

[STB India] C-suite Corporate Leaders familiarisation trip, 20 – 24 Nov 2024

Introduction

STB India is planning a familiarization trip for up to selected 8 C-suite corporate leaders of major businesses in India. The objective of this familiarisation trip is to introduce suitable high-end venues and unique experiences to these corporate leaders for consideration when selecting destinations for their MICE events. STB welcomes sponsorships from Singapore tourism industry stakeholders for this trip.

Name of Fam Trip	STB India C-suite Corporate Leaders Familiarisation
Dates of Fam	20 -24 Nov 2024
Group Size	Up to 8
Country of Participants	India
Profile	C-suite Corporate Leaders with MICE group potential
Type of Sponsorship	<p>a) Accommodation (Full or Co-sponsorship)</p> <ul style="list-style-type: none">• 4-night stay (check-in 18th Nov/ Check out 22nd Nov)• Min 5-star property• Up to 8 rooms (single occupancy with daily breakfast included) <p>b) Meals (Full or Co-sponsorship)</p> <ul style="list-style-type: none">• Showcase of Singapore’s rich and diverse food offerings. Vegetarian menu option is a must.• 20 Nov – 24 Nov: Lunch/ Dinner (STB will inform of most suitable date/time for meals depending on itinerary) <p>c) Transport (Full or Co-sponsorship)</p> <ul style="list-style-type: none">• <u>Airport transfer to hotel for up to 10 pax:</u> 2 x Mercedes Viano or similar• <u>Daily transport for up to 11 pax:</u> 2 x Mercedes Viano or similar<ul style="list-style-type: none">○ Tentative schedule:<ul style="list-style-type: none">▪ 20 Nov: 12 noon - 11pm▪ 21 Nov: 10am – 11pm▪ 22 Nov: 10am – 11pm▪ 23 Nov: 10am – 11pm

	<ul style="list-style-type: none"> ▪ 24 Nov: 10am – 3pm (including transfer to airport)
Objectives	<ul style="list-style-type: none"> • Build momentum of pipeline for 2025 and beyond • Cultivate key corporate heads for potential events • Provide first-hand experience of premium MICE offerings for meetings and incentive (M&I) groups • Connect corporate heads with Singapore stakeholders to showcase products and capabilities in catering for Indian M&I groups
Information about FAM Participants	<ul style="list-style-type: none"> • Key decision makers of respective corporates • Primarily from North and South India (50-50% split)
Eligibility	<ul style="list-style-type: none"> • All Singapore-based stakeholders are open to apply • STB will shortlist and inform stakeholders of the outcome once the expression of interest (EOI) period closes • STB reserves the right to decline/accept the sponsorship offer based on needs of itinerary/ group
Expression of Interest Opens	24 Sep 2024
Expression of Interest Closes	11 Oct 2024, 23:59 hrs (SGT)
Point of Contact	<p>For more details and expression of interest, please contact:</p> <p>Danzel Walter, Manager, India (New Delhi Office)</p> <p>Danzel_walter@stb.gov.sg</p> <p>Mobile Number: +91 8789005507</p>