



THE ASSOCIATION  
MAGAZINE

# SINGAPORE

**SPECIAL MICE  
DESTINATION REPORT**



# PASSION MADE POSSIBLE

*in Asia*

Singapore's astonishing breakthrough tells the story of a once sleepy fishing village that has defied the odds to become a world-class metropolis at the forefront of the MICE industry. With its innovative business environment and vibrant multinational culture, Singapore stands out as a leading Global-Asia node for MICE and business, drawing on an extensive network of human capital, suppliers, innovation, technology and ideas to host world-class business events.

Singapore's collective efforts to maintain its position as one of the safest cities in the world reveal a firm commitment to cyber-security, social stability, health, modern infrastructure and personal safety. Over the decades, Singapore has earned a global reputation for delivering high-quality events and for generating meaningful conversations. Strategically positioned in a rapidly growing global region, this modern metropolis has excellent infrastructure, stable government and offers a business gateway for international associations to the Asia-Pacific region and beyond. Guarantees that allow event organisers and planners to focus solely on the success of their event with peace of mind.

Event organisers and planners from around the globe can attest to the country's world-class venues, robust ecosystem of experienced industry partners, and experienced MICE professionals who have been delivering compelling experiences even in a COVID-19 environment. The country expects a full recovery of the MICE industry within two to three years: Singapore hosted more than 200 events and some 49,000 delegates in 2021, and in the first three months of 2022 alone recorded more than 150 events and 37,000 delegates. To make this happen, Singapore's events industry has implemented unique solutions to meet the emerging demands of a new era of business travel. Local companies are reinventing themselves – in services and products ranging from enhancing digital offerings to developing concepts geared towards hybrid and virtual events. Through the events that it hosts, Singapore also continues to drive discourse on critical topics that impact the region and world, such as sustainability and climate change.

## Find out some interesting facts and figures:

### *Key figures*

- 37,400+ International companies basing operations out of Singapore
- 7,000+ MNCs operating in Singapore
- Connected to 400 cities worldwide
- 100+ airlines serving at Changi Airport

### *Latest Business Awards*

- Business Traveller Asia-Pacific Awards 2021: Best Business City in Asia and Best Business City in the World
- M&C Asia Stella Awards 2021: Best MICE Destination (Asia)

### *2021 ICCA Destination Performance Index*

- Singapore is ranked in the **Top 4 International Meeting Cities** (tied with Barcelona)
- Singapore maintains its position as **Top Asia-Pacific Meeting City**

### *Other recent rankings*

- INDEX OF ECONOMIC FREEDOM 2022: Globally, Singapore retained its top position in the 2021 ranking that indicates the country with the highest level of economic freedom in the world.<sup>1</sup>
- GOVERNMENT AI READINESS INDEX 2021: Globally, Singapore has improved its ranking from 6th (2020) to 2nd (2021) as the country most prepared to use AI in public services. Singapore also ranks 1st in government efforts to digitalise public services.<sup>2</sup>
- HUMAN CAPITAL INDEX 2020: Globally, Singapore retained the 1st position since 2018 as the country with the best healthcare and education, directly linked to human development indices.<sup>3</sup>

<sup>1</sup> Published by Heritage Foundation, this index ranks countries based on economic freedom.

<sup>2</sup> Published by Oxford Insights, the index ranks countries by governments' preparedness in using artificial intelligence (AI) in public services.

<sup>3</sup> Published by World Bank, the index ranks countries based on their human capital and potential productivity.







# INDUSTRY CLUSTERS FOR SUCCESSFUL EVENTS

Singapore's economic transformation is centred around ensuring the success of each key sector cluster through the use of technology and innovation. Singapore developed from an open market economy based on financial and industrial services. The past decades have seen the industrial sector drastically transformed by technology, globalisation and the rise of Asia, with Singapore currently embracing Industry 4.0. Other industry sectors have also been revitalised with innovation and technology. Singapore is also one of the world's most important industrial centres, home to some multinationals such as MobileOne, MediaCorp, STMicroelectronics, StarHub, Micron, Merck, Flextronics and many more.

