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THE BEST RESOURCE FOR ASSOCIATIONS

SINGAPORE:
YOUR GATEWAY TO
EXCEPTIONAL BUSINESS EVENTS

MARCH 2024

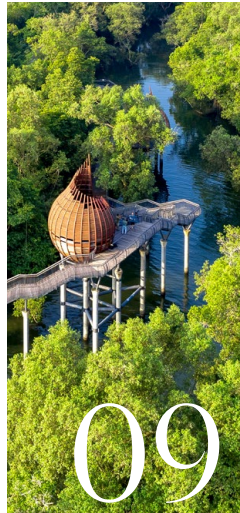
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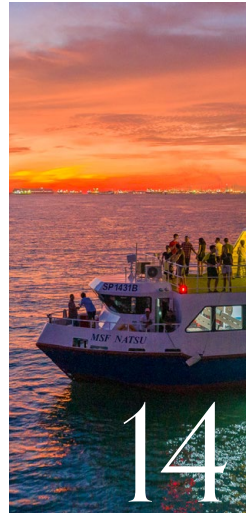
SINGAPORE'S RISE AS AN INNOVATION & TECH CAPITAL



SUSTAINABLE BUSINESS EVENTS IN SINGAPORE: PARTNERSHIPS FOR POSITIVE IMPACT



CASE STUDY WORLD CONGRESS OF DERMATOLOGY



SINGAPORE'S TAILORED SUPPORT FOR GLOBAL CONFERENCES



BOARDROOM
THE BEST RESOURCE FOR ASSOCIATIONS

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Foreword

Singapore - Where the Ordinary is Made Extraordinary

In just six decades, Singapore has evolved from a small nation into a global economic powerhouse, a testament to our resilience, innovation, and commitment to excellence. As the lead government agency for the business events sector in Singapore, the Singapore Exhibition & Convention Bureau (SECB), under the Singapore Tourism Board (STB), is responsible for shaping and retaining Singapore's exceptional reputation as one of the world's best business event destinations through the delivery of world-class events.

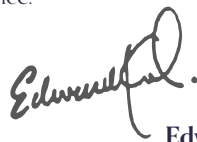
Singapore is the gateway to Asia. Your journey in Singapore begins with a warm welcome at Changi Airport, consistently voted as one of the world's best airport. Get connected to nearly 4 billion people within a 7-hour flight radius, offering unparalleled market access to the region. Most visitors to Singapore do not require a visa for visits of a 30-day duration, and those who do will appreciate an efficient visa application process.

We welcome associations from around the world to the vibrant metropolis of Singapore. Renowned as a premier destination for international conferences and events, the city offers exceptional access, innovative capabilities, and robust business fundamentals - making it the perfect choice for associations seeking to connect with the dynamic markets in the region.

As a city in nature, we are committed to global sustainability goals and have in place the Singapore Green Plan 2030 which strengthens our commitment under the United Nation's 2030 sustainable development agenda. The Singapore Tourism Board in partnership with our local industry association - Singapore Association of Convention & Exhibition Organizers & Suppliers (SACEOS) - have developed industry-specific roadmaps for the MICE sector, providing clear directions towards sustainability outcomes, such as the recently launched Singapore MICE Sustainability Certification.

Associations can choose from world-class MICE venues and facilities, from premier convention centres to unique event spaces. Elevate your MICE experience with a spectrum of accommodation options, from world-class hotels to boutique stays. And complement your delegates' experience with our vibrant selection of attractions, experiences and culinary delights, while embracing the richness of our multicultural environment.

Read on to find out more about how associations like the Dermatological Society of Singapore (DSS) and the International League of Dermatological Societies (ILDS) organised the World Congress of Dermatology and how the International Trademark Association hosted their events in Singapore and find out how SECB can work with you to create an extraordinary event experience.



