

The Game Changer

CREATING TRANSFORMATIVE EXPERIENCES AT MARINA BAY SANDS

JUNE 2014

MARINA BAY SANDS RECEIVES SILVER EARTHCHECK CERTIFICATION, GOES SHARK FIN-FREE



Marina Bay Sands® has added yet another green accolade under its belt. The integrated resort (IR) was recently accorded the EarthCheck Silver Certification, an international leading benchmarking and certification programme for environmental sustainability. The certification bears testament to the IR's best practices in sustainable operations and responsible event planning.

As a member of EarthCheck since May 2012, Marina Bay Sands has been adopting a scientific approach to benchmark its sustainability practices, and to report its environmental footprint based on the globally recognised standard. The advancement from a Bronze Certification in 2013 to Silver this year reinforces the IR's leading position in the unique group of sustainable tourism operators worldwide.

This global affirmation comes on the back of the IR's recent ISO 20121 certification as well as other third-party accolades.

Marina Bay Sands removes shark fin from menus

In a bold and decisive move, Marina Bay Sands has removed shark fin from its menus across its own restaurants and the Sands Expo® & Convention Centre. Piloted in 2013, this initiative has been widely applauded by World Wildlife Fund Singapore, whose CEO Elaine Tan said: "Marina Bay Sands is showing foresight and leadership in corporate sustainability, providing a great example that the longevity and ongoing success of business is closely tied to safeguarding the biodiversity of our planet."

Going the extra mile, selected seafood served at MICE events as well as restaurants owned and operated by the IR will also be sourced from responsible suppliers certified by either the Marine Stewardship Council (MSC) or the Aquaculture Stewardship Council (ASC).

In addition to shark-fin-free menus, MICE clients can also choose from the **Harvest Menu**, which has already served



over 6,000 healthy and delicious meals to date. Launched in November 2013 at the Responsible Business Forum, the cost-neutral sustainable menu offers fresh produce and ingredients sourced from the region. This practice enables the company to reduce its carbon footprint created by long distance imports.

As Marina Bay Sands progresses into the second half of 2014, the company is taking active and longer-term steps to further reduce its environmental impact, not only by consuming goods in an environmentally responsible manner, but also by inspiring its partners and customers to follow suit.

SANDS EXPO SEES BUSY QUARTER

Marina Bay Sands witnessed many new-to-Singapore and returning shows in a busy second quarter this year. Shows that took place at the Sands Expo include OPPLive Asia 2014, a new-to-Singapore conference gathering leaders in the international property industry, the returning Tax Free World Association (TFWA) Asia Pacific Exhibition & Conference 2014, as well as two new-to-Asia tradeshows – the World Rubber Summit and Offshore Marine Expo 2014.

There were also many returning shows which took over the entire Sands Expo, such as the Singapore International Water Week 2014, World Cities Summit 2014, CommunicAsia 2014 and Broadcast Asia 2014.

Exciting events coming up in the third quarter include Fantasia by Escriba (22-24 Aug), a confectionary extravaganza consumer and tradeshow, as well as Tank Storage Asia 2014 (24-25 Sept), LED Light Asia 2014 (29 Sept – 1 Oct) and ArchXpo 2014 (29 Sept – 1 Oct). Significant returning shows include the Singapore International Jewellery Expo 2014 (3-6 July), Singapore Gifts and Premium Fair (16-18 July) and Safety and Security Asia 2014 (27-29 Aug).

CASE STUDY: MAISON ET OBJET ASIA 2014

Leading design and décor event Maison&Objet held a resounding Asia debut at the Sands Expo & Convention Centre at Marina Bay Sands from March 10 to 13. Modelled after the highly successful Maison&Objet Paris, the four-day event in Singapore packed a punch with over 270 exhibitors spread over three halls or 6,000 square metres of space. Event attendees were made up of a diverse group of people, from retailers to buyers, architects, interior designers, property developers and hotel-restaurant owners. Following the highly successful inaugural event, which saw over 13,000 visitors over four days, Maison&Objet Asia is set to return to Marina Bay Sands in 2015 on a bigger scale.