**Here are some of its most dynamic industrial sectors:**

## 1. *Advanced Manufacturing*

- 3<sup>rd</sup> in the world for manufacturing value-added activities
- 4<sup>th</sup> largest exporter of high-tech exports globally
- 2<sup>nd</sup> in the world on the 2019 Future of Production Report
- >9,000 manufacturing companies

Manufacturing is a key driver of Singapore's economy, contributing to 21% of the country's GDP and employing over 12% of the population. This is partly due to the way robotics, artificial intelligence, 3D printing, smart sensors and IoT are transforming the industrial sector. This vibrant platform is key for both event organisers and businesses to come together in a place where they can network and exchange knowledge, where factories of the future abound, and where the latest advanced manufacturing technologies can be at the service of business events.

## 2. *Applied Health Sciences*

- 1<sup>st</sup> in Bloomberg's Health-Efficiency Index
- 10% of Asia's MedTech market
- Produces 5 of the world's top 10 drugs
- Home to 330 local biomedical companies and over 60 biomedical MNCs

Singapore is ahead of the curve in the Biomedical, Healthcare and MedTech industries thanks to world-class manufacturing capabilities, as well as commitment to innovation and research in these sectors. Over the years, Singapore has built a reputation as a hub for biomedical sciences in Asia attracting many regional headquarters

of the world's largest pharmaceutical companies. Singapore is the regional headquarters to 50 multinational MedTech companies (Becton Dickinson, GE Healthcare and Thermo Fisher Scientific, among others), home to more than 25 research and development MedTech centres and 8 of the top 10 pharmaceutical companies such as Abbott, Johnson & Johnson and Pfizer have manufacturing plants here.

## 3. *Innovation & Technology*

- 4<sup>th</sup> on the International Property Rights Index 2019
- 2<sup>nd</sup> on the 2021 Bloomberg Innovation index
- 1<sup>st</sup> in Asia on the Global Innovation Index

Innovation is a key driver of Singapore's economy, leveraging smart digital technologies and initiatives such as the Research, Innovation and Enterprise 2025 plan that will see an additional investment of \$25 billion into new jobs and business opportunities. This will pave the way for deeper programmes such as the National Artificial Intelligence Strategy, which aims to lead events in areas such as robotics, space and ICT. On the other hand, the start-up community in Singapore continues to thrive, doubling over the past decade to around 50,000. Some of the most innovative companies from Siemens to Visa and ABB have their key innovation centres based out of Singapore.

## 4. *Transportation & Logistics*

- Aerospace hub with > 130 aerospace companies present
- Home to 25 of the top global logistics players
- Consistently ranked in the Top 10 for logistics competence and timeliness
- Connected to 600 ports in 123 countries by 200 shipping lines
- Ranked by the World Bank as Asia's top logistics hub for 10 years in a row

Global connectivity (air, land and sea) is key to Singapore's success as a world-leading centre for the aerospace and logistics industry. The country serves as a regional headquarters for many aerospace, logistics and maritime companies, attracted by its world-class workforce as well as its strategic position. Event organisers will have access to global thought leadership and captains of the transport and logistics industry.

## 5. *Other industries in focus:*

- Lifestyle
- Urban Solutions
- Financial Services



Scan the QR code to find out more about MICE in Singapore!







## CONVENTION CENTRES AND INSPIRING MEETING SPACES

Singapore has a huge reputation as an event base with world-class infrastructure that complements key sectors – such as cultural, scientific and transport – vital to the country's economy. In all, there are more than 1,700 venues with capacity to host up to 46,000 people.

With iconic infrastructure, multicultural experiences and top incentive activities, Singapore enables new possibilities for the professional growth of individuals, teams and companies within its physical roadmap of venues and convention centres.

Take a look at our selection of spaces where you can organise your next event:

### *Convention Centres*

#### **Suntec Singapore Convention & Exhibition Centre**

Its central location in the city is hard to beat. Suntec Singapore, with over 22,000m<sup>2</sup> of exhibition space and 15,000m<sup>2</sup> of flexible meeting spaces, is one of the key venues in Singapore for meetings, conventions and exhibitions. The Suntec City floor plan includes a column-free Convention Hall for up to 10,000 delegates, a customisable exhibition hall, a range of meeting rooms, a 596-seat theatre, and a multi-purpose ballroom that can accommodate 1,800 people.