Edward Koh

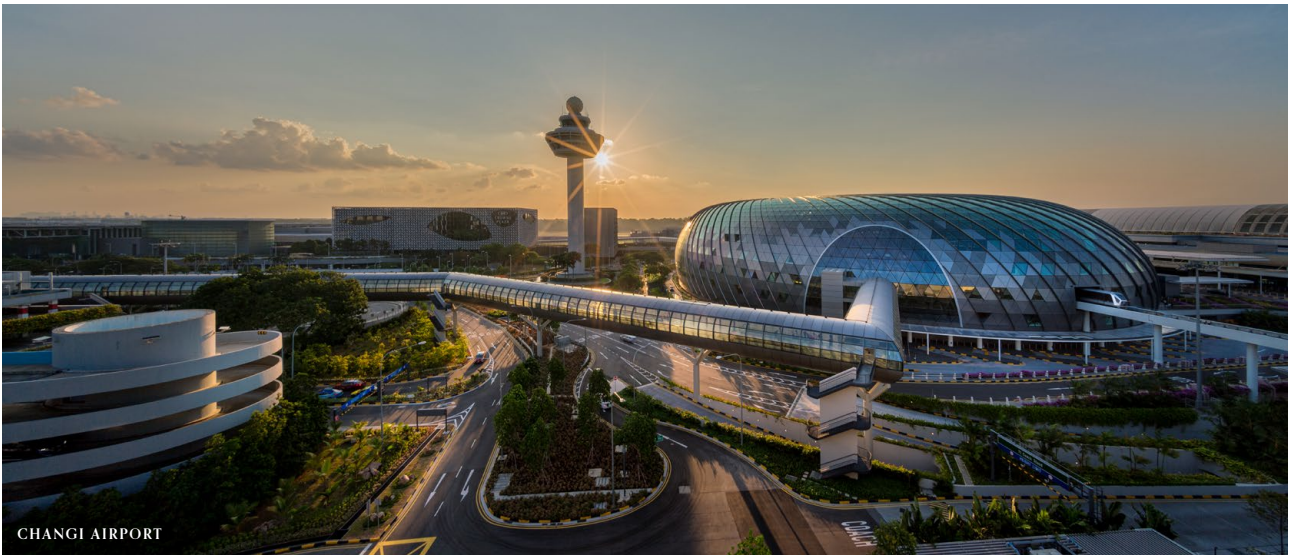
Executive Director, Conventions, Meetings & Incentive Travel
Singapore Tourism Board



Conferences at the Forefront of Change

A thriving metropolis at the heart of Southeast Asia, Singapore is maintaining its place as a premier destination for international conferences and events.

This global hub boasts unparalleled connectivity, innovative capabilities, and strong business fundamentals, making it an ideal choice for associations looking to engage with the dynamic markets of the region. With a strong focus on sustainability, the city's main conference venues offer a complete package for the next generation of business events.



CHANGI AIRPORT

At the crossroads of significant global growth, Singapore serves as the gateway to Southeast Asia, a region witnessing rapid economic expansion. Changi Airport, a major international hub, connects Singapore to 151 cities in about 49 countries, providing access to close to 4 billion people within a 7-hour flight radius, offering unparalleled market access. The city's strategic location is further emphasized by its status as the home to the highest number of regional headquarters in the past decade in the Asia Pacific according to Orbis Crossborder Investment Database.

INNOVATION PAIRED WITH A THRIVING BUSINESS ENVIRONMENT

This access is matched with the city-state's well-established position as a global hub for technology and innovation. Associations looking to connect with the top creative and corporate minds can tap into Singapore's robust tech ecosystem, enriched with highly skilled talents and supported by government initiatives.

The Singapore government's ambitious Smart Nation agenda, launched in 2014, integrates digital technology into all aspects

of society, paving the way of a truly future-ready innovation hub. Singapore's Infocomm Media Development Authority's (IMDA) Open Innovation Platform (OIP), which connects businesses with digital challenges to relevant technology providers, has been a game-changer for companies looking for effective digital solutions.

Special emphasis has been placed on artificial intelligence. At Singapore, a national R&D program aimed at deepening the country's capabilities and unlocking the positive impact of artificial intelligence, and a concerted government effort to establish progressive regulations for AI and digital assets, are fostering a trusted ecosystem for their development and utilization.

Singapore's innovative business-friendly environment is underpinned by sound infrastructure, a skilled workforce, and a thriving financial services ecosystem. The city is home to over 4,200 regional business headquarters, attesting to the confidence of international companies and organizations. With initiatives to support companies and a commitment to global association activities, Singapore stands as a key player in the international landscape.

The economy is characterized by low risks and strong investor appeal thanks to its political stability, low corruption rates, high employment rate and transparent public institutions. With diverse industries at play (from services to advanced manufacturing), business opportunities within this Smart Nation are numerous.

Its economic prowess, geopolitical stability, neutrality, and effective governance has brought the city several international accolades. Ranked fourth among the world's most competitive economies in 2023, according to the latest International Institute for Management Development (IIMD) World Competitiveness Ranking, the city-state has also earned the title of the most innovative nation in Asia Pacific according to World Intellectual Property Organization's 2023 Global Innovation Index. It has held the title of Best Business Environment in the World for 15 consecutive years, based on the Economist Intelligence Unit's business environment rankings for the second quarter of 2023.

GREEN VISION

Beyond the city's strong business fundamentals, infrastructure and commitment towards innovation, Singapore has also put in place clear targets, standards, certification programmes and incentives, to build a greener future for the MICE industry and events.

Singapore was certified as a sustainable destination based on the Global Sustainable Tourism Council (GSTC) Destination Criteria, after being the first to apply the certification process on a country level, and came in 2nd in Asia Pacific and 17th globally in the 2023 Global Destination Sustainability Index, a program that



allows users to measure, compare and improve their sustainability strategies (environmental, social and economic) and the performance of events and business travel within destinations.

