



Suntec
International
Convention & Exhibition
Services

Your Gateway to Asia
Our People, Our Passion,
Our Experience.





Suntec Singapore International Conventional & Exhibition Centre, an award-winning world-class venue managed by Suntec International

SALES & MARKETING CONSULTANCY & REPRESENTATION

Asia has risen as a global economic powerhouse and has demonstrated strong progressive trends in the region. The MICE infrastructure in Asia is constantly advancing and the events are burgeoning. The demand for travel and tourism is stronger than before. Asia has over 50% of the world's population and three of the top economies in the world. Asia presents growth and endless opportunities. It is timely to explore that potential now.

An international offshoot of Suntec Singapore (www.suntecsingapore.com), Suntec International caters to global players in the meetings, incentives, conventions & exhibitions industry offering services such as sales and marketing representation as well as consultancy services.

Customised solutions are provided by drawing on the pioneering experience and proven business model of Suntec International to attract more meetings, events and visitors from Asia.

This is complemented by our extensive regional sales network and an intimate knowledge of the business culture of the region.

Our services are scalable to adapt to your needs. We are in a position to enhance you speed to market, deliver cost effectiveness and optimise investments by leveraging on our market knowledge and reach.

As a MICE player looking to expand your global footprint and to tap into new areas of potential growth in Asia, the partnership with Suntec International is well placed to take you to the next level and will enable you to take on new opportunities in the region.

OUR SUITE OF SERVICES

Sales & Marketing Consultancy

Sales & Marketing Research & Feasibility Studies

- Conduct market intelligence and research
- Present Asian country profile
- Analyse outbound MICE potential from Asia

Strategic Business Modeling

- Establish a commercially viable plan for growing business from Asia for Client
- Create a roadmap for market penetration, market segmentation, targeted sales planning and strategy for individual markets
- Develop annual sales, marketing and communications plan
- Budget planning

Incubation Plan For Introducing Tradeshows To Asia

- Evaluate opportunities for trade alliances with government agencies, associations, corporations
- Identify potential exhibitors through our extensive database
- Provide regional business intelligence, logistical information, preliminary cost budgeting and anchor exhibitors through our network in Asia for new shows

Sales & Marketing Representation

Establish regional offices and administration

- Local liaison office and address in Singapore
- Support all administrative functions with staffing by qualified personnel

Implementation of business plans

- Conduct visits to tradeshows and other cross-venue promotions
- Maintain and develop client database
- Sales calls and follow up of leads
- Familiarisation trips
- Advise on the preparation of bid documents and proposals
- Periodical market intelligence updates
- All administrative activities and staffing

Marketing & Communications coordination

- Develop appropriate marketing programmes and advertisement schedules
- Support the development of marketing collaterals for Asian markets
- Liaise with Asian trade media, industry bodies and government agencies
- Escort and co-ordinate media familiarization trips
- Coordinate all activities with contracted marketing and PR agencies

Contact Details:

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