#### **Marina Bay Sands® / Sands Expo® and Convention Centre**

With 120,000m<sup>2</sup> of event space, the convention venue can host up to 45,000 delegates, support 2,000 exhibition booths and accommodate 250 meeting rooms. Sands Expo and Convention Centre has the largest ballroom in South East Asia, with the capacity to host 11,000 guests at a time. Located in the heart of Singapore's Business District, visitors and delegates can enjoy world-class entertainment, shopping, dining, arts and culture, and accommodation options under one roof.

#### **A new broadcast studio**

In August 2020, Marina Bay Sands launched a state-of-the-art hybrid event broadcast studio at its Convention Centre, paving the way to redefine the future of meetings in the MICE industry. The studio's centrepiece is a cutting-edge three-dimensional stage fitted with an immersive backdrop and floor that can be reconfigured to fit every event's needs. Replacing the conventional green screen backdrop are two massive 6x4 metre right-angled LED walls which can show high resolution 360-degree visuals, while a plexiglass LED floor can display stunning floor projections.

#### **Singapore EXPO / MAX Atria**

Situated within the buzzing, multicultural hub of Singapore, Singapore EXPO is the largest purpose-built MICE venue in the country. With interconnected event spaces spanning 10 halls and 32 meeting rooms, the venue is versatile and scalable, easily accommodating corporate or consumer events of any size with an extensive repertoire of services beyond event management. Located in the Changi precinct and easily accessible via public transport, the venue is supported by an extensive range of amenities including WIFI network, 5G mobile coverage, and over 1,600 parking lots.

The MAX Atria convention wing offers 12,000m<sup>2</sup> of additional space and 32 meeting rooms, with around 3,500 theatre-style seats. Together, Singapore EXPO and MAX Atria host over 600 events and 6 million visitors annually.

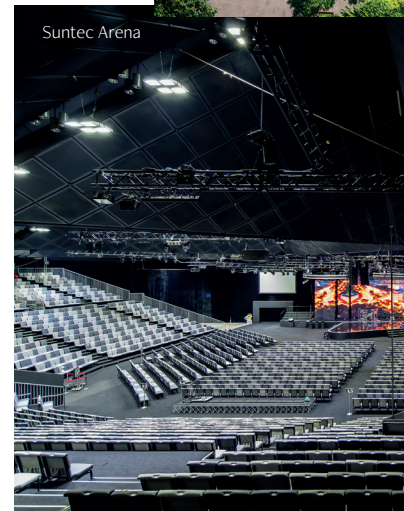
#### **Raffles City Convention Centre**

Raffles City Convention Centre offers 10,000m<sup>2</sup> of prime, flexible function space, including 34 meeting rooms and three magnificent ballrooms in the heart of Singapore. Centrally located in the heart of the city, the venue's proximity to a large variety of amenities such as hotels, restaurants, bars and shops makes it a popular choice for events of all kinds.

Resorts World™ Sentosa



Suntec Arena







Raffles City Convention Centre



**Resorts World Convention Centre**

Resorts World Convention Centre features the largest column-free ballroom in the region – Resorts World Ballroom – with a 270-degree projection and 20 function rooms that can be transformed into smaller spaces perfect for business meetings, seminars, and breakout sessions. The ballroom can be converted into a space for large conferences, concerts, and unforgettable dinners.

*Unique Event Venues*

**Gardens by the Bay**

Located within the iconic Gardens by the Bay, The Meadow is Singapore’s largest outdoor event space. The lush, green open space provides the perfect environment for mass events, themed nights, team building activities and more. For convenience, “Garden Cruisers” can be chartered to take your guests to the venue, and delegates may also enjoy the mesmerising music and light show at the nearby Supertree Grove. *Capacity: 3,600 pax (seated dinner); 7,200 (theatre seating); or 30,000 (standing).*



**ArtScience Museum**

The iconic ArtScience Museum offers an inspiring meeting place for intimate and high-profile events. Shaped like an open lotus flower, the iconic building is centrally located in the Marina Bay district, with many of the city’s attractions close at hand. This exclusive event venue offers almost 3,000m<sup>2</sup> of indoor and outdoor space, and will add panache to any event, whether product launches, opening ceremonies or cocktail parties.

**National Gallery Singapore**

Housed in two of Singapore’s most historic buildings – the Old High Court and City Hall – the National Gallery Singapore is a renewed icon for the 21st century overseeing the largest public collection of modern art in Southeast Asia. The Gallery’s prime location and stunning state-of-the-art spaces make it an ideal host for a wide variety of events, offering a multitude of venues – from the expansive Supreme Court terrace to the Coleman and Padang rooftop terrace – that cater to organisers’ every need.