The Singapore Tourism Board in partnership with local industry associations has developed industry-specific roadmaps in the hotels and MICE sector, providing clear directions towards sustainability outcomes, such as achieving internationally-recognized industry-specific certification. In line with the Singapore Green Plan 2030 and through a collective movement, the city is committed in reducing its impact on the environment by driving sustainable tourism and business events that are both innovative and sustainable.

You can explore Singapore's sustainability initiatives by referring to page 9 to 11 of this supplement for more information.

Global Recognition from the Industry

- A node for international association activities, Singapore is a member of the Global Association Hubs, a joint partnership across the global association hubs from each region (including Washington D.C., Brussels, Dubai), as well as the BestCities Global Alliance (with 12 other cities committed to promoting innovative and sustainable events).
- ICCA recognized it as the Top Meetings City in Asia in 2023.
- Business Traveller awarded it the Best MICE Destination Worldwide in 2023.
- The M&C Stella Awards 2023 titled it Best MICE Destination in Asia.

Singapore's Rise as an Innovation & Tech Capital

Over the past several decades, Singapore has cemented its reputation as the beating heart of tech and innovation. It consistently ranks highly in different global ratings of innovative cities. Innovation Cities placed Singapore at 5th place in its global rankings of innovative cities, while the World Intellectual Property Organization (WIPO) ranked it 5th in the Global Innovation Index, and first in Southeast Asia, East Asia, and Oceania region.

Singapore is also home to many R&D hubs and has in place a vibrant innovation ecosystem. Hosting your association event in Singapore provides unparalleled opportunities to connect with industry leaders and foster collaboration.

SOUTHEAST ASIA'S TECH & STARTUP HUB

Beyond the many other advantages Singapore has to offer - including a highly educated workforce and world-class infrastructure - its strategic location makes it a natural hub for business activity in the region.

Over 50% of the global population resides in 6.7% of the land, forming the Valerieris Circle. When divided in half, the dissecting line passes close to Singapore, highlighting its strategic importance in the maritime corridor of the Strait of Singapore. This makes a presence in Singapore an obvious rational choice, allowing world-leading tech enterprises to leverage the country's connectivity to reach truly global markets, with over four billion people living in relative proximity.

Some 80% of the world's top 100 tech firms have operations in Singapore,



spanning a breadth of diverse industries and sectors including sustainability, urban solutions, medtech, fintech, aerospace, logistics, applied health sciences, financial services, and advanced manufacturing.

Alongside major multinationals, Singapore has an extraordinarily high concentration of startups. This is the result of

the type of visionary long-term planning the island state is famed for, in this case helmed by the state-run Startup SG Network, which partners with the National University of Singapore (NUS), and other local incubators and accelerators. This has resulted in doubling of the number of startups in Singapore within the last decade, to an estimated 55,000.



LEADING INNOVATION CENTRE

Innovation requires a combination of bright and focused minds, a nurturing environment, cutting-edge facilities, and a willingness to take risks. The Singapore government invests significant effort to facilitate cooperation between the private and public sectors, bringing university graduates and industry leaders together to forge the future. Singapore's Smart Nation initiative promotes, in this regard, digital advancements, fostering corporate innovation with a 3.3% annual growth in R&D spending, supported by a government commitment of 1% of GDP (\$60 billion over three decades).

Initiatives like Open Innovation Platform (OIP), SGInnovate, and Global Innovation Alliance (GIA) also drives innovation and enable collaboration both locally and internationally.

Additionally, Singapore welcomes companies that want to set up their own innovation hubs on the island. Recent examples of this include the new Hyundai Motor Group Innovation Center Singapore,

which opened in November 2023 and develops electric vehicles locally.

Singapore's Land Transport Authority is committed to greening the transport system in line with the Singapore Green Plan 2030, aiming for 100% cleaner energy vehicles by 2040. In that area, Hyundai's enhanced presence plays a role of enabling Singapore to play a proactive role as part of a vast supply chain that will encompass the entire Southeast Asia region.

Another major player that has chosen to set up their R&D hub in Singapore is Biotronik, a German company and leader in the global medical technology market. Having started operations in Singapore since 2012, it is strengthening its historic presence with plans for its brand new 20,000 sqm Asia Pacific Manufacturing and Research Hub.

Alongside private R&D facilities, Singapore boasts many research institutes such as the Energy Research Institute @ NTU, Sustainable and Green Finance Institute (NUS) and the SMU-A*STAR Joint Lab in Social and Human, providing businesses

with a talent pool of specialists available for consultation and collaboration. Such knowledge-sharing ecosystem is yet another feature that makes Singapore attractive to investors and industry players alike, and helps explain its success in innovation and technology.

THE PREMIER THOUGHT LEADERSHIP HUB OF ASIA

Singapore's compact size, its world-class transport system, a wealth of top-class hotels and venues, as well as a unique multi-cultural heritage are all obvious advantages when it comes to choosing Singapore as a conference destination. As a centre of excellence for so many different innovative sectors, there is no shortage of dynamic thought leaders, academics, and entrepreneurs, making a pool of experts and speakers willing and available to speak at and attend events. Having known industry leaders and researchers participate in conferences can draw attendees from around the globe.

