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## SPH subsidiary gets a bite of Mice market

SINGAPORE Press Holdings (SPH) subsidiary **Sphere Exhibits** is marking its first foray into trade events with the launch of two international trade fairs in 2011.

The two trade shows will be held at the same time from April 27 to 29. BuildTech Asia 2011 will feature building and construction materials, equipment and technology, while InterDec-Asia 2011 will showcase interior decor and retrofitting exhibits.

The two events are expected to occupy 25,000 sq m of indoor and outdoor space at the Singapore Expo.

"With a strong regional demand for Mice (Meetings, Incentives, Conventions and Exhibitions) services, **Sphere** sees potential and has decided to expand into trade events," said **Sphere Exhibits'** executive director Chua Wee Phong.

"While this is our first foray into trade events, we are confident our unique concepts will draw not only local audiences but also international participants."

Mice business accounts for about 40 per cent of total tourism receipts, and Singapore hopes to raise the sector's contribution to \$10.5 billion by 2015.

The three-day event will also feature seminars and conferences to share and discuss the latest issues facing the construction industry.

**Sphere Exhibits** said the two trade shows have received positive responses from trade embassies in Singapore since marketing started a couple of months ago.

**Sphere**, which stands for SPH Events, Roadshows and Exhibitions, was incorporated in April last year and aims to hold lifestyle events including fairs, shows and exhibitions for the mid- to high-end consumer.