National Gallery Singapore

*Other places of interest*

- Victoria Theatre and Victoria Concert Hall
- Mount Faber Peak
- S.E.A. Aquarium™ at Resorts World™ Sentosa
- Jewel Changi Airport



# SUSTAINABILITY

*in a Beacon City*

ParkRoyal Hotel

Recognised worldwide as the “City in a Garden”, Singapore has sustainability as a central priority in its development journey. In 2009, the first Sustainable Singapore Plan was launched preparing ground for the green footprint strategy to be achieved by 2030. Green measures are now embedded in the infrastructure of the economy, with an emphasis on reducing waste and increasing the use of renewable energy sources. Companies are also rewarded for sustainable business practices as a whole new green economy with green jobs is created. Singapore is also committed to sustainably produce 30% of the nation’s nutritional needs locally by 2030, as part of the 30 by 30 plan.

It is therefore no coincidence that three Singaporean companies have made it into the 2021 Global 100 Rankings for Most Sustainable Companies. Lush urban green spaces are the result of sustained efforts in Singapore, and the business events industry is no exception to the rule. Furthermore, the **Tourism Sustainability Programme**

was created to support tourism businesses’ sustainability journeys at all stages of their development, equipping them to build their manpower capabilities and develop innovative solutions to power the travel industry. A vision developed for Singapore to build a sustainable tourism sector where great experiences come in small footprints.

### *Sustainable events*

Events play an integral role in raising awareness and uncovering solutions to the world’s collective climate challenges, and Singapore takes pride in hosting platforms that inspire such necessary dialogue and action. By instance, Temasek’s **Ecosperity Week** gathers leaders from across sectors and geographies to share insights and best practices on sustainable development. Conversations are also being held at the industry level, including at the annual **Asia Sustainability Reporting Summit** and even at the **Singapore FinTech Festival** where green financing has become a central area for discussion.



### *Singapore Green Plan*

Launched in 2021, Singapore’s Green Plan corresponds to the national agenda on sustainable development reinforcing Singapore’s commitments under the United Nations 2030 Agenda for Sustainable Development and the Paris Agreement. This vision addresses as many existential challenges as emerging opportunities in building a city of green solutions to combat climate change – from urban development and renewable energy adoption to resource conservation and food security. Singapore thus makes official its goal of achieving long-term net-zero emissions in the long term with this plan, outlining ambitious and concrete targets for the next 10 years.

The five key pillars of the Singapore Green Plan 2030 are: **City in Nature; Energy Reset; Green Economy; Resilient Future;** and **Sustainable Living.** New initiatives include targets to double electric vehicle charging points, reduce carbon waste by 30% by 2026, and review the carbon tax to facilitate best-



Sungei Buloh Wetland Reserve



in-class carbon-intensive investments in the country. There are also plans to transform Jurong Island into a sustainable energy hub, as well as to place greater emphasis on sustainable tourism, packaging, decarbonisation, waste up-cycling, urban agriculture and water treatment.

## How to host a sustainable event in Singapore?

### 1. Travel green to and within Singapore

Sustainable event planning starts before delegates even arrive at the venue floors. National airline Singapore Airlines (SIA) and its low-cost subsidiary Scoot are doing their part to go green. The first batch of blended sustainable aviation fuel to be used on all Singapore Airlines (SIA) and Scoot flights departing from Changi Airport was loaded into the airport's fuel system on 7 July 2022. This is part of a one-year pilot announced by the Civil Aviation Authority of Singapore (CAAS), SIA and GenZero, a Temasek-owned investment platform, last year.

### 2. Reduce energy consumption

Aligned with the 2021 edition of the Singapore Green Building Masterplan, 80% of Singapore's buildings will be green certified by 2030 with a focus on energy efficiency. Among these venues is Marina Bay Sands (MBS), which has long been internationally recognised for its commitment to environmental protection and sustainable event planning, most notably the Sands Expo and Convention Centre as a carbon neutral MICE venue. It was the first MICE facility in Southeast Asia to receive ISO20121 Sustainable Event Management System certification, and the first to achieve LEED® (Leadership in Energy and Environmental Design) Platinum Green Building Certification.