As a testament to Singapore's strength as a global Intellectual Property and business hub, Singapore hosted the International Trademark Association's (INTA) Annual Meeting Live+ in 2023 which welcomed more than 8,000 IP and business professionals from around the world. During the first Open Innovation Challenge at the event, startups and scale-ups were able to pitch business ideas to a panel of international experts in the fields of branding, brand valuation, intellectual property law, and finance. By tapping into Singapore's vibrant innovation and entrepreneurship ecosystem, those with winning proposals were able to access free business, legal and IP consultancy services with industry experts.



Watch the highlights of the International Trademark Association's (INTA) Annual Meeting Live+ 2023

SPACES, PLACES & EXPERIENCES

In Singapore, innovative solutions and facilities enhance the MICE experience, providing planners with unconventional options through unique event spaces for hosting diverse events. With a focus on renewal and reinvention to meet the latest needs of association organizers, the city is home to host of new and refreshed spaces, and experiences making Singapore a dynamic and exceptional destination.

Located within the Flower Dome at Gardens by the Bay, the **Flower Field Hall** is a captivating venue with panoramic views of perpetual blooms and the Marina Bay skyline. Spanning over 1,200 sqm, the venue offers a picturesque setting for conferences, gala dinners, or special-themed events, offering attendees a unique and memorable experience amidst exotic plants. The World Congress of Dermatology used this venue for their gala dinner and delegates enjoyed a dazzling solar-powered drone show at the super-tree grove located within walking distance of the flower field hall (more on this in the following pages).

Jewel Changi Airport is a futuristic complex at Singapore's Changi airport, blending nature and entertainment. Opened in 2019, it features the world's tallest indoor waterfall, the Rain Vortex, surrounded by the Forest Valley. Offering diverse retail, dining, recreational options, and event spaces, it is a unique and unforgettable experience for visitors.

Sentosa translates to mean tranquility in Malay language, and is also the name given to a small island off Singapore's southern coast. Popular as a beach getaway, it boasts a host of attractions and activities. **Southside** is a new dining and leisure spot on the island, while the newly constructed **The Palawan @Sentosa** is the Shangri-La Group's new lifestyle and entertainment haven, which consists of an electric go-kart indoor attraction, **Hyper-Drive**, alongside new beach clubs and restaurants. The newest opening is **Tipsy Unicorn**, a flamboyant 500-seater venue that includes indoor and outdoor areas, with private cabanas, daybeds, and VIP lounges spread over a 1,800-sqm multi-level space.

The Deloitte Management Retreat 2021 at **Lazarus Island** (a 15-minute ferry ride from Sentosa Cove Jetty), organized in collaboration with Sentosa Development Corporation (SDC) and Sentosa's Island Partners, featured a unique hybrid meeting experience. This included meals on the **Royal Albatross** and meetings at **The Glasshouse @Lazarus**, a multi-purpose space with unblocked sea views that can hold up to 100 pax.

Conference organizers might consider giving their events a cinematic or musical theme. **The Projector** is an indie cinema and event space at Golden Mile Tower, popularly known for its curated selection of arthouse films. Seen as one of the hubs of Singapore's creative scene, it is available for hire for events of diverse sizes and

formats. Meanwhile, Singapore's biggest nightclub, **Marquee** at Marina Bay Sands, includes a Ferris wheel and a 3-storey spiral slide, as well as state-of-the-art sound systems and world-famous DJs, for a dynamic after-hours add-on to any conference.

For a one-of-a-kind setting, you may consider one of the world's largest aquariums, **S.E.A. Aquarium** at Resorts World Sentosa. During the World Ocean Summit Asia-Pacific held in December 2022, it was transformed into a stunning meeting space with a cocktail reception, as well as yoga sessions held in front of vistas of marine life visible through floor-to-ceiling viewing panels.

The **National Gallery Singapore**, which specializes in Southeast Asian art from the 19th century to the present day as well as frequent thematic exhibitions, is a heritage landmark suitable for business events. The Gallery hosted the TIME100 Leadership Forum and Impact Awards 2022 and 2023. Conference organizers can choose from spaces like the Supreme Court Terrace built around the former Supreme Court's Rotunda Dome or the Padang Deck, which provides unparalleled views of the Marina Bay Precinct, while immersing your delegates in Southeast Asian art.

Associations can also host their networking activities at the many bars and restaurants at Club Street. The Singapore Fintech Festival 2023 hosted its offsite networking party on Club Street, enabling attendees to freely explore 14 bars and restaurants.



NATIONAL GALLERY SINGAPORE



MARQUEE



ROYAL ALBATROSS

Sustainable Business Events in Singapore: Partnerships for Positive Impact

Singapore's commitment to sustainability and legacy building has been rising over the last decade, strengthening its position as a sustainable destination. The city-state has aligned itself with global sustainability goals, exemplified by the Singapore Green Plan 2030 and supported by responsible partners, making it a trusted hub for environmental, economic and socially-conscious events.

