

INTERNATIONAL ENTERPRISE SINGAPORE

Tourism Infrastructure

Your partner for innovative tourism solutions



Image courtesy of The Ascott Limited



Driving
Singapore's
External
Economy

Globally acknowledged as having an attractive environment for tourism industry development, Singapore was ranked top in Asia and 10th globally in the World Economic Forum's Travel and Tourism Competitiveness Report 2009, which measured countries for the attractiveness of their environments in developing the travel and tourism industry.

This favourable environment has spurred the growth of a pool of Singapore-based companies focused on servicing the growing tourism sector, not just in Singapore, but also around the region and the world.

Singapore-based companies work with a vast array of partners on overseas tourism projects, offering a comprehensive range of services across hospitality, MICE, cruise-related infrastructure and attractions sectors. This experience means that companies looking for partners to deliver innovative and customised solutions can find them here.

A reputation for excellence

As a global city in the heart of Asia, Singapore brings together the best of East and West. This is also true of Singapore-based tourism companies, which combine Western-style management systems with Asian-style products and services. This blend of modern practices and the latest technologies with the rich traditions of the region make for a unique tourism offering.

Meticulous attention to quality and detail has earned Singapore-based hospitality companies international recognition, including awards like the Condé Nast Gold List and World Travel Awards for best hotels in Asia. Companies here also incorporate sustainable and cutting-edge design to provide innovative solutions in their product and service offerings.

With a strong track record of hosting international events, Singapore is a dynamic centre for the MICE industry, with world-class facilities, accommodations and service providers. Indeed, the ranking as the world's top meeting city for the second consecutive year in 2008 by the Union of International Associations, a global industry association, testifies to the breadth and depth of the industry in Singapore.

Singapore-based companies in the cruise and ferry infrastructure industry have also won accolades. For instance, the Singapore Cruise Centre, a Singapore company managing cruise and ferry terminals, has won 19 Dream World Cruise Destination Awards since 1997 for its efficient terminal management and operations.

In the area of tourist attractions, Singapore-based companies are constantly looking for new ways to enhance leisure experience for visitors. One example is Haw Par Corporation Limited, a Singapore leisure and healthcare group that is amongst early industry players to introduce the "Underwater World" concept in Asia. The Group currently owns and operates two oceanariums in Singapore and Thailand.





Image courtesy of Frasers Hospitality

Fraser Suites Sydney, Australia
2009, Serviced Apartment Property of the Year (Winner), HM Magazine
Awards for Hotel & Accommodation Excellence

International Enterprise Singapore

International Enterprise (IE) Singapore is the government agency driving Singapore's external economy. We spearhead the overseas growth of Singapore-based companies and promote international trade.

With our global network in over 35 locations spanning many emerging markets, we connect businesses with relevant Singapore-based companies for their business expansion. Renowned worldwide for their dedication to quality and innovation, Singapore-based companies make ideal business partners.

We also position Singapore as a base for foreign businesses to expand into Asia in partnership with Singapore-based companies. Singapore's unique advantages of strategic location, stable government, competitive workforce and pro-business environment make it an ideal launch pad to the region.

Visit www.iesingapore.com for more information.

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