

THE GAME CHANGER Creating Transformative Experiences at Marina Bay Sands

Marina Bay Sands and WWF embark on sustainability partnership



By 2020, the fish that comes with your meal at Marina Bay Sands is likely to come from sustainable sources.

That is part of the goals set by the integrated resort (IR) as it aims to have 50 per cent of its total seafood by volume responsibly sourced in three years' time, under a landmark partnership with World Wide Fund for Nature in Singapore (WWF).

The partnership kicks off with a primary focus on seafood and ocean conservation – an area that is under the spotlight for the IR in recent years.

Already, Marina Bay Sands does not offer any seafood from the 'Avoid' list of WWF's Seafood Guide across its own F&B operations. Hence you will not find the culturally popular red garoupa (a.k.a. coral trout) and blue fin tuna dishes from its menus. It also currently procures 100 per cent of its salmon, tilapia, prawns, mussels, lobsters and oysters from sustainable sources.

Through the partnership, Marina Bay Sands aims to do more than what it already does – by transforming its supply chain. For instance, it will support four aquaculture farms in Malaysia in their journeys towards sustainable farming.

Other goals include hosting at least 300 green events that adopt sustainable MICE packages and offerings supported by WWF, by 2020.

"We recognise the significance and impact of our sustainability actions within Asia's hospitality industry, and down the supply chain. In partnership with WWF, we hope to elevate sustainability standards, raise awareness among our guests and inspire other industry players to follow suit," said Ian Wilson, Senior Vice President, Hotel Operations, Marina Bay Sands.

ArtScience Museum: A Unique venue

ArtScience Museum, a unique venue at Marina Bay Sands, is growing in popularity as a platform for international conferences and exhibitions. This October, the iconic attraction was transformed into a buzzing meeting venue for three technology-related events – namely the returning Millennial 20/20 Asia Summit, the first-to-Singapore AI Asia conference, as well as Unite Singapore 2017 organised by game developer Unity.



On 25 and 26 October, the second Asian edition of **Millennial 20/20** returned to ArtScience Museum on a bigger scale, with 3,000 attendees from 31 countries gathering to engage in discussions around the future of retail, marketing and commerce – all from the perspective of Asia's digitally-savvy consumers. The museum's unique and flexible interior architecture allowed for theatre-style speaker sessions to take place alongside brand showcases within the same exhibition space, creating a seamless overall experience for conference delegates.



A similar event set-up was used on 30 and 31 October for **AI Asia 2017**, the first business-oriented AI and Big Data event in the region. Drawing over 1,000 attendees, the event occupied the entire exhibition space on the third floor of ArtScience Museum, featuring interactive displays, food & beverage operations and panel discussions and presentations all held concurrently within the 1,500 sqm gallery.

The conversations around futuristic technology continued on 2 and 3 November during the **Unite Singapore 2017** conference, held for the first time at ArtScience Museum. On top of the hands-on workshops, technical sessions and mixed reality, delegates to Unite Singapore were given complimentary access to the **FUTURE WORLD: Where Art Meets Science** permanent exhibition at ArtScience Museum.

What's On

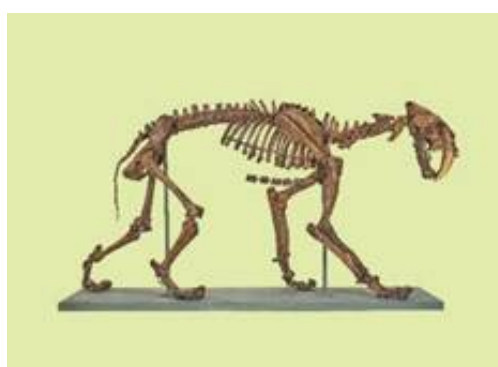


Singapore International Film Festival 23 November to 3 December 2017



Marina Bay Sands will once again roll out the red carpet for the 28th Singapore International Film Festival (SGIFF), as the event's Presenting Sponsor for the fourth consecutive year. Over the Festival, the IR will also host "In Conversation With" sessions with renowned film practitioners, hold red carpet events, and house free-to-public exhibitions and film screenings within ArtScience Museum and across the property.

Delegates who visit Marina Bay Sands during this period can participate in these events and witness the integrated resort transform into a buzzing entertainment hub. For more information, visit <http://sgiff.com/mbsxsgiff/>



Treasures of the Natural World 25 November 2017 to 29 April 2018

Meeting planners can take their delegates on an adventure of discovery at ArtScience Museum with the upcoming Treasures of the Natural World exhibition, which will bring the awe and wonder of the Natural History Museum in London to Southeast Asia for the very first time.

The exhibition will showcase over 200 of the Natural History Museum's star objects, including animals and insects, works of art, gems and minerals, and books and artefacts belonging to some of the world's greatest scientists, including Charles Darwin and Alfred Russell Wallace.

Events at Sands Expo® and Convention Centre



Asia TV Forum & Market 2017 and ScreenSingapore 2017 28 November – 1 December 2017



Asia TV Forum & Market (ATF), co-located with ScreenSingapore, will return to Marina Bay Sands for the seventh consecutive year. The event brings together some of the top content sellers and buyers in the entertainment content market to provide exciting insights, unleash opportunities, and forge new partnerships for the Asian markets. Since its first show at Sands Expo and Convention Centre in 2011, both ATF and ScreenSingapore have continued to grow year-on-year – with both events attracting a record-breaking number of 5,383 attendees in their 2016 edition.

Meeting Incentives

Support Marina Bay Sands' commitment to responsible seafood

Building on its status as an ISO 20121 certified venue, Marina Bay Sands is working with WWF to further strengthen its existing Sands ECO360[®] MICE programme over the next year. As a first step, the integrated resort has launched an updated version of its "It's Easy Meeting Green" package – where Marina Bay Sands will donate S\$1 per delegate to support four aquaculture farms in Malaysia. Meeting planners who hold their green events at Marina Bay Sands between 26 October 2017 and 31 July 2018 are eligible for this programme, and all bookings must be made by 31 December 2017. For more information, please click [here](#).

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