A CITY OF GREEN POSSIBILITIES

In February 2021, the government launched the **Singapore Green Plan 2030**. Spearheaded by five government ministries, the initiative is a comprehensive roadmap that delineates the nation's commitment to the UN's 2030 Sustainable Development Agenda and the Paris Agreement.

This ambitious plan sets forth clear targets, affirming Singapore's dedication to achieving net-zero emissions by 2050. Key targets include planting one million more trees, quadrupling solar energy deployment and reducing landfill waste. At least 20% of schools are set to be carbon neutral, while all new cars to use cleaner energy.



To actualize these goals, Singapore has implemented various targets, standards, and green initiatives, complemented by incentives and certification programs. The MICE Sustainability Roadmap, launched in 2022 by the Singapore Association of Convention and Exhibition Organizers and Suppliers (SACEOS) and the Singapore Tourism Board (STB), plays a pivotal role in this endeavor.

The initiative sets clear targets to position Singapore as one of the most sustainable business events destinations in the Asia Pacific, focusing on circular economy and the reduction of carbon emissions and energy. Its goals include setting sustainability standards and gaining global recognition by 2024, obtaining certifications for purpose-built MICE venues and 80% of SACEOS members by 2025, and aiming for waste reduction and net-zero carbon emissions by 2050.

STRATEGIC COLLABORATIONS & RECOGNITION

In 2023, the city-state secured the 17th position globally and the second position in the Asia Pacific region in the Global Destination Sustainability-Index (GDS-I), a program that allows users to measure sustainability strategies and the performance of events and business travel.

Acknowledging the global demand for sustainable business events, key players in the Singapore MICE industry are joining forces to create a more sustainable future. The Global MICE Sustainability Alliance, formed through a memorandum of understanding in 2022 which includes STB, SACEOS,

Constellar Venues and Pico World among others, aims to reduce waste and carbon footprints in exhibitions. The alliance has piloted the launch of a zero-waste booth at the Food & Hotel Asia (FHA) - Food & Beverage 2023 and will continue to pioneer green initiatives.

The Singapore Hotel Association (SHA) and STB had also announced the launch of the Hotel Sustainability Roadmap in March 2022. The roadmap focuses on water and energy conservation, waste management, recycling and the circular economy, as well as sustainable sourcing and procurement. Key targets include 60% of Singapore's hotel rooms to achieve internationally-recognised sustainability certification by 2025 and cut emissions by 2030, aiming for net-zero emissions by 2050.

Moreover, Singapore is leading global efforts in sustainable business events through a collaboration with the Global Sustainable Tourism Council (GSTC). This partnership aims to develop the GSTC MICE Criteria, which will serve as the global sustainability standard for business events, setting a benchmark for the industry worldwide. Following the criteria will also lead to preserving local cultures and supporting sustainable consumption and production patterns.

Such initiatives both mitigate the environmental footprint of the meetings industry, and contribute significantly to Singapore's broader sustainable development goals.



Conference Venues Embracing Singapore's Sustainability Initiatives

Singapore is guided by the Singapore Green Plan 2030, and continues its journey as a City in Nature, where large experiences come with small footprints. Through a collective movement, the city is reducing its impact on the environment and is developing offerings for business events that are innovative and sustainable.

Singapore's main conference venues represent architectural and technological excellence, catering to events of various sizes. The Singapore EXPO provides vast and adaptable spaces for large-scale conferences (up to 100,000 pax), while the Sands Expo & Convention Centre within Marina Bay Sands offers state-of-the-art facilities with stunning city skyline views for 6,000 people in its biggest ballroom. Resorts World Sentosa (capacity of up to 8,500 people) combines functionality with luxury in a resort-style setting, and the Suntec Singapore Convention & Exhibition Centre (42,000 pax) stands as a sophisticated, centrally located venue. Raffles City Convention Centre adds to this array,

providing an upscale space for conferences for over 4,000 delegates in all its rooms.

Besides their unique character and cutting-edge event spaces, these venues speak volumes for Singapore's sustainability initiatives in event management. Marina Bay Sands and Resorts World Sentosa have earned recognition for their dedication to sustainability, achieving platinum certifications from the Events Industry Council and adhering to ISO standards. Singapore EXPO, with its ISO 14001:2015 Environmental Management System Certification, is at the forefront of sustainable practices, aiming for Net Zero emissions by 2024 through green efforts like the installation of solar panels (reducing 91% of its carbon emissions), electric vehicle charging points, an onsite recycling centre to reduce wastage, and sustainable food sources (3 herb gardens and an upcoming aquaponics farm for a fresh supply of fish and vegetables).

