

STB Brussels M&I Intermediaries Fam, March 2024

Introduction

STB Brussels will be hosting a MICE familiarisation tour of Singapore targeting Belgian M&I intermediaries (March 2024) and is seeking sponsorship from Singapore tourism industry stakeholders to showcase new products and experiences.

The program will focus on three themes:

1. Meeting venues for MICE delegates, especially unconventional meeting venues
2. Nature, culture, and sustainability experiences
3. New / reinvented offerings catering to MICE audience

Objectives:

- To drive top of mind awareness of Singapore as a leading MICE destination for conventions, meetings and incentive travel (CMIT)
- To build destination and product awareness, and seed interest towards organisation of meetings and incentive events with attendance of foreign delegates in Singapore
- To showcase new, unique or refreshed products and experiences in Singapore
- To showcase the potential of the new Brussels-Singapore flight (launch date April 2024), representing an excellent opportunity to generate further interest from the Belgian market for M&I

Name of Fam Trip	MICE Fam targeting Belgian M&I intermediaries
Dates of Fam	March 5-8, 2024
Group Size	4 MICE intermediaries + 1 STB rep
Country of Participants	Belgium
Profile	MICE Trade
Type of Sponsorship	<ul style="list-style-type: none">• Accommodation (Full or Co-sponsorship)• Attractions and Experiences (Full or Co-sponsorship)<ul style="list-style-type: none">• MICE Venues (Full or Co-sponsorship)• Meals (Full or Co-sponsorship)
Additional details/criteria for sponsorship	Additional consideration will be given to offerings with a strong sustainability narrative.
Information about FAM Participants	4 MICE Intermediaries representing the key MICE agencies and incentive houses in Belgium
Eligibility	<ul style="list-style-type: none">• <i>All Singapore-based stakeholders are open to apply.</i>• <i>STB will shortlist and inform stakeholders of the outcome once the EOI closes.</i>• <i>STB reserves the right to decline/accept at their discretion</i>
Expression of Interest Opens	19 December 2023

Expression of Interest Closes

8 January 2024, 23:59 (SGT)

Point of Contact

For more details and expression of interest, please contact:
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