

# Press Release



## Marina Bay Sands deepens ties with MICE industry titans

*Integrated resort is Events Industry Council's first strategic partner in Asia; expands partnership with PCMA*



*Sands Expo and Convention Centre upholds industry excellence with strategic partnerships*

**SINGAPORE** (23 May 2023) – Marina Bay Sands' award-winning Sands Expo and Convention Centre has deepened its relationship with two MICE professional bodies – Events Industry Council (EIC) and Professional Convention Management Association (PCMA) – to create strategic partnerships that will shape the future of the industry.

EIC, a prominent global federation representing over 103,500 individuals and 19,500 firms in the business events industry, has welcomed Sands Expo and Convention Centre as its first strategic partner in Asia. The three-year partnership will see Marina Bay Sands further enhance its commitment to event professionals and industry excellence on a global scale, shaping the content of future meetings. The partnership will provide Marina Bay Sands with a robust platform, offering

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strategic recognition and thought leadership opportunities in collaboration with EIC's Certified Meeting Professional (CMP), CMP Fellows, and Knowledge programmes.

As part of the partnership, 100 client-facing staff in Marina Bay Sands will be accredited with the Sustainable Event Professional Certificate (SEPC) within the next 12 months, up from the current 50. With the integrated resort playing a leading bridging role, the partnership will enable more EIC-led initiatives to take place in Asia, including training programmes and study missions. This will result in an exchange of best practices and raise the standards of MICE offerings in the areas of sustainability and innovation across the region.

"We are honoured to be the first convention centre in Asia to collaborate with the Events Industry Council as a strategic partner. This partnership not only recognises our commitment to excellence in the events industry but also highlights our dedication to thought leadership, sustainability, and innovation. We are excited to foster the exchange of best practices and contribute to the growth and development of the industry," said Ong Wee Min, Vice President of Conventions & Exhibitions, MICE at Marina Bay Sands.

"The partnership is grounded in our shared values promoting event industry excellence, building capabilities by advancing uniform standards of practice, and setting the highest standards for professional and personal growth for those in our industry," said EIC CEO Amy Calvert. "We are grateful for the opportunity to work with Marina Bay Sands on a diverse set of initiatives that will benefit our industry and the event professionals we serve worldwide."

Marina Bay Sands has also deepened its longstanding partnership with PCMA. This latest collaboration builds upon the strong relationship that began in 2015 and signifies a continued commitment to advancing the global meetings and events industry. Over the years, Marina Bay Sands and PCMA have worked closely together on various initiatives, including talent development programmes and collaborating on industry issues, fostering a shared mission of driving excellence and innovation in the MICE sector.

With the new phase of the PCMA partnership, Marina Bay Sands will leverage the collective strength of Las Vegas Sands' properties in Singapore and Macao. By bringing together the expertise and resources across Sands' properties in the region, this collaboration aims to further amplify the shared objectives of PCMA and the integrated resort leader, addressing critical topics such as sustainability, innovation, technology, talent development and audience engagement.

"We are proud to deepen our partnership with PCMA by bringing the collective strength of Las Vegas Sands' properties to this collaboration. This partnership represents an exciting new chapter, harnessing the expertise and resources of both Singapore and Macao to deliver even greater value to our stakeholders and the industry as a whole," said Mr Ong.

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“Singapore as a country has consistently punched above its weight globally and within the business events industry, Marina Bay Sands personifies such leadership. PCMA, for its part shares the same passion, commitment, and leadership in the business events arena globally and with our deepening relationship with Sands, we will use our collective strength to further drive economic and social good through business events in the region and around the world,” said Sherrif Karamat, CAE, President & CEO, PCMA and CEMA.

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## **About Marina Bay Sands Pte Ltd**

Marina Bay Sands is Asia’s leading business, leisure and entertainment destination. The integrated resort features Singapore’s largest hotel with over 2,200 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia’s best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country’s skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs more than 10,000 Team Members across the property. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com)

## **About Events Industry Council**

The Events Industry Council’s more than 30 member organisations represent over 103,500 individuals and 19,500 firms and properties involved in the events industry. The Events Industry Council’s vision is to be the global champion for event professionals and event industry excellence. It promotes high standards and professionalism in the events industry with the Certified Meeting Professional (CMP) programme and signature programme activities. The CMP credential is recognised globally as the badge of excellence in the events industry. The qualifications for certification are based on professional experience, education and a rigorous exam. The four signature programmes – Sustainability and Social Impact, Accepted Practices Exchange (APEX), Knowledge and Leadership – represent the key initiatives, assets, services and products for the Events Industry Council. Learn more at [www.eventscouncil.org](http://www.eventscouncil.org).

## **About PCMA**

PCMA, PCMA Foundation and CEMA educate, inspire, and listen, creating meaningful experiences where passion, purpose and commerce come together. We are the world’s largest community for Business Events Strategists, providing senior-level education, networking, and market intelligence for the global business events industry. Our mission is to drive social and economic progress through business events. Headquartered in Chicago, IL PCMA has 17 North American Chapters, regional communities in APAC, EMEA and LATAM, and members in 59 countries. The Corporate Event Marketing Association (CEMA), a PCMA subsidiary, advances strategic event marketing and marketing communications for senior-level event marketers and industry professionals. Visit us at [pcma.org](http://pcma.org).

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