### 3. Choose a green venue

Singapore's growing array of green venues enables events to be held with minimal environmental impact, reducing their carbon footprint and waste. Sands Expo and Convention Centre is supporting the country's green energy goals through investments in Renewable

Energy Certificates. Resorts World Sentosa is home to one of the country's largest solar panel installations, and became the first destination in the world to meet both the Global Sustainable Tourism Council's Destination Criteria and the Industry Criteria for Hotels. RWS also received the SACEOS MICE Sustainability Certificate Intermediate Tier for Venue in 2021 and won the Special Award for Sustainability for the second consecutive year at the Singapore Tourism Awards 2022.

### 4. Introduce sustainable catering

Food waste remains a critical issue for the MICE sector. To help address this challenge, Singapore is updating its legislation to require large commercial and industrial food waste generators to segregate their food waste and allocate space for on-site waste treatment from 2024 onwards. This means diverting food waste out of waste streams and converting it into valuable resources such as animal feed, compost, non-potable water and biogas for energy production! The National Environment Agency (NEA) also launched the Food Resource Valorisation Awards (FVA) in January 2021, which aims to recognise the efforts of companies that align with this collective effort and contribute to a sustainable economy.

### 5. Explore the city in nature

On **Pulau Ubin**, visitors can take part in amazing races and kayaking challenges while learning about the rich ecosystem of the island. Back on the main island, visitors can have the opportunity to catch a glimpse of resident wildlife such as otters, birds and estuarine crocodiles at **Sungei Buloh Wetland Reserve**. Spanning 74 hectares, the **Singapore Botanic Gardens** is the first and only tropical botanical garden on the UNESCO World Heritage List, and includes an Ethnobotanical Garden where visitors can learn about the plants used by indigenous cultures in Southeast Asia. With plans to add 1,000 hectares of green spaces by 2035, including 130 hectares of new parks by 2026, visitors can expect even more green options in the coming years.





# ISWA WORLD CONGRESS: A SUCCESS STORY ON WASTE MANAGEMENT IN SINGAPORE!

The events held in Singapore have been a valuable source of knowledge, expertise and long-term impacts to unleash the potential of associations and corporations side by side with the local community. These new strategies for associations' legacy (the human aspect) and impact (the factual aspect) have a direct influence in the well-being of delegates, association membership levels, conference attendance, and talent retention within the industry. By understanding the impact of this legacy, organisers can more openly capture and understand the experience of previous events, and thereby attract new investment and provide a longer and more sustainable association cycle.

In September 2022, the "City of Lions" hosted a global meeting that attracted more than 1,000 delegates from around the world among solid waste management professionals, government officials, industry leaders, policy makers, scientists and young professionals. The **International Solid Waste Association World Congress** featured high-level plenaries and a comprehensive scientific programme on the socio-economic impacts of recycling and waste reduction, health and safety, policy regulation, and the achievement of sustainable development goals. We spoke about this with **Fang Wei GOH, Executive Director of the Singapore Waste Management & Recycling Association of Singapore.**



## **Why did ISWA choose Singapore for the 2022 congress?**

Singapore has been a reference point for the regional waste industry, because of our similarities in the waste and recyclables profile. But ISWA congress has always been focused in the EU market, which is difficult of our regional friends to connect and learn. So, as the National association we decided to bid for the event to come to Singapore, in order for us showcase our local capabilities and to facilitate exchanges.

## **The 2022 congress was the first fully physical event post-Covid hosted by WMRAS. Can you share a little bit about the planning process?**

The event was supposed to be held in 2021, but with the Covid restrictions we decided to push our event later. Planning for this is never easy because we went back and forth with travel and also lockdowns from various countries – that's why we were also sitting on the fence of full physical or hybrid. But eventually, when Singapore slowly opened up, we became quite confident that we're able to garner the interest of the overseas delegation and we also made major changes to this year's congress compared to past congresses around the world. I guess being persistent with what we think suits the audience on this side of the world, is how we created the buzz here.

## **Which venues did you use for the event, and how satisfied you were with them, the ground arrangements and local suppliers?**

We selected Marina Bay Sands because they were very attentive to what our requests were. I must say we are very satisfied with the venue. As for the local suppliers, we handpicked each one of them ourselves. Fun fact: we actually managed the entire event on our own, without a PCO, as we found it more effective to work directly with the suppliers.