LEGACY-BUILDING EVENTS: STORIES THAT ENDURE

Meetings can drive lasting change in communities. SECB partners with organizers to shape legacies, from community engagement to sustainability efforts, ensuring events leave a significant impact. The long-term social aspect is evident in two major conferences: the World Stroke Congress 2022 and the World Aquaculture 2022.

Through its flagship event, the World Stroke Organization facilitated crucial discussions on enhancing stroke care and improving patient outcomes. The Singapore National Stroke Association (SNSA) organized a fundraising walkathon (held around the iconic Marina Bay precinct) for 800 participants as part of the congress, raising approximately \$94,000 for stroke survivors and their caregivers. Furthermore, 17 buildings and attractions, including Gardens by the Bay and Singapore Flyer, were lit in blue to commemorate World Stroke Day and raise awareness for the cause. This exemplifies how business events in Singapore can transcend their primary objectives and contribute to important societal causes.



Watch event highlights of the World Stroke Congress 2022

World Aquaculture Singapore (WAS) 2022, a combined trade-show and scientific conference organized by the World Aquaculture Society, saw over 3,500 attendees from 82 countries gathering and exchanging knowledge on numerous aspects of aquaculture - from animal health and welfare to emerging species, food security, sustainable development of aquaculture, and value chain development. Supported by the Singapore Tourism Board (STB) and the Singapore Food Agency (SFA), WAS 2022 was themed "Next Generation Aquaculture Innovation and Sustainability Will Feed the World".

The aim of the meeting sought to consolidate the link between academia and industry as a basis for innovation and contribute to the development of sustainable aquaculture. The Singapore Food Agency (SFA), National University of Singapore (NUS), Temasek Life Sciences Laboratory, and industry partners signed a Memorandum of Understanding to develop the AquaPolis Programme, marking their commitment to growing an aquaculture industry for Singapore.



Watch event highlights of the World Aquaculture Singapore 2022

PARTNERSHIPS TO MAGNIFY IMPACT

Singapore offers a plethora of legacy partners that business event organizers can collaborate with to leave a lasting positive impact on the community. The Singapore Tourism board



can connect event planners with our network of local partners to organize legacy initiatives.

Giving.sg serves as a national giving platform, featuring over 600 registered non-profits committed to a broad spectrum of causes, including animal welfare, arts and heritage, education, and environmental sustainability. Engaging with Giving.sg allows individuals, companies, and groups to actively contribute to the realization of a 'City of Good,' where the community collectively dedicates itself to various philanthropic endeavors, spanning from supporting the young and the elderly to championing environmental conservation.

Equally noteworthy is the Dignity Kitchen - Hawker for a Day CSR Activity, an innovative initiative that fosters community engagement. Participants have the unique opportunity to step into the shoes of a hawker for a day, gaining insights into local culinary traditions while serving meals to the underprivileged. This immersive experience not only imparts valuable knowledge but also promotes a sense of connection and understanding within the community.

Adding to the collection of impactful initiatives, Willing Hearts stands out as a volunteer-run charity operating a soup kitchen. Providing daily meals to various beneficiaries, the organization goes beyond mere sustenance by extending additional services such as dental care, traditional Chinese medicine treatments, optical care, and legal aid.

Meanwhile, the Waterways Watch Society offers a distinctive form of corporate engagement through a kayak and water clean-up program. Participants can learn more about Singapore's water story while keeping Singapore's water resources clean.

Additionally, the One Million Trees Movement plays a crucial role in contributing to the greening of Singapore. By actively participating in tree planting and fundraising efforts, individuals and organizations align themselves with the national goal of planting one million more trees. Together, these examples showcase Singapore's commitment to creating meaningful legacies through a diverse range of initiatives that address societal, environmental, and cultural needs.

Case Study: World Congress of Dermatology

In July 2023, the 25th World Congress of Dermatology (WCD 2023), organized by the Dermatological Society of Singapore (DSS) under the auspices of the International Leagues of Dermatological Societies (ILDS), took place at Suntec Singapore Convention & Exhibition Centre and the Pan Pacific Singapore. The congress aimed to create a positive and lasting impact in the field of dermatology, drawing over 12,000 participants from 150 countries.

WCD2023 was the largest medical convention ever held in Singapore, and the first time the event was held in South-East Asia. Themed 'Dermatology Beyond Borders: Science, Care, Communities', the congress encapsulates the hope for attendees to extend the boundaries of dermatology.

Providing a platform for clinicians, scientists, practitioners, and manufacturers to learn and share the latest advancements in dermatology, catalyzing new ideas and driving meaningful collaboration and impact, the 25th World Congress of Dermatology showcased groundbreaking developments in dermatology, highlighting new treatments for numerous skin conditions including psoriasis, eczema, vitiligo, hair loss and melasma.

