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MEDIA RELEASE

Singapore EXPO held largest in-person exhibition since pandemic as it reopens with reimagined spaces and new lifestyle offerings

The three-day Industrial Transformation ASIA-PACIFIC (ITAP) 2021 successfully concluded on 24 November, setting foundation for a future of hybrid events at Singapore EXPO powered by new Meet, Feast and Play offerings



Deputy Prime Minister Heng Swee Keat at the i4.0 Experience Zone of ITAP 2021.

Singapore, 30 November 2021 – Constellar successfully hosted the 4th Industrial Transformation ASIA PACIFIC from 22-24 November, as Singapore EXPO welcomed an estimated 3,600 visitors, the largest in-person exhibition since the pandemic. The event was held in a hybrid format, with a total of 143 exhibitors and five national pavilions from Singapore, China, Germany, Indonesia and Malaysia, engaging delegates in online and offline formats for a total attendance of over 11,000 attendees from 70 countries over three days.

In an industry where face-to-face interaction is still important, ITAP 2021 was a pilot event of the Vaccinated-Differentiated Safe Management Measures + Test (VDS + Test) protocol, providing much needed engagement between exhibitors and delegates in a safe manner. This

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was powered by *Viatick* and *Trakomatic* technologies that enabled contactless registration through facial recognition and data-based crowd management.

As Singapore's largest Safe Management Measures (SMM) - compliant MICE facility, Singapore EXPO offers visitors versatile and customisable business spaces, adapting to needs for conventions, exhibitions, and conferences of all scale. Together with a full suite of solutions to support events, including digital insights tools and analytics, integrated marketing services and customised dining experiences, the venue has upgraded its spaces to bring greater value for business visitors post COVID-19.



Attendees at ApeX Studio, Singapore's largest hybrid studio for the Opening Ceremony for ITAP 2021

MEET @ EXPO

The opening ceremony of ITAP 2021 was held at the *ApeX Studio*. With a mammoth 54 metre widescreen, *ApeX Studio* is Singapore's largest hybrid studio. Perfect for hosting physical audiences while engaging online delegates at the same time, this 1000-pax* studio is housed within at Singapore EXPO Hall 1. Complementing this is the *Garnet Studio*, which is a 100-pax* studio for medium-size gatherings of physical audiences and unlimited digital audiences.



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For purely virtual events, the *Topaz Studio* provides a warm and intimate environment for dialogue to engage audiences online. The studio is ideal as a recording studio, live chat show or panel discussions.

**Up to 1000 (ApeX Studio) and 100 pax (Garnet Studio) respectively with SMMs*

PLAY @ EXPO

Beyond the upgraded MICE facilities and services, Singapore EXPO have also enhanced the lifestyle offerings for the public. Visitors can look forward to a fun workout over a game of badminton at the largest hall in Singapore or zoom through laps at Singapore's largest fun kart circuit operated by *KF1^* featuring a 750m track with 16 turns. With over 22 indoor courts available, including two pickleball courts, shuttlers can smash their way to a good time on non-slip mats and individual lighting to simulate a tournament ambience.

Professional and new bakers alike can hone their kitchen skills at the *Academy of Pastry & Culinary Arts (APCA)*, which is the biggest pastry and culinary training centre in Asia and is widely known as one of the finest pastry schools in the world.

^Opening in early 2022

FEAST @ EXPO

On the F&B front, *Timbre+ Eastside* offers a plethora of food and beverage choices, with 32 delectable international dining options#. They will also offer a first-of-its-kind kerbside pick-up service, featuring 14 unique options, where diners can order their meals via the Timbre+ app and pickup at the drive-through window.

MICE organisers hosting events at Singapore EXPO can also now offer a more premium and unique fine dining experience for private networking sessions via *K2*. Organisers can rent the bespoke setup and customise their menus with the chef to preferences of their guests.

Food stores will open progressively in the coming months

Creating a one-stop venue & community hub

"We are introducing a new Singapore EXPO experience; a one-stop venue where there's something for everyone with our new F&B options and the variety of activities while restarting the MICE industry in a safe manner through digitalisation and more," said **Jean-François Quentin, CEO, Constellar**. "As we gradually reopen and resume physical MICE events, we look forward to welcoming visitors back to a transformed Singapore EXPO and a world-class MICE facility that we can all be proud of."



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As Singapore transitions to living with COVID-19 in the new normal, Singapore EXPO stands ready to support national resilience efforts, with public health and safety remaining the top priority.

Being one of the first venues to be SG SafeEvents certified, Singapore EXPO has put in stringent safe management measurements to ensure a safe and enjoyable experience, so visitors can Meet, Feast and Play @ EXPO with peace of mind.

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About Constellar

Constellar connects a global eco-system of event partners and consumers through a holistic portfolio of intellectual property (IP) in the Meetings, Incentives, Conventions and Exhibitions (MICE) industry.

As Asia's partner of reference for curating innovative event and venue experiences, Constellar activates impactful networks to bring global markets, businesses and consumers together for sustainable growth. With our expertise and dedication, we are invested in helping you build trusted relationships with stakeholders for the long term and enabling cross-industry collaboration through world-class audience engagement solutions.

Constellar is headquartered in Singapore. Founded in 2021, it brings together decades of experience with an intrepid team of experience specialists around the world. Visit www.constellar.co for more information.