MICE SHOW ASIA

EVENT BROCHURE

EVENT IMPACT IN MOTION.

20 - 22 OCTOBER 2027
SANDS EXPO & CONVENTION CENTRE, SINGAPORE

Co-located with:

ITB ASIA

TRAVEL TECH ASIA

Organised by:

MESSE BERLIN Asia Pacific

Co-located with: ITB ASIA | TRAVEL TECH ASIA

DISCOVER MICE SHOW ASIA

MICE Show Asia is a dedicated three-day trade show and business platform for the MICE, business events and corporate travel industries, bringing together key industry players to connect, collaborate and shape the future of the sector across Asia-Pacific.

The event provides a platform for exhibitors to showcase their offerings, engage with MICE planners and corporate travel decision-makers, and build valuable business relationships through targeted business appointments, networking opportunities and industry-led conferences.

100+
MICE & Corporate Exhibitors

600+
MICE & Corporate Buyers

18,000+
Trade Visitors

60,000+
Pre-Scheduled Meetings

WHY ATTEND?

01 Meet key industry players and decision-makers from across the global MICE landscape.

02 Maximise every opportunity with 100% pre-scheduled 1-to-1 appointments.

03 Gain industry insights and perspectives on the trends shaping the MICE landscape.

04 Strengthen your global presence and unlock opportunities across Asia and beyond.

05 Enjoy a guaranteed 1:1 ratio between exhibitors and qualified MICE and corporate buyers.



WHO'S JOINING US?

- National Tourism Organisations (NTOs) & Convention Bureaus (CVBs)
- Hotels, Resorts & Accommodation Providers
- Convention Centres, Venues & Attractions
- Destination Management Companies (DMCs) & Incentive Operators
- Airlines, Cruise Lines & Transportation Providers
- Event Technology & Service Providers
- Professional Conference Organisers (PCOs) & Event Agencies
- Associations & Association Management Companies (AMCs)
- Corporate Meeting & Event Planners
- Incentive Travel Planners & Buyers
- Government, Educational & Non-Profit Organisations
- Travel Management Companies (TMCs)

WHY EXHIBIT?

Meet the Right Buyers

Connect with qualified MICE and corporate buyers and decision-makers actively seeking business opportunities.

Drive Business Connections

Make the most of pre-scheduled 1-to-1 appointments to build meaningful relationships and generate leads.

Access Key Asian Markets

Strengthen your presence and expand your network across Asia-Pacific's growing MICE industry.

Gain Industry Exposure

Showcase your offerings alongside leading MICE players and engage with the wider industry through conference and networking opportunities.

EXHIBITOR PROFILE

- **National Tourism Organisations (NTOs) & Convention Bureaus (CVBs)**
- **Hotels, Resorts & Event Venues**
- **Destination Management Companies (DMCs)**
- **Travel Management Companies (TMCs)**
- **Incentive Travel & Experience Providers**
- **Airlines, Cruise Lines & Transportation Providers**
- **Event Technology, Production & Technical Services**



WHO HAS EXHIBITED?

Looking to explore exhibiting and sponsorship opportunities?
Contact us at exhibitor@miceshowasia.com

WHO YOU WILL MEET?

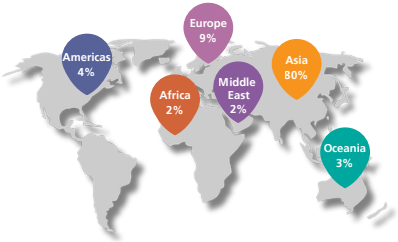
Meet **over 600** qualified MICE and corporate buyers from Asia and beyond, representing organisations with active business needs. Through pre-scheduled 1-to-1 appointments, engage with key decision-makers planning and sourcing MICE travel, venues and business event solutions.

