

Asia Forum Profiles

Country: Singapore

Economic Profile:

Population 4.35m
 Land Area 699.4 sq km
 GDP S\$194.4bn
 Annual Growth 6.4%
 Per Capita Income S\$44,666

Exhibition Profile

Number of exhibition venues 2
 Total space 124,000 sqm
 Number of exhibitions held in 2005 158

Exhibition Cities & Figures			
City Name	# of Exhibitions	Net m2 Exhibition Space	Number of Meeting Rooms
Singapore	158		40

Types of Exhibitions	
Industry	Number of Exhibitions
Building, Construction, Home & Repair	15
Communications & Information Technology	16
Consumer Goods & Retail	41
Food	8
Government, Public and Non-Profit Services	0
Industrial/Heavy Machinery and Finished Business Inputs	8
Medical and Healthcare	5
Professional Business Services	6
Raw Materials & Science	0
Sports, Travel, Entertainment, Art & Consumer Services	37
Transportation	3

Country's Perception of the Exhibition Industry: Singapore is a very pro-business and pro-exhibition industry location. The government and industry recognise the importance of catering to the BT-MICE market and work to accommodate any and all requirements.

Types of Organizers Holding Events in the Country:

Government Agencies Yes
 Associations Yes
 Trading Companies Yes
 Venue Owners Yes
 Private Companies Yes

Challenges in Holding Exhibitions in Country: Singapore offers an ideal location, superb infrastructure and top-level services. There are few challenges to holding an exhibition in the country.

Opportunities/Advantages for Holding Exhibitions in Country: With a well-organised government and industry sector, it becomes easier to gain association support and target specific industry segments. Singapore's central location makes it an accessible regional hub, able to draw an international mix of visitors and exhibitors.

Asia Forum Profiles

Country: Singapore

Economic Profile:

Population 4,425,720 (July 2005 est.)
 Land Area 692.7 sq km
 GDP \$131.3 billion (2005 est.)
 Annual Growth 4.5% (2005 est.)
 Per Capita Income purchasing power parity - \$29,700 (2005 est.)

Exhibition Profile

Number of exhibition venues 2
 Total space 112,000 sq m
 Number of exhibitions held in 2005 46 (trade exhibitions only)

Exhibition Cities & Figures			
City Name	# of Exhibitions	Net m2 Exhibition Space	Number of Meeting Rooms

Types of Exhibitions	
Industry	Number of Exhibitions
Building, Construction, Home & Repair	5
Communications & Information Technology	7
Consumer Goods & Retail	
Food	3
Government, Public and Non-Profit Services	
Industrial/Heavy Machinery and Finished Business Inputs	3
Medical and Healthcare	3
Professional Business Services	
Raw Materials & Science	4
Sports, Travel, Entertainment, Art & Consumer Services	2
Transportation	1

Country's Perception of the Exhibition Industry:

Types of Organizers Holding Events in the Country:

Government Agencies
 Associations Yes
 Trading Companies Yes
 Venue Owners Yes
 Private Companies Yes

Challenges in Holding Exhibitions in Country: One concern that has been voiced is the cost of organising an event in Singapore. While the costs are slightly higher, Singapore does pride itself on its efficiency as well as the professional service that the industry can provide to events organised here. SECB, together with our industry partners work to provide a customised solution for each particular event and event organisers can be assured of the excellent infrastructure, superb facilities and efficiency Singapore offers for their business

Opportunities/Advantages for Holding Exhibitions in Country: As one of the world's leading business hubs, our strategic position and connectivity offers a truly international market for the exchange of business opportunities, products and ideas. Located in the midst of the emerging and fast-growing Asian market and connected globally through our excellent air links to more than 180 cities worldwide and Free Trade Agreements linking Singapore to economic giants such as Japan, the United States and India, Singapore is a strategic launch pad for new products