mary Larkin, Chair, SISO**, said: “The Asia CEO Summit in its second year is an important opportunity for global leaders in our industry to discuss issues specific to Asia. The summit provides insight into growth opportunities in the region and the learnings have global implications and applications.”

**Michael Duck, President, UFI**, said: “When it matters, people meet. This is true for every industry the events sector serves with trade shows and conferences. The Asia CEO Summit is an excellent opportunity for the leaders of our own industry to come together – from across Asia and beyond. UFI is pleased to be a partner in putting this important event together.”

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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 chart towards a brighter and more sustainable future 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 Vincent Polito, SISO CEO, at +1 203-500-1586 or [vincent@siso.org](mailto:vincent@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.

For more information, please contact: UFI Headquarters: Email: [media@ufi.org](mailto:media@ufi.org) Tel: +33 (0)1 46 39 75 00 or <http://www.ufi.org>