

Suntec Singapore

## CENTRE STAGE

www.suntecsingapore.com

## HIGHLIGHTS

- 2 CEO message
- 4 ADEX and Boat Thai 2007 Closes on High Note
- 5 Special Recognition Award for SES CEO: Stephen Tan
- New Master Chef: Mok Kit Keung
- 6 Largest Incentive Group: Nicholas Piramal



- 7 Suntec Singapore Receives May Day 2007 Award

- 9 Hidden Gems: Koh Kian Leong



## Regulars

- 14 Suntec Singapore Buzz
- 17 Industry View
- 18 What's On in Singapore



**Suntec**  
SINGAPORE  
International Convention &  
Exhibition Centre

## Suntec Singapore's own Boat Asia 2007 Receives Prestigious "Best Boat Show" Award

Boat Asia 2007, which is owned and managed by Suntec Singapore, has won the title of BEST BOAT SHOW in Asia conferred by the prestigious Christofle Asia Boating Awards 2007. The annual awards ceremony was held in April at the Boat Thai Exclusive Night at Peninsula Hotel in Bangkok, Thailand as part of the inaugural Boat Thai 2007.

Boat Asia 2007 which was held from the 19th to the 22nd of April at Sentosa Cove, Singapore saw a record breaking number of over 10,000 visitors including the immensely strong support of first time as well as returning exhibitors who came in on a much larger scale for the boat show this year. The four-day boat show wowed the crowd with 46



Roel van Leeuwen, Director of Suntec Integrated Media (left), receiving the award from Guillaume Willk-Fabia, Sales Director of Christofle

**Boat Asia 2007 saw a record breaking number of over 10,000 visitors.**

on-water as well as on-land displays and visitors were treated to a wide variety of water-sport activities. Boat Asia is also the only boat show in the

world which offers the "Book a Boat Viewing" feature on the event's official website; [www.boat-asia.com](http://www.boat-asia.com). The boat viewing reservation

(continues on page 3)

## Suntec Singapore to Host Series of Medical Events in July

Suntec Singapore International Convention & Exhibition Centre will be a hub for the medical community in July with three major international events hosted within its walls.

The first of these is the International Epilepsy

Congress 2007, which will run from 8 to 12 July, with initial discussions beginning as early as 2003. Another event in the international medical field is the AIGS World Glaucoma Congress 2007 on 18 to 21 July. Finally, the biggest magnet of them all is



(continues on page 3)

# AIPC – Working Together Produces the Best Results!



**Barbara Maple**

President, International Association of Congress Centres (AIPC)  
President, Vancouver Convention & Exhibition Centre  
President, Joint Meetings Industry Council (JMIC)  
Chairman, World Council for Venue Management (WCVM)  
Email : [secretariat@aipc.org](mailto:secretariat@aipc.org)  
Website : [www.aipc.org](http://www.aipc.org)

As anyone on the front line in today's industry can tell you, these are very demanding times for a congress or convention centre. Factors like increasing competition, growing client expectations, new market dynamics and rapidly evolving technology are all combining to make the job of a centre manager more demanding than ever before.

In the midst of all these, the role of an international association like AIPC – the International Association of Congress Centres – becomes even more important. That role - encapsulated in AIPC's mission to encourage and recognize excellence in congress centre management - reflects the urgent need for centres to distinguish themselves through superior performance, which in turn defines how we need to set our association priorities.

With 154 member centres in 53 countries around the globe, AIPC has a world of expertise to draw upon. In fact, we regard our members as our best resource, representing as they do the full spectrum of knowledge and experience in centre management throughout

the world. Our job is to put all that expertise to work in the most effective way possible for our members.

AIPC is now the international organization representing the issues and interests of congress centre management worldwide. Our membership, combined with AIPC's educational, networking, research and industry relations programs, make for the perfect combination: knowledge, along with the ability to disseminate it effectively. At the same time, this means we are in an excellent position to represent our member's position on key issues facing the industry.

In recent years, all that knowledge has been applied to a series of increasingly successful programs. Amongst these are the AIPC Academy, which is setting the standard for professional development in centre management; the AIPC Quality Standards program, which enables centres to evaluate and act on a full range of operational and management performance issues and the AIPC Awards program, which not only recognizes "The World's Best Congress Centre"

through the AIPC Apex Award but encourages creative solution to ongoing management and marketing challenges through the AIPC Innovation Award.

At the same time, there is an ongoing need to identify and address issues that may impact the future of the industry - to build our industry profile and represent the interests of members in areas of importance to their

**International organization representing the issues and interests of congress centre management worldwide.**

working environment. For that reason, AIPC also maintains an aggressive communications program that delivers key industry messages via trade media and interactions with organizations that represent other parts of the industry.

For all of these reasons, AIPC has enjoyed significant growth in membership over the past several years. We offer member congress centres a very specific focus that enables them to use their time and resources more efficiently. Members know that by engaging with

their colleagues in such a clearly focused way, they will be gaining knowledge that is directly applicable to their ongoing management needs while at the same time developing an international perspective appropriate to an industry with a truly global orientation.

Like many associations, creating networking opportunities is one of the most important and appreciated activities we do. But given our mission, we always combine that networking with educational, professional development and industry advancement activities. From our Annual Conference and International Sales Summit to industry trade show participation and educational programs, we work hard to combine an educational or industry development component into all of our activities. Together, these create not only specific knowledge but the interpersonal resources our members need to maintain that knowledge and put it to use in the most effective possible way.

In a world where change is the only constant, no one really knows exactly what the future will hold. But by sharing expertise, developing effective peer networks and acting together on key issues, we'll be prepared for whatever direction the industry takes. That's the role of AIPC – and the reason that our members value their involvement.