## **Being from the waste management industry, did you have any specific requests and requirements regarding sustainable practices to be applied at the event itself?**



Yes, on top of the governmental MICE standards – no plastic bottles, air conditioning temperature, etc. – we also took into consideration the overuse of PVC (e.g. printed programme board, unnecessary decorations, etc.), food wastage, and recyclability of the materials. To counter this, we used digital screens, catered 30-35% less than the registered attendees according to their dietary profile, and of course, because we are the Waste Association, we tried to innovate the way we create our booths and decorative pieces, by using pellets and crates of which, after the event, was sent to a recycler for processing. All this has reduced the need for and use of printed PVC panels and the waste from the event post-processing.

### What kind of support did Singapore Exhibition and Convention Bureau (SECB) provide you for the organisation of this event?

SECB's major assistance came from the BEIS scheme (*see on the right*), a financial support scheme provided to event organisers to anchor and develop quality business events in Singapore by supporting the costs of key events. This was a great help to us as we organised the event on our own.

### According to you, what legacy has the event left in Singapore?

As the first full physical event post-Covid, and with the number of changes we applied to alter the way ISWA World Congress is around the world, I believe we left an impeccable impression on the ISWA board and delegates. Furthermore, we also showcased Singapore's key traits of being "Productive, Efficient and Fun".

### SECB's Assistance Schemes

Singapore has made available various diverse support schemes with grant and funding programmes so that associations can uplift their events with ease without major setbacks. One of them was leveraged by ISWA at the 2022 congress with customised support from **Business Events in Singapore (BEIS)**. Eligible companies will receive financial support based on the scope and merits of the project for key events such as content development, professional services, marketing and social experiences, as well as assistance in hosting sustainable impact events. However, if event planners and organisers want to go for complementary experiences for events, they can choose from nearly 80 options in the **INSPIRE Global 2.0 programme**, with meals, attractions, themed tours, team building and retail to elevate the journey of MICE groups in Singapore. Lastly, MICE organisers and delegates will also be able to enjoy a range of exclusive privileges and services (such as discounts on transport or leisure experiences) from local partners from the Singapore MICE Advantage Programme (SMAP) with exclusive sustainability-focused benefits for added convenience in their stay and travel.





# SINGAPORE'S MESMERISING GETAWAYS: "WHAT'S OUTSIDE THE CONFERENCE HALL?"

Singapore plunges through a tangle of quaint neighbourhoods and colourful streets providing an unmatched experience by its unique heritage, cultural mosaic and modern lifestyle. The variety of leisure options guarantees each participant a holistic experience, with shophouses, beaches, theme parks and a host of exotic locations to network and forget about the downtime. Just 719.7 km<sup>2</sup> in size, Singapore packs a punch with a blend of elements that come together in unexpected symphonies. From old-school buildings alongside modern architectural marvels, to street food served up, side by side with internationally acclaimed gourmet fare, the city itself is a celebration of diversity that goes beyond the postcard-perfect sight of steely skyscrapers.

## Distinctive neighbourhoods

### Chinatown

Lined with colourful pre-war shophouses, Chinatown is a unique mix of the old and new. Shop for an array of Chinese cultural souvenirs at the street market – from traditional clothing to opera masks. Dine outdoors amidst a bustling atmosphere at the nearby Chinatown Food Street or enjoy a meal at Club Street or Keong Saik Road, where chic, urban bars and eateries inhabit the historic architecture.

**Places to visit:** Buddha Tooth Relic Temple & Museum; Chinatown Food Street; Chinatown Heritage Centre; Thian Hock Keng Temple.

### Kampong Gelam

Set against rows of Melaleuca trees, Kampong Gelam provides a picturesque setting to discover the Malay heritage of Singapore. Begin your journey at the majestic Sultan Mosque to learn about Muslim traditions. Wander through the streets and browse through textiles, perfumes, and Malay artifacts as well as boutique and vintage fashion at Haji Lane; and finish off your walk with authentic Malay and Middle Eastern food on Arab Street.