BUYER PROFILE

NATURE OF BUSINESS



GEOGRAPHICAL BREAKDOWN



70% C-Level / Key Decision-Makers

INDUSTRY PARTNERS

BWH Hotels

中国国际商会 商业行业商会 | 商务会展产业委员会 (CBEIC) China Business Event Industry Committee

evintra

Global MICE Collaborative — Advancing the Global MICE Industry — iaee MPI site

GSTC Global Sustainable Tourism Council

MILLENNIUM HOTELS AND RESORTS

MATTA MALAYSIAN ASSOCIATION OF TOUR & TRAVEL AGENTS — The National Travel Association

PAN PACIFIC HOTELS GROUP — A Member of UOL Group

RESORTS WORLD SENTOSA SINGAPORE

TOURISM ECONOMICS — AN OXFORD ECONOMICS COMPANY

uncommon CONFERENCES

WYNDHAM HOTELS & RESORTS

Interested in joining us as a buyer?
Get in touch at buyer@itb-asia.com

MICE SHOW ASIA CONFERENCE



The **MICE Show Asia Conference** at the **Catalyst Theatre** brings together influential voices and industry experts for three days of thought-provoking discussions, meaningful exchanges and fresh perspectives.

Curated to address the challenges and evolving dynamics of the MICE, business events and corporate travel sectors, the programme explores the trends and opportunities shaping the industry's future.

50+ SPEAKERS **30+ TOPICS** **1,000+ CONFERENCE MINUTES**

INDUSTRY VOICES



Alicia Yao
Vice Chairman
China Business Event Industry Committee



Navodit Srivastava
Hospitality Cloud Leader Asia Pacific
Cvent



Scott Nodsle
Managing Director International | EMEA & APAC
Encore



Zarina Othman
Head, Asia Region Operations
European Society for Medical Oncology (ESMO)



Phil Boyle
Managing Director, APAC
Jack Morton



Malgorzata Antczak
Global Travel and T&E Manager
McCormick & Company



Dheera Hettiarachchi
Chairman
Sri Lanka Convention Bureau



Terence Eng
Global Product Director
Trip.Biz



Mellon Tukeikiriza
Head
Uganda Convention Bureau



David Hughes
Managing Director, Asia Pacific
Uniglobe Travel International

CONFERENCE THEMES

- Global Outlook, Market Shifts & Opportunities
- The Next Era of Business Travel & Events
- The Evolving Corporate Buyer & Decision-Maker
- Value, ROI & The Business Case
- Technology, Data & Intelligent Experiences
- Experience, Engagement & Human Connection
- Resilience, Responsibility & Sustainability
- Reimagining the MICE & Corporate Travel Ecosystem

Interested in speaking at our conference?
Reach out to us at conference@miceshowasia.com

MORE THAN JUST A TRADE SHOW

Beyond business meetings, MICE Show Asia offers curated networking sessions, exclusive peer-exchange workshops and educational programmes designed to foster meaningful connections, encourage knowledge sharing and support professional development.

Pinnacle Partners Workshop

A purposefully curated workshop where selected MICE buyers and exhibitors unpack shared challenges, rethink industry norms, exchange perspectives and co-create solutions.



MICE Fundamentals Workshop

A practical learning programme designed to upskill and reskill MICE professionals, strengthen industry knowledge and build capabilities for the evolving business events landscape.



Association Executive Networking

Bringing together association executives, PCOs and selected MICE professionals for peer-to-peer networking, knowledge exchange and meaningful connections within the association community.



WHAT PARTICIPANTS SAY

"With MICE Show Asia's massive expansion and thousands of global delegates under one roof, ITB Asia 2026 cemented its status as Asia's premier travel marketplace, where meaningful industry connections transition into massive business growth."

Buyer

Wendy Lee, Wing On Travel

"The show is important to us because it gives us access to a pool of buyers from South East Asia and other markets. We see MICE Show Asia as a strategic show, and it looks like it's going to generate the returns that we are looking for."

Exhibitor

Tshepo Maseko, South Africa National Convention Bureau



BE PART OF MICE SHOW ASIA 2027

20 - 22 October 2027

Visit Our Website

Register to Exhibit