

MICE Show Asia 2019
16-18 October 2019

PRESS RELEASE

Messe Berlin (Singapore) launches first MICE Show Asia 2019 to focus on APAC's burgeoning MICE sector

- *MICE Show Asia 2019 will see a diverse group of participants take part, of which 47% are from MICE Agencies and 26% from Corporates such as Meetings and Incentive Planners and 9% from Associations.*
- *MICE Show Asia 2019 will be co-located with ITB Asia 2019.*

Singapore, 7 May 2019 – Messe Berlin (Singapore), one of the world's leading trade fair companies, announced that it will be organising the inaugural MICE Show Asia 2019 in Singapore. The 3-day business-to-business travel trade show will take place from 16 - 18 October 2019 at the Sands Expo & Convention Centre at Marina Bay Sands. MICE Show Asia is under ITB Asia's umbrella of events.

The new show will shine the spotlight on Asia's meetings, incentives, conferences and exhibitions (MICE) sector. The gathering will see professionals from the incentive travel, meetings, and events industries come together to discuss the latest trends, hear from up-and-coming MICE innovators, and network with suppliers.

MICE Show Asia 2019 will bring together participants of which 47% are from MICE Agencies, 26% from Corporates such as Meetings & Incentive Planners, 15% from Professional Conference or Exhibition Organisers, 9% of attendees will be from Association buyers, and 3% will be present as Independent Planners. Over 60% of MICE buyers are from Asia-pacific (APAC) countries.

"The MICE sector in APAC continues to thrive, with the region expected to witness the highest growth rate in the next 5 years. After successfully organising ITB Asia for 12 years, we noticed the fast-growing demand for the MICE and corporate travel segments. MICE Show Asia 2019 seeks to capture this growing demand and I am confident participants will gain the highest value at this show," said Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of MICE Show Asia.

According to a forecast published by Allied Market Research on the global MICE market, Asia-Pacific is expected to witness the highest growth rate of 8.6% through to 2023. Expanding demand particularly in Singapore, China, and India, alongside market drivers such as ease of visa restrictions, investments in better infrastructure, and high demand in commercial aviation are fuelling the upward trend.

MICE Show Asia 2019 will have a stellar line-up of speakers from top-tier brands including American Express Meetings & Events, EventXtra, successo, K.I.T. Group GmbH and Cvent. Expert speakers will share market insights, brand-new ideas, and inspirational case studies that are leading the industry's conversations. Some of the topics that will be discussed at the travel trade show include 2020 forecasts for the global meeting and events industries, the digital transformation of the meeting and events industries, and the innovative use of technology to captivate event-attendees.

Messe Berlin is working with prominent trade partners such as the United Networks of International Corporate Event Organizers (UNICEO) and Professional Convention Management Association (PCMA) etc. to enrich the conference content and bring buyers onboard.



Organised by:



Held In:



Supported by:



Official Partner Hotel:



Official Airline Alliance:



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At MICE Show Asia, exhibitors represent a wide range of convention bureaus, destination marketing organisations, convention centres, hotels and resorts, as well as technology and business events solution service providers and more.

For additional details
<http://www.miceshowasia.com/>

For more information on MICE Show Asia 2019, visit www.miceshowasia.com/.

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About MICE Show Asia 2019

MICE Show Asia 2019 will take place at the Sands Expo & Convention Centre at Marina Bay Sands, Singapore from 16-18 October 2019. MICE Show Asia is where the incentive travel, meetings and events industries come together to connect and build the future of MICE. The annual three-day business-to-business trade show and convention will feature 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 2019, now in its twelfth year. Last year's edition saw huge success with over 1,000 exhibitors, over 1,000 quality buyers, more than 7,000 minutes of conference, more than 11,000 attendees and more than 25,000 business appointments. It is organized by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau.

Information About the Data Protection Law

Under the data protection law the organisation responsible for this email is Messe Berlin GmbH, Messedamm 22, 14055 Berlin, represented by its management: Dr. Christian Göke (CEO), Dirk Hoffmann; Chairman of the Supervisory Board Wolf-Dieter Wolf; Data protection officer: postal address as for Messe Berlin GmbH, email: datenschutz@messe-berlin.de. The email address used for the dispatch of this information has been obtained for the purpose of sending press releases. Section 6, Subparagraph 1, Letter f, DSGVO forms the legal basis for this purpose and for the dispatch of press releases to press representatives. The justified interest is that of notifying media representatives about current and future trade fairs and similar events. This email address will not be passed on to third parties. You may remove your email address from the press mailing list at any time.