Specific sessions also addressed skin conditions affecting migrants and refugees, neglected tropical skin diseases, and skin of color. These discussions underscored the importance of understanding skin diseases globally and in the context of human suffering,

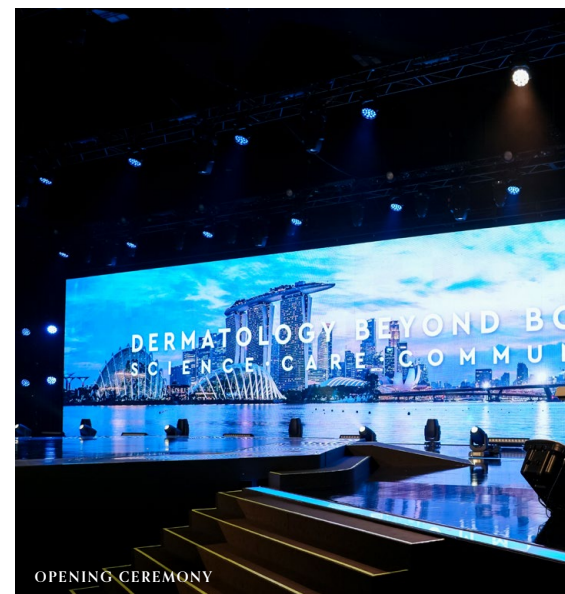
climate change, and the provision of dermatological care in underserved nations and in the global south.

As Prof Roy Chan, President of the 25th WCD, puts it: *"The congress emphasized the significance of disseminating knowledge globally to ensure that dermatologists worldwide are aware of new therapeutic options, addressing the diverse range of skin conditions that impact more than half the world's population."*

Describing WCD 2023 as more than a success, Maria Criscuolo, the chairwoman of Triumph Group International (TGI), the PCO for the event, underscored its significance not just for the company but also for the host city. *"We initially anticipated a more modest attendance. The unexpected registration of more than 12,000 participants signified a remarkable success for both the congress and Singapore. We took particular pride in orchestrating the solar-powered drone show at the Supertree Grove - a truly remarkable spectacle that captivated not only the delegates but the entire city at large."*

DESIGNING A GREENER CONGRESS

WCD 2023 had several sustainability activities, highlighting the organizers' commitment to aligning with the United Nation's Sustainable Development Goals (UN's SDGs) and engaging all stakeholders in eco-friendly initiatives.



"We introduced the innovative 'Food for Good' program, a successful European initiative that transforms leftover food into energy. This marked a groundbreaking step in minimizing the environmental impact of such large-scale events," says Criscuolo. "Furthermore, we assigned special sustainability targets to sponsors, encouraging the construction of booths in a sustainable manner. Emphasizing local collaboration, we ensured that booths designed in Europe and the United States were constructed by locally-based teams, minimizing travel-related carbon footprints."

"As part of our commitment to leave a lasting impact on Singapore", continues Prof Chan, "we raised funds to support the local charity, the Garden City Fund, with the goal of planting one million trees by 2030. Collaboration with charity Divert for 2nd Life allowed us to responsibly manage leftover food from the congress's official events."

"To formalize our sustainability efforts, we also established the congress Green Policy, drawing inspiration Singapore's Green Plan 2030. These values were translated into '25 nudges,' a practical

list of sustainability tips for adoption before, during, and after the event."

To encourage environmentally friendly practices, all delegates were provided with a WCD 2023 themed \$30 transit card for use on public transportation. *"In a bid to reduce plastic waste, we also eliminated the use of disposable plastic water bottles, prompting delegates to bring and refill their own bottles at designated water points,"* adds Prof Chan. *"Furthermore, we minimized the use of excessive or unnecessary printed materials, opting for an electronic Conference Newspaper accessible through the WCD app and a comprehensive Conference program on the WCD website."*

DRIVING POSITIVE CHANGE & IMPACT

Throughout the planning and execution, the Singapore Tourism Board (STB) played a pivotal role. *"STB went above and beyond to ensure the seamless execution of our responsibilities. They demonstrated an unwavering commitment to making our tasks as effortless as possible, tackling challenges with an "anything is possible" attitude. Their*

pivotal role played a significant part in the success of WCD2023," Criscuolo says.

Last but not least, scholarships were granted to support dermatologists and trainees hailing from low and lower-middle income countries as identified by the World Bank. The aim was to enable them to visit Singapore, enrich their knowledge, and enhance their training.

In collaboration with the International League of Dermatological Studies (ILDS) and the World Congress of Dermatology (WCD), L'Oréal joined forces to recognize the recipients of the fourth edition of the International Awards for Social Responsibility in Dermatology. High-impact projects in North America, South & Central America, Europe, Africa & the Middle East, and the Asia Pacific region were each awarded a €20,000 grant. These projects focused on critical areas such as education on skin health, improvement of the quality of life and self-esteem for individuals dealing with skin issues, and enhancing access to dermatological care coverage and surgical interventions.

The Congress achieved what it was organized for and provided clinicians not only with a destination experience of Singapore, but also opportunities to explore emerging options for their patients. *"Merely having therapeutic advancements known or available only to university or academic departments in rich countries is not good enough. Hence, it is crucial for the WCD to educate dermatologists globally about the potential of these medications, ensuring that a maximum number of patients can derive benefits,"* concludes Prof Chan.



