

Issue 4 / March 2002
Exhibition Bulletin Issued by
Singapore Exhibition & Convention Bureau

SEE THE SIGHTS OF SINGAPORE

For business travellers coming into Singapore, another travel option is available for the commute between the airport and downtown. The Mass Rapid Transit (MRT) commenced its service at Changi Airport on 8 February 2002. It takes about 30 minutes to get downtown. And the cost? A sample fare, say, from Changi Airport Station to City Hall Station (where Raffles City Convention Centre is located) is only SGD1.40. Thrown in for free is a view of suburban life in Singapore. For passengers' convenience, the 12 trains deployed on the through service are retrofitted with luggage racks and have free spaces next to the doorways.

If your destination is Singapore Expo, Expo Station is just one stop away from Changi Airport.

WHAT'S IN A NAME?

Just when you thought you had all the hotels in Singapore sussed out, along comes a name change. So for those who have not been to Singapore in the last few months, the hotels that have undergone a makeover and taken on a new identity are:

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- The Westin Stamford is now Swissôtel Singapore - The Stamford
- The Westin Plaza has become Raffles The Plaza
- Copthorne Harbour View's new persona is M Hotel Singapore

AND GOING FORWARD WITH THE BULLETIN . . .

From this issue onwards we will be publishing the bulletin once every two months. Please keep giving us your feedback or requests for the type of information you would like us to feature.

Please feel free to forward this bulletin to any others whom you think would benefit from receiving it or send us their email address and we will put them on the mailing list.

Thank you for your support.

Food&Hotel Asia 2002
April 9 - 12, 2002
Singapore Expo

Industry players in the food and hospitality industry can now pre-register their attendance for FHA2002 online at <http://www.foodnhotelasia.com/> Having attracted 32,931 trade buyers in FHA2000, FHA2002 - Asia's largest and most international food and hospitality - is an event not to be missed. To date, 4,564 visitors have already pre-registered online, with an estimated sourcing budget of USD1.6 billion. More than 10,000 trade visitors are expected to register online.

Online pre-registration offers the convenience of allowing interested trade and business professionals to pre-register their attendance via the website, thereby saving time from on-site registration at the counter on show days.

The event highlights in a glance for Food&Hotel Asia 2002:

- **FoodAsia2002 Retail Conference: The Foreign Invasion of Asia**, 9-10 April
- **AsiaFruit Congress 2002**, 9-10 April
- **Hospitality Summit**, 10 April
- **BakeryAsia2002 Conference: Shaping the Future of Asia's Baking Industry**, 11 April
- **Wine Features**, 9-12 April
- **Foodservice Consultants Society International (FCSI) Asia Pacific Chapter Seminar & Meeting**, 11-12 April
- **Red Pocket Culinary Challenge**, 9 April
- **Club Managers' Association (Singapore) Conference**, 7-10 April
- **World Gourmet Summit (WGS)**, 11 April
- **FHA Culinary Challenge**, 9-12 April

For more information, please call Mr Ben Wong, Project Director (Lifestyle Events), Singapore Exhibition Services Pte Ltd at Tel: (65) 6738 6776, Fax: (65) 6732 6776 or email: events@sesmontnet.com
http://www.meet-in-singapore.com.sg/secb/Exhibition_Bulletin/www.foodnhotelasia.com

International Dental Exhibition & Meeting (IDEM 2002)
April 12 - 14, 2002
SUNTEC Singapore

The global dental market has a share of 20% of the total world health market. Of this, 25% (USD5 billion) is turned over in the Asia Pacific region. Two third of the demand for this market (USD3 billion) is covered by imports.

For the opening of the IDEM 2002, a total of more than 200 exhibitors from nearly 30 nations is anticipated. Exhibitors are from leading dental industry countries, namely Germany, USA, Switzerland and Japan. Brazil, China, India, Israel, Canada, New Zealand and Pakistan will be here for the first time.

