

Suntec Singapore

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**Suntec**  
SINGAPORE  
International Convention & Exhibition Centre

## AIPC 2008 Annual Conference & 50th General Assembly

### Suntec Singapore Hosts Milestone Industry Event

Suntec Singapore is honoured to be hosting the Annual Conference and 50th General Assembly of Association Internationales Palais des Congres (AIPC) from 28 June to 2 July 2008.

Also known as the International Association of Congress Centres, AIPC is the top industry association for professional convention and exhibition centre managers worldwide.

More than 150 of the world's leading convention centres from 52 countries are member facilities of AIPC. Suntec Singapore joined the global network in 2001 after fulfilling the association's stringent entry requirements and a site inspection.

Devoted to supporting, encouraging and recognising excellence in convention centre operations and



**AIPC**  
50 YEARS



**Suntec**  
SINGAPORE  
International Convention & Exhibition Centre

management, AIPC seeks to provide the tools to aid its members in achieving such standards through its research, educational and networking programmes. The association holds annual conferences for

members to come together to consider key industry issues and general assemblies for association executives to provide reports and outline the programme of activity.

*(continues on page 3)*



## Oscar of Our Trade Suntec Singapore Voted Asia's Leading Conference Centre

Suntec Singapore has been awarded Asia's Leading Conference Centre 2008 by World Travel Awards.

The World Travel Awards,

an award voted by travel agents worldwide, is the biggest and most prestigious awards program in the travel industry worldwide.

*(continues on page 3)*

# CEO'S MESSAGE



When I received the email announcing that Suntec Singapore had been awarded Asia's Leading Conference Centre by World Travel Awards. I was elated. This is a very prestigious award and I appreciate the vote of so many travel agents worldwide.

However, the pursuit of excellence must continue. And always, we look to raising the bar a little higher each time. What is it that

we can do differently? What is it that will make us better? What is it that will continue to delight our guests and clients in the future?

Bearing this in mind, we are continuously being more proactive about our green initiatives. We already have a comprehensive in-house recycling programme that is carried out daily and we constantly study how we can optimise the process; in addition, the rain water that falls on the iconic sails of our roof top is collected to irrigate the plants and trees in the Suntec City area. In keeping with these efforts, we are advising our readers that this is the last hard copy issue of CentreStage that you will be receiving. The next issue will be online and we encourage you to complete the carrier sheet that comes with this issue to update your contact details and particulars. We are conscious of the impact that we have on the environment and we will contin-

ue to actively explore different ways in which we can go green(er). Every small bit helps and we know that you will support us in this effort.

Meanwhile this week, it is our pleasure to be hosting the AIPC Conference 2008 on its 50th anniversary, with the support of the Singapore Exhibition and Convention Bureau. Months of preparation are culminating into what is promising to be an excellent conference featuring global visionaries such as Kishore Mahbubani (who has been listed as one of the top 100 public intellectuals by *Foreign Policy and Prospect* magazine in September 2005) and Ho Kwon Ping who was recently voted CEO of the Year at the Singapore Corporate Awards 2007 organised by Singapore's Business Times as well as James Gilmore, a leading expert in experience design, customer experience and experiential marketing. We hope that

our colleagues from different venues around the world will enjoy the conference and the line up of events that have been planned.

But amidst business, we must take a moment to pause, reflect and appreciate the friendships we have built over time – whether it is clients and partners who have become friends, or colleagues and co-workers who are there for each other – our myriad of tasks and assignments are more enjoyable when we can share its success together.

We had fun putting together this last print issue – we hope you enjoy reading it.

**Pieter Idenburg**  
Chief Executive Officer  
Suntec Singapore

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**(continued from Page 1... AIPC 2008 Annual Conference & 50th General Assembly)**

The event comes to Singapore for the first time on the 50th anniversary of the association, doubling its significance for both host and organiser.

Says Mr Edgar Hirt, AIPC President, "It's not often an association gets to commemorate an occasion such as this one, and we want to use it as an opportunity to not simply reflect on where we've been but look forward to how the future will unfold and how we should prepare ourselves to address the related challenges and opportunities."

And that is why three global visionaries are scheduled to deliver keynote presentations at the conference – Professor Kishore Mahbubani, Mr Ho Kwon Ping and Mr James Gilmore.

Professor Kishore Mahbubani is dean and professor in the practice of public policy at the Lee Kuan Yew School of Public Policy of the National University of Singapore. A former diplomat, he served as Singapore's Ambassador to the United Nations from 1984 to 1989 and again from 1998 to

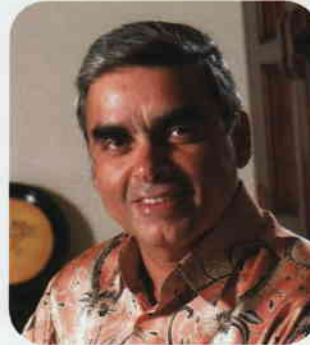
2004. He was recognised as one of the top 100 public intellectuals in the world by Foreign Policy and Prospect magazine in 2005.

Mr Ho Kwon Ping, recently named CEO of the Year at the Singapore Corporate Awards organised by the Business Times, is the executive chairman of

**Suntec Singapore is the second convention centre in Asia to host the event after the Hong Kong Convention & Exhibition Centre did in 1992.**

Singapore-listed Banyan Tree Holdings, a leading manager and developer of more than 100 hotels, resorts, spas, retail galleries and golf courses in the Asia Pacific region. Building its business on the ideal of responsible tourism, the company focuses on a triple bottom line of economy, society and environment.

Mr James Gilmore is an authority on innovative thinking and the experience economy. The co-founder of Aurora and Ohio-based Strategic Horizons, Mr Gilmore also co-authored *The Experience Economy: Work*



Professor Kishore Mahbubani

is Theatre & Every Business a Stage. Since its publication in 1999, the book has generated global interest in experience design, customer experience management and experiential marketing.

More than 150 industry luminaries are expected to congregate at Suntec Singapore for the milestone event, one that Chief Executive Officer Mr Pieter Idenburg is certain will "provide excellent opportunities for networking amongst peers and sharing with each other on how we can all raise the bar for our industry."

The Annual Conference and General Assembly of AIPC is internationally regarded as a major industry event. Member facilities bid for the privilege to host the event, which the asso-



Mr Ho Kwon Ping

ciation prefers to be rotated between locations in and outside of Europe.

Highlighting the role that Asia will play in the future global economy, Mr Hirt says, "Singapore is not only an important city in its own right, but is also poised on the edge of an area that will bring us some of the most dramatic changes in global business development in the next few decades... We intend to take full advantage of our being there to deliver members with some insights into how this part of the world will shape and impact many aspects of our future."

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**(continued from Page 1... Suntec Singapore Voted "Asia's Leading Conference Centre 2008" by World Travel Awards)**

Being the world's most comprehensive travel awards, trophies are awarded in all areas of the tourism and hospitality industry at a large gala

award celebrating the finalists and winners.

Voting is cast by travel agents in over 190 countries around the world.

Regional categories are further segregated into eight smaller areas - Africa, Asia/Pacific, Caribbean, Central & Latin America, Europe,

Middle East, North America and South America. These are then further divided into all areas of the travel industry.