

**ITB Asia 2022**  
**19 – 21 October 2022**

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

**ITB Asia forms strategic partnership with SACEOS to host the Singapore MICE Forum (SMF) in October 2022**

*The parties will jointly organize the "Singapore MICE Forum (SMF)" event, which is scheduled to coincide with ITB Asia and MICE Show Asia, taking place as an in-person event in Singapore.*

**Singapore, 13 July 2022** – ITB Asia, 'Asia's Leading Travel Trade Show,' is back and on track for a physical event in October and shines light on new collaboration with Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS), the national trade association for meetings, incentives, conferences, exhibitions and events in Singapore. A corresponding partnership agreement has been signed between the two institutions to host the "Singapore MICE Forum" event, which will be co-located with ITB Asia and MICE Show Asia in Singapore.

Singapore MICE Forum (SMF) is SACEOS' premier annual event that brings together global and regional MICE players to foster partnerships and international collaboration. The one-day event will be held on 20 October 2022 at Marina Bay Sands Expo & Convention Centre. The event is expected to attract more than 250 meetings and event professionals and 50 expert speakers from the global MICE industry.

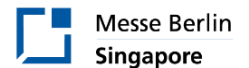
The partnership aims to leverage the extensive networks of business, government, and travel trade contacts to attract even more experts and key industry players, laying the foundation for new initiatives and activities for the MICE segment.

Through this new agreement, SACEOS will also be ITB Asia's knowledge partner, curating high quality conference sessions within MICE Show Asia as well as providing insightful content and high-level speakers for the Singapore MICE Forum, which brings together industry players, promotes learning and uncovers trends from forward-thinking MICE leaders.

**Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of ITB Asia,** commented: "Hosting Singapore MICE Forum (SMF) at ITB Asia and MICE Show Asia is a significant step in fostering and enabling growth in the MICE and Events sector in the region. We are looking forward to a successful partnership with SACEOS and leverage on its decades of experience in the MICE industry. Its educational approach and content will be a great asset to all ITB Asia and MICE Show Asia's participants."

**Richard Ireland, President, Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS),** said: "The spirit of connection, collaboration and innovation has always been at the core of the MICE industry's purpose. As business events in the region come back to life, there is no better platform for the industry to gain new insights and exchange views on new opportunities and trends than the Singapore MICE Forum (SMF). Driven by the partnership with ITB Asia, we are confident that the SMF 2022 will continue to be the choice networking and learning platform for the region's MICE industry."

MICE Show Asia, co-located with ITB Asia, will bring together global and regional meeting planners and event organizers for three days. Together with its partners SACEOS and IAPCO, the event will feature educational training sessions and workshops that caters to



**Events/ Communities:**



**Press Contacts:**

**Messe Berlin GmbH**  
Emanuel Höger  
Spokesman  
Senior Vice President  
Corporate Communication  
Messe Berlin Group  
Messedamm 22  
14055 Berlin  
[www.messe-berlin.com](http://www.messe-berlin.com)  
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

**ITB Asia / ITB Berlin / ITB China / ITB India**  
Julia Sonnemann  
PR Manager  
Messedamm 22  
14055 Berlin  
T: +49 30 3038-2269  
[julia.sonnemann@messe-berlin.com](mailto:julia.sonnemann@messe-berlin.com)  
[www.messe-berlin.com](http://www.messe-berlin.com)

**SACEOS**  
Daniel Teo  
Lead, Communications & Content  
1 Raffles Boulevard, Level 3 Venue Management Office, Suntec Convention Centre, Singapore 039593  
T: +65 94761154  
[daniel@saceos.org.sg](mailto:daniel@saceos.org.sg)  
[www.saceos.org.sg](http://www.saceos.org.sg)

**For additional details**

<http://www.itb-asia.com>

<http://www.miceshowasia.com>

[www.saceos.org.sg/event-s-smf](http://www.saceos.org.sg/event-s-smf)

the needs of the industry. A dedicated hosted buyers' program for MICE Show Asia is set to bring international buyers who are in-charge of travel procurement.

**For enquiries**  
[info@messe-berlin.asia](mailto:info@messe-berlin.asia)

For more information on Singapore MICE Forum, visit [www.saceos.org.sg/events-smf](http://www.saceos.org.sg/events-smf) and for more information on ITB Asia 2022, visit [www.itb-asia.com](http://www.itb-asia.com).

**--END--**

### **About ITB Asia**

ITB Asia, Asia's leading travel trade show, is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The annual B2B trade show and convention will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa and the Middle East, covering not only the leisure market, but also MICE and corporate travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities and travel technology companies are all expected to attend.

ITB Asia is the premier meeting place for the travel trade industry for forging new partnerships and strengthening existing business relationships with the most important players in the region.

### **About MICE Show Asia**

MICE Show Asia is the premier MICE event in Asia where incentive travel, meetings and events industries come together to connect and build the future of MICE. The annual business-to-business trade show and convention featured industry suppliers, meetings & events professionals to up-and-coming MICE innovators from a wide range of disciplines, sectors, and all levels of seniority. The show is co-located with ITB Asia and Travel Tech Asia.

### **About SACEOS**

Set up in 1979, SACEOS (Singapore Association of Convention & Exhibition Organisers & Suppliers) is the trade association for Meetings, Incentives, Conventions, Exhibitions & Events industry in Singapore.

In everything we do, SACEOS aims to advance the MICE & Events community, through serving and connecting industry players, driving initiatives that empower businesses, and leading advocacy efforts at industry and national levels.

We work closely with government bodies such as STB (Singapore Tourism Board) and ESG (Enterprise Singapore), industry players, universities, as well as regional and global industry associations to address key challenges and create new opportunities for the MICE & Events industry.

### **About Singapore MICE Forum**

The Singapore MICE Forum (SMF) is recognised in Singapore and around the region as the choice event to connect industry players, promote learning and uncover emerging and evolving trends in MICE. And as business events in the region come back to life, there

is no better platform for the industry to do just that than the SMF. The SMF 2022 will focus around 4 key topics - In Person Events with a Fresh Lens, Big Data & Analytics, Sustainability and Metaverse. Participants can look forward to dynamic panel discussions and glean expert insights from thought leaders within and outside of the industry.

**[Information About the Data Protection notice](#)**