**Places to visit:** Blu Jaz Café; Haji Lane; Malay Heritage Centre; Sultan Mosque.

### Little India

Little India bustles with the sights and sounds of authentic Indian culture. Roam the streets to find reputable North and South Indian restaurants for a taste of true Indian cuisine. Explore the roadsides and alleys and stumble upon textile, incense, and other old trade stalls, and find your way to the Sri Veeramakaliamman Temple, one of the oldest temples in Singapore.

**Places to visit:** Indian Heritage Centre; Mustafa Centre; Sri Veeramakaliamman Temple; Tekka Centre.

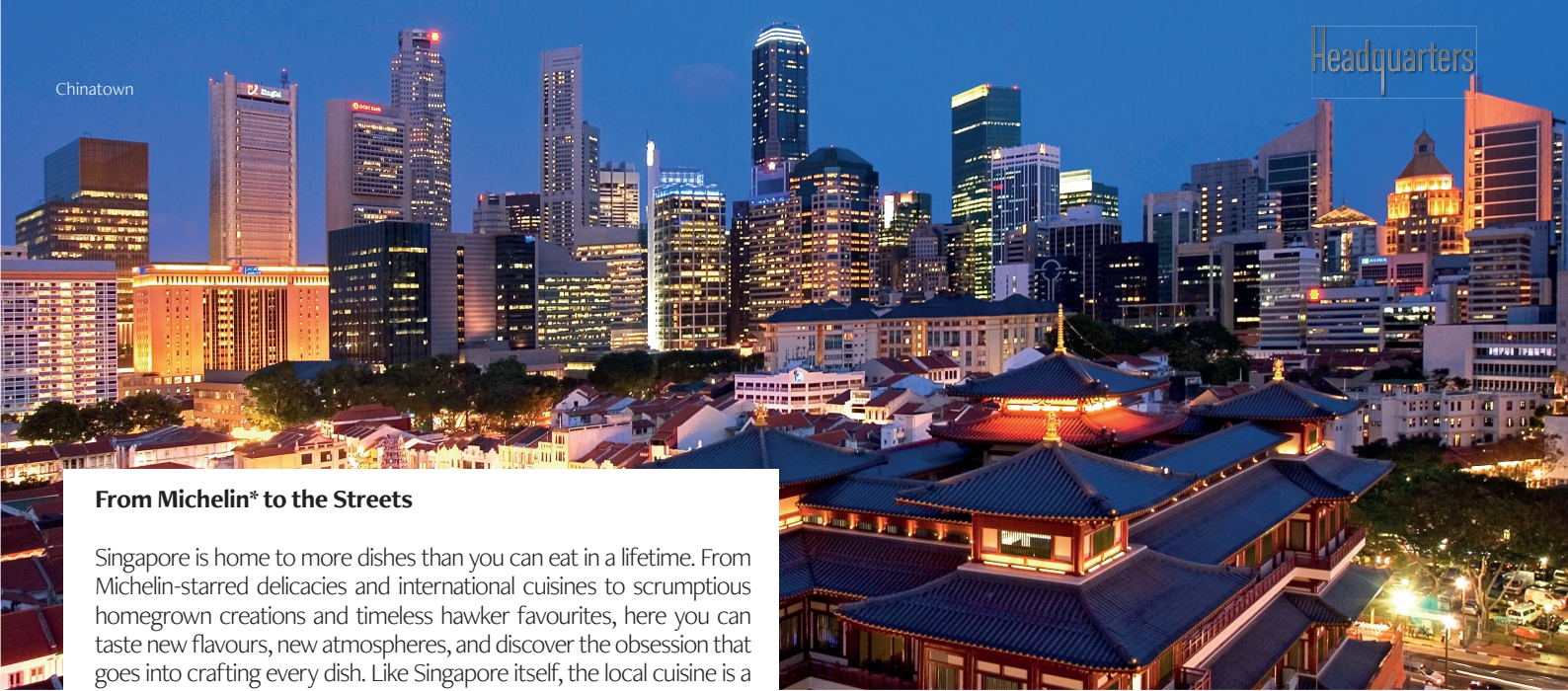


### Other Precincts

Home to Singapore's new Downtown, **Marina Bay** is a symbol of Singapore's urban development. Start off with a leisurely stroll at Gardens by the Bay, or enjoy a breathtaking view of the city from the Singapore Flyer. With an island-resort vibe, **Sentosa-Harbourfront** offers an inviting blend of thrill and idyll. Lose yourself at Universal Studios Singapore™ and S.E.A. Aquarium™ and enjoy the high life with fine dining, golf courses, top spas and the breathtaking views as you ride the cable car. With three distinct piers – Boat Quay, Clarke Quay and Robertson Quay – Singapore River is one of the premier waterfront destinations. A leisurely cruise will take you past historical and contemporary landmarks, beyond the entertainment and nightlife on the riverfront.