IDEM is a unique concept for this region, combining an international trade fair with a professional congress. The congress - 'Dentistry at the Leading Edge' will be organized by Singapore Dental Association and supported by the Ministry of Health, Singapore.

Over 3,000 qualified professional visitors from the Asia Pacific region, China, USA and Europe are expected to be at IDEM 2002.

For more information, please contact Air Services International Pte Ltd, KölnMesse's Representative Office in Singapore, at Tel: (65) 6296 3311, Fax: (65) 6296 3711 or email: jeanyee@airserve.com.sg You can also visit the website and register online at <http://www.idem2002.com/>

Cards Asia 2002
April 16 - 18, 2002
SUNTEC Singapore

Cards Asia 2002, sponsored by JCB and Mastercard, is back for the 7th year running and will offer a sneak peak into the latest advancement in smart card technologies, solutions and applications. The 3-day exhibition and parallel conferences aim to address an entire spectrum of applications and solutions that contribute to the wireless revolution today.

Demand for smart card solutions in Asia Pacific are increasing, fuelled by many smart card projects initiated by both the government and private sectors. Recognised as Asia's only leading smart cards event in this region, Cards Asia will once again be the meeting place for players in the industry to trade knowledge and do business with international companies.

For more information, please contact Customer Service Hotline at Tel: (65) 6322 2700, Fax: (65) 6226 3264 or email stephanie.tan@terrapinn.com
http://www.cards-worldwide.com/cardsAsia_2002/

Mobile Commerce World Asia 2002
April 16 - 18, 2002
SUNTEC Singapore

The 3rd annual Mobile Commerce World Asia will showcase cutting edge technologies in mobile Internet, mobile commerce and 3G technologies and applications. The 3-day exhibition and parallel conferences aim to address an entire spectrum of applications and solutions that contribute to the wireless revolution today.

Singapore's Infocomm Development Authority of Singapore (IDA) forecasts that there are over 9 million m-commerce users worldwide and estimates m-commerce revenues in excess of USD1.55 billion. With hefty investments in wireless infrastructure and applications, and potential revenues that could be reaped from wireless, every company should have a mobile commerce strategy in place. This is the event where you can learn and do business with the companies that have solutions and applications that are driving the adoption of mobile commerce around the world today.

For more information, please contact Customer Service Hotline at Tel: (65) 6322 2700, Fax: (65) 6226 3264 or email stephanie.tan@terrapinn.com. You can also visit the website www.mobilecommerceworld.com/mobile_Asia2002/

Information Security World Asia 2002
April 16 - 18, 2002
SUNTEC Singapore

Information Security World Asia is returning for the 3rd year to address the demand for a robust end-to end security infrastructure as more erudite hackers and complex viruses emerge. The 3-day exhibition and parallel conferences aim to address an entire spectrum of applications and solutions that contribute to the wireless revolution today.

In a survey conducted by Information Security Magazine, 90% of the 2,500 organisations surveyed are infected with viruses, worms and other malicious code although 88% have installed anti-virus protection. Last year, 2 of the most vicious worms - Code Red and Nimda, had cost the world more than USD4 billion in lost business and clean up costs. Yet, an expert warns that will appear mild compared with the damage inflicted by future viruses. The exhibition will showcase some of the latest technologies and products that aim to combat cyber terrorism and IT security breaches.

For more information, please contact Customer Service Hotline at Tel: (65) 6322 2700, Fax: (65) 6226 3264 or email stephanie.tan@terrapinn.com. You can also visit the website www.isec-worldwide.com/isec_asia2002/

boat and METS Asia 2002
April 18 - 21, 2002
Singapore Expo

boat & METS ASIA 2002, the first boat show for the Southeast Asian region in the new year, has been received positively by the industry. Some 150 exhibiting companies from 20 countries have expressed their interest thus far and more are expected to respond in the coming weeks.