Watch the highlights of
WCD 2023

Singapore's Tailored Support for Global Conferences

Singapore, renowned for its world-class facilities, infrastructure, and empowering business environment, has established itself as a leading destination for hosting impactful business events. To further elevate the event experience, the Singapore Exhibition & Convention Bureau (SECB) has introduced comprehensive assistance schemes tailored to conference planners and organizers.

Schemes that facilitate and support the organization of these conferences are instrumental in creating opportunities for networking, skill enhancement, and the dissemination of groundbreaking research. Singapore provides planners with assistance schemes that have been carefully designed to cater to their needs. These programs underscore the city-state's commitment as a destination to foster knowledge exchange, meaningful connections and drive growth of industries on an international scale.

BUSINESS EVENTS IN SINGAPORE (BEIS)

Through the Business Events in Singapore (BEIS) scheme, SECB offers financial support to event organizers to anchor and grow quality business events in Singapore. Other customized support include: help in securing venues, introductions with leading government agencies and business partners, marketing and publicity support, as well as assistance in hosting sustainable events. It supports third-party key event costs¹ such as content development, professional services, marketing and social experiences.

IN SINGAPORE INCENTIVES & REWARDS GLOBAL 2.0 (INSPIRE GLOBAL 2.0)

The INSPIRE Global 2.0 program by SECB offers event planners and organizers an array of complimentary experiences to enrich the itineraries of MICE groups visiting Singapore. This program boasts close to 80 distinctive escapades spanning dining, attractions, thematic tours, team-building activities, and retail options.

1. The funding is provided on a reimbursement basis, and is subject to the fulfillment of specified deliverables.

Choose from complimentary admissions to Gardens by the Bay, Singapore's horticultural marvel, or private weekday use of the Supertree Observatory for your events. Meanwhile, Design Orchard, an integrated retail and incubation space that grooms local designers, caters to shopping enthusiasts with a private shopping experience before or after operating hours, complemented by a souvenir bag showcasing the city's design excellence. Tribe Tour's Story of Jewel tour delves into the architectural wonders of Jewel Changi Airport, shedding light on its conceptualization and construction.



SOUTHERN ISLAND DISCOVERY SUNSET SAIL

Culinary aficionados can also savor a 3-course farm-to-table meal at The Summerhouse, where sustainability takes precedence with locally sourced ingredients. Singapore Sidecars offers a one-of-a-kind vintage Vespa sidecar tour, weaving through the city's historic neighborhoods and providing an immersive exploration of Singapore's cultural tapestry. Woopa Travels invites groups on a serene sunset journey to Singapore's Southern Islands, offering insights into marine conservation efforts and the rich histories of these secluded locales.

These experiences, are just some of the unique offerings that await MICE groups in Singapore, adding a dimension of cultural exploration to their business agendas.

INSPIRE Assessment Criteria*

- Groups of 20-250 foreign delegates
- Travel completed by 31 January 2026
- Minimum stay of 3 days in Singapore**

* Subject to variations by market

** With the exception of MICE groups on Fly-Cruise itineraries

SINGAPORE MICE ADVANTAGE PROGRAMME (SMAP)

The Singapore MICE Advantage Programme (SMAP) is a collaboration between Singapore Exhibition & Convention Bureau (SECB) and various partners, including Singapore Airlines, Changi Airport Group (CAG), Sentosa Development Corporation, JetQuay, Grab, Mandai Wildlife Group, Transitlink, EZ-link, and Singapore Fashion Council.

This program aims to provide exclusive privileges and services to event organizers and MICE delegates, ensuring a seamless and enjoyable event journey in Singapore.

Through SMAP, event organizers and delegates gain access to a range of benefits. These include discounted airfares with Singapore Airlines, provision of shopping vouchers at Changi Airport and Jewel Changi, reduced-ground transport costs with ride hailing app Grab, complimentary leisure and F&B experiences, discounts for venue rental and services at the JetQuay CIP Terminal (Singapore's private airport terminal), preferential admission ticket rates for Mandai Wildlife Reserve's four parks, seasonal free gifts for MICE delegates (with minimum spend requirements) at Design Orchard and discounted transport cards and vouchers to be utilized for Singapore's public transportation.

In addition, SMAP offers environment-friendly air travel with Singapore Airlines and eco-friendly transportation options through Green Grab and encourages the use of public transport to reduce carbon footprint, and provides complimentary eco-experiences in partnership with Sentosa.

Singapore's comprehensive assistance schemes aim to support association organizers to curate exceptional experiences, enrich participant itineraries, and contribute to a sustainable event industry.

SMAP Assessment Criteria for Associations

More than 100 foreign delegates (Except for CAG's Arrival Halls' welcome desk which requires a minimum of 250 pax)



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