The show was an extensive project in terms of scale and set-up. Together with the event organiser, the Marina Bay Sands MICE team spent five consecutive nights providing technical and logistical support to move the massive exhibition displays into the expo halls. To sync in tandem with the event theme, the MICE team also made use of the expo's existing F&B space to create a café complete with full restaurant seating and tableware. The team also created different menus that were served throughout the event – from a three-course western meal to French and Japanese cuisines.

Marina Bay Sands proved to be the ideal destination for the fair as it is hailed as an iconic architecture in its own right.

Maison&Objet Managing Director Philippe Brocart cited the “atmosphere of creativity” as a big factor in its decision to hold the fair at Marina Bay Sands. In addition to its natural artistic flair, the integrated resort also offered delegates an all-encompassing experience with its extensive business and leisure offerings all located under one roof.



TESTIMONIALS FROM CLIENTS AND DELEGATES:

“Once again, TFWA Asia Pacific Exhibition & Conference 2014 exceeded all expectations in terms of visitors, number of stands, size of exhibition space and attendance at its conference, workshops and social events. Although the majority of our delegates originate in Asia, we also welcomed senior executives from Europe, the Middle East, Africa and the Americas, all of them representing major duty free & travel retail operators, retailers as well as celebrated international brands. With such a prestigious and demanding audience, we were expected to provide facilities and services of the highest quality. In this regard, Marina Bay Sands is a valued partner which has proven to be efficient, professional and courteous in every aspect of this event.”

Cécile Lamotte, Marketing Director, Tax Free World Association

Tax Free World Association Asia Pacific Conference & Exhibition, 11-15 May 2014

TESTIMONIALS FROM CLIENTS AND DELEGATES:

"It has been a wonderful experience and opportunity to work with such a professional team for the recent Gender Aesthetics Congress. I would like to highlight and personally express my heartfelt thanks to the Marina Bay Sands MICE team for going over and beyond to ensure the smooth delivery of the event. Working with multiple teams, chefs, AV and security to get everything running in sync is tough, and so was reacting to last minute requests and paying attention to the numerous rooming requirements. But Marina Bay Sands was able to execute everything seamlessly and professionally with clockwork precision. Thank you once again!"

**Isaac Yeo (Mr), Operations Manager, Ezyhealth
Conferences & Events Pte Ltd**

Gender Aesthetics Congress Asia, 25-27 April 2014

"The scientific meeting was a huge success and part of the credit goes to the organisers of this convention centre. Having attended several meetings across the globe, I can confidently rate this convention centre as one of the best. Again, kudos to all the employees who are always eager to do their assigned jobs with passion and a big smile. Thank you Singapore."

**Shankar Gopinath, M.D., FAANS, FACS,
Meeting Delegate**

**ANZCA and FPM Annual Scientific Meeting,
5-9 May 2014**



Marina Bay Sands is pleased to announce that it has been selected by AIMIA as the 2014 U.S. Passion for Excellence Award Winner. Each year, AIMIA recognises and rewards top partners who have committed themselves to performance and service excellence. Marina Bay Sands is the first and only hotel in Singapore to be recognised by the global leader in loyalty management, as one of their 15 Passion for Excellence Award winners.

EXCLUSIVE OFFERS FOR VALUED PARTNERS IN JULY

Marina Bay Sands is offering all valued partners 20% off Best Available Rates for the hotel through June and July 2014. From just S\$287** per room night, corporate meeting planners and trade partners can enjoy luxurious hotel accommodation and free entry to the Sands SkyPark®, Banyan Tree Spa Fitness Club and more. This offer is limited to a maximum of four rooms per night. (Terms & Conditions apply)

Book your Marina Bay Sands Experience today at Asia's most spectacular destination for business, leisure and entertainment. Make your reservations now.

Call us at **+65 6688 888** or
email at **Wholesale@MarinaBaySands.com**