IOrganized jointly by the RAI Group and Messe Düsseldorf Asia, boat & METS ASIA 2002 is targeted at boat makers and assemblers, distributors, retailers and dealers, marinas & resorts developers, owners & managers, sea sports centre operators or instructors, tour, charter and cruise operators and agencies, and repair service providers.

To add more excitement to the show, the joint organizers have created one-stop shops to drive the desired traffic to exhibitors' booths. These include the Marina Village/Fishing Village, Mega Yacht Section, an in-hall display of boats which has garnered the support of Beneteau, Dynaglass, Gladly White, Gulf Craft and others. This event is also held concurrently with ADEX - the Asia Dive Expo. Various pre and on promotional and publicity exercises will also carried out with boat & METS ASIA's local media partner, MediaCorp.

boat & METS ASIA 2002 is open to both trade and public visitors on all days. Trade visitors may register prior or on-site via www.myregtool.com/bma. Public visitors may purchase tickets at SGD5.00 (adults) or SGD3.00. (child who is 12 years or younger). Opening hours are from 10am-6pm on 18-20 April and 10am-5pm on the last day.

Held concurrently with this event is the ASIA DIVE EXPO, Asia's International Dive Exposition. Endorsed by DEMA, the Dive Equipment & Marketing Association, this exhibition and conference will bring you a diverse array of products and services, and help you gain new skills and knowledge at the various seminars, courses and workshops.

For more information, please contact Messe Düsseldorf Asia at Tel: (65) 6332 9642 or email bma@mda.com.sg. You can also visit the website <http://www.boatmetsasia.com/>

Asian Paper 2002/Converting Machinery/Material Asia 2002
April 24 - 26, 2002
SUNTEC Singapore

Asian Paper 2002, the leading pulp and paper event in Asia, gives you the perfect opportunity to meet suppliers, customers, competitors, colleagues and other key contacts during Paper Week in Asia.

Among the key activities to attend are:

- **Exhibition of New Technology, Equipment, Machinery and Supplies**, giving you a chance to speak with many of the world's leading suppliers to get the latest information on solutions that they have to the technical challenges you face.
- **Tissue Asia**, showcasing new technology, equipment, supplies and services for tissue producers and converters.
- **Converting Machinery / Material Asia (CMM Asia)**, a new addition to Asian Paper will feature exhibits including machinery, materials and processes for paper, film and foil converting; packaging printing and production, coating; laminating and die cutting; flexible packaging; graphic arts; and folding boxes and cartons.
- **Paper Products Fair**, showcasing paper products from some of the world's leading suppliers.
- **Senior Management Symposium (SMS)**, giving you the opportunity to hear the latest news and views about the future direction of the Asian, and global, pulp and paper industry from leading experts.

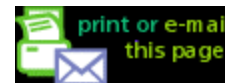
- **New Applied Technology (NAT) Conference**, offering you the chance to learn from leading technical experts from around the world who will be presenting papers on all aspects of pulp and paper making technology.
- **CMM Asia Technical Conference**, a technical conference reporting on the newest application of technology in the conveyance business.

For more information on the exhibition and conferences, please contact Eileen Tan, CMP Asia Exhibitions Pte Ltd at Tel: (65) 6735 3366, Fax: (65) 6738 9644 and Email: eileen_tan@cmpasia.com.sg
<http://www.asianpapershow.com/>

Exhibitions Ahead in 2002

SEMICON Singapore 2002	May 7-9	http://www.semi.org/
OnLine Learning Asia 2002	May 14-16	http://www.vnuonlinelearning.com/
Tax Free Asia Pacific (TFAP) 2002	May 21-25	http://www.tfwa.com/
CommunicAsia 2002 / BroadcastAsia 2002	Jun 18-21	http://www.communicasia.com/ http://www.broadcast-asia.com/
Brew Drink Asia 2002	Jun 26-28	http://www.brewdrinkasia.com/

For more information or assistance from Singapore Exhibition & Convention Bureau, please contact us at secb@stb.com.sg
www.visitsingapore.com/mice



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