## From Michelin\* to the Streets

Singapore is home to more dishes than you can eat in a lifetime. From Michelin-starred delicacies and international cuisines to scrumptious homegrown creations and timeless hawker favourites, here you can taste new flavours, new atmospheres, and discover the obsession that goes into crafting every dish. Like Singapore itself, the local cuisine is a tantalising blend of flavours from various origins and latitudes, such as Chinese, Malay, Eurasian, Peranakan and Indian food.

### Hawker food centres

True food lovers, Singaporeans go wild for a huge variety of delicacies at affordable prices. Essential pillars of the local lifestyle, the hawker hubs unfold into numerous creative cuisines, inscribing Singapore on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity for the first time on 16 December 2020. With around 100 hawker shops, the **Newton Food Centre** has long been one of the island's most popular eating places. Located at the foot of Ann Siang and Club Street, you can find **Maxwell Food Centre** with its Eurasian meals. Lastly, don't miss the historic **Lau Pa Sat Market**, home to international cuisines such as North Indian, Korean and Vietnamese.

### Michelin Guide Singapore 2022

A total of 52 restaurants received Michelin stars, and 67 received Bib Gourmand recommendations in the Michelin Singapore Guide 2022. This is the highest number of restaurants selected in both categories since the inception of the Singapore Guide in 2016. The seven new restaurants that received their first Michelin star include **Euphoria** (by Singaporean Chef Jason Tan), **Marguerite** (at Gardens by the Bay), **La Dame de Pic** (at Raffles Hotel), **Naeum**, **Revel** and **Burnt Ends**. Two restaurants were promoted to two Michelin stars – **Cloudstreet** and **Thevar** – and three others retained their three Michelin stars – **Les Amis**, **Odette** and **Zen**. Singapore remains the only country in Southeast Asia to host 3-star restaurants.

### Into the Nature

Singapore's land area includes up to 64 offshore islands that surround the main island. These include Sentosa – a popular seaside resort with numerous attractions – and nature-loving havens like **Pulau Ubin**, St John's Island and Sisters' Islands. Perhaps the best known of the offshore islands, Pulau Ubin is the place to connect with nature and home to the rustic charm of Singapore's last *kampongs* (villages). Apart from the beaches of Sentosa or East Coast Park, **Lazarus Island** is a great destination for an idyllic beach getaway. Remember to pack your towels, water and sunscreen, as the Lazarus Island tropical paradise experience comes without convenience stores. **Kusu Island**, meanwhile, is home to a famous tortoise sanctuary with fascinating legends surrounding these animals, and several sacred temples that attract thousands of devotees.

Behind the skyscrapers, Singapore boasts lush and unusual greenery – home to over 2,100 species of native vascular plants. In addition to numerous parks and gardens, rich biodiversity exists in the many nature reserves that dot almost half of the city's land area. The **Sungei Buloh Wetland Reserve**, for example, is a vast mangrove forest in the northwest area teeming with fascinating wildlife. At the **Labrador Nature Reserve**, history and nature intertwine in a natural habitat that was once the site of a fort dating back to World War II. Meanwhile, the **Bukit Timah Nature Reserve** is said to have more tree species in a single hectare than the total number of tree species found in North America. Challenge yourself to a hike up its 163-metre-high slopes on trails that wind through pockets of forested areas.

Scan the QR code to find out more about Singapore!



Flavours of Singapore





# BRINGING THE FUTURE OF BUSINESS EVENTS TO THE PRESENT.

Singapore has been ranked Asia's Top Convention City for 19 years. Because we constantly innovate to bring forth the future of business events. From outstanding infrastructure and award-winning innovative event spaces to bespoke itineraries, we reimagine how events can be hosted to ensure the delivery of a memorable experience. So everything you need for a successful business event can be found in one destination.

[VisitSingapore.com/mice](http://VisitSingapore.com/mice)

singaporeimagine

