

SACEOS 44th Annual General Meeting 2024
Minutes of Meeting

Date: 4 April 2024, Thursday	Time: 1500hrs – 1700hrs
Venue: Level 69, SKAI Suites 3 & 4, Swissotel The Stamford	

s/n	Notes
1	<p><u>COMMENCEMENT</u></p> <ul style="list-style-type: none"> Honorary Secretary Veemal Gungadin welcomed Members to SACEOS 44th Annual General Meeting (AGM). He introduced other members of the AGM panel which consisted of President Richard Ireland, Honorary Treasurer Priscilla Leong and Executive Director Alaxys Liu. He also introduced Legal Advisor Vicki Heng who will be witnessing the AGM proceedings and voting.
2.0	<p><u>AGENDA ITEM 1 – CONFIRMATION OF AGENDA OF 44th SACEOS AGM & MINUTES OF 43rd SACEOS AGM</u></p> <ul style="list-style-type: none"> Veemal sought confirmation of the 44th AGM Agenda, Sukumar Verma seconded the motion. Veemal then sought adoption of the 43rd AGM Meeting Minutes, Ian Wu and Andrew McArthur-Edwards seconded the motion. Veemal declared the 44th AGM Agenda confirmed and 43rd AGM Meeting Minutes adopted.
3.0	<p><u>AGENDA ITEM 2 –PRESIDENT’S REPORT</u></p> <ul style="list-style-type: none"> Richard commenced his President Report by welcoming Honorary Presidents, Executive Committee, Members, Secretariat, and Singapore Tourism Board (STB) to the 44th AGM. Richard outlined the 3 key areas of his presentation: <ol style="list-style-type: none"> 1. The role of SACEOS 2. Building a robust and resilient industry 3. Our recent and upcoming initiatives <p>Role of SACEOS</p> <ul style="list-style-type: none"> Richard emphasised that SACEOS needs to further strengthen our position as the leading MICE association and thought leader to promote Singapore as a leading MICE destination globally. He highlighted that SACEOS has led the way in spearheading the industry’s reopening efforts in the region and driving efforts on key topics such as Talent, Sustainability and Artificial Intelligence. He added that this is made possible by the contributions of the diverse EXCO leadership team representing different segments of the MICE eco-system, as well as the Secretariat led by Alaxys. He encouraged more industry players to step forward to contribute to the industry in the next EXCO. Richard reiterated the commitment to build SACEOS as a member-led association. Finally, he thanked the ongoing EXCO members for their contribution and commitment in serving the industry. <p>Building a Robust and Resilient Industry</p>

- Richard highlighted that in this increasingly volatile and evolving world we live in, our industry needs to be ready and resilient to any uncertainties, challenges and crisis that may come our way.
- While the industry is experiencing robust growth, there remains challenges include rising external competition, inflationary pressure, escalating costs and talent pressures.
- In order to capture future growth opportunities, the industry needs a skilled and ready supply of talent amidst increasing competition for talent. The industry needs to develop new talent from our IHLs and adjacent industries.
- He shared about the Internship Best Practices' Guide developed by SACEOS last year. This year the focus will be on developing new talent through mentorships.
- Providing an update on Professional Development, Richard shared that SACEOS trained over 138 professionals in 2023 and has already surpassed last year's numbers at 146 so far this year.

SACEOS Recent and Upcoming Initiatives

- Richard reported that in 2023, SACEOS organised 29 initiatives that engaged over 1000 participants and engaged 13 partners from regional MICE associations to education and training providers.

Sustainability

- Most notably, SACEOS has been the frontrunner in driving Sustainability in MICE, not just in Singapore, but around the region.
- In December 2022, SACEOS launched the MICE Sustainability Roadmap in partnership with the Singapore Tourism Board.
- SACEOS also worked with various stakeholders in the MICE value chain, including event organisers, venues, and suppliers to develop Workshop Agreements on Sustainable MICE – Guidelines for Waste and Carbon Emissions Management
- And in January this year, SACEOS launched the Singapore MICE Sustainability Certification (MSC). This certification program equips and recognises businesses that adopt sustainable practices in their events. He encouraged all members to embark on the Singapore MSC journey and advancing this crucial industry movement.
- SACEOS has also rolled out the Certified Event Sustainability (CES) Accreditation Programme in partnership with NTUC LearningHub to equip MICE professionals with capabilities in integrating sustainable practices in events. 21 participants have successfully graduated from the CES program last year.
- SACEOS has worked with Global Sustainable Tourism Council (GSTC) and STB to develop the GSTC MICE Criteria which will serve as the global standards for MICE sustainability.

Members Networking

- Richard stressed that while sustainability is a key focus, forging new business opportunities remains one of the key priorities for our members. A highly engaged Membership community is crucial for SACEOS' success.
- Besides the members networking events, SACEOS will be organising Overseas Familiarisation Trips to China and India this year.

Singapore MICE Forum, Singapore MICE Awards & Singapore MICE Challenge

- The Singapore MICE Forum (SMF), in conjunction with the Singapore MICE Awards (SMA) and Singapore MICE Challenge (SMC), will return on 25-26 July.
- Last year's SMF was a resounding success with over 400 members from the MICE community coming together to explore collaboration and celebrate our industry's resilience and achievements.

- The inaugural SMA was held to celebrate our achievements and contributions across 10 award categories. This year’s Awards is set to be even bigger and better with 20 award categories.
- The SMC will also serve as the platform for students from Institutes of Higher Learning including Polytechnics, Institute of Technical Education (ITE), and local universities to reimagine the future of the industry.

Asia CEO Summit

- The third Asia CEO Summit will take place on 24-26 September 2024 in partnership with UFI, SISO and AEO.
- The event convenes leaders and executives from the events industry throughout Asia and beyond. It aims to facilitate collaboration, exchange of ideas, and promote the growth of the region's business events industry.
- This is a strategic event for SACEOS to strengthen our position as a leading association and thought leader in the region.

Key Focus Areas for 45th EXCO

Richard outlined the key focus areas for the 45th EXCO term:

- 1) **Growth and resilience in our sector, this needs to be our number 1 priority.**
- 2) **Continued professional development and talent attraction to our industry – this will directly impact the pace of growth.**
- 3) **Be the key voice of industry discussions whether that be -**
 - a) Finding a sustainability framework that works for all stakeholders.
 - b) Agreeing on industry standards impacting our industry.
 - c) Participating in dialogue with local agencies as well as regional and global counterparts.
- 4) **Peer to peer networking**

5 Guiding Principles for 45th EXCO:

- 1) We must have consensus amongst our members – when we speak as one voice, we can achieve greater things.
- 2) We will listen and seek member feedback.
- 3) We will engage with our membership base – both new as well as older members.
- 4) We will be open and transparent.
- 5) The activities we focus on should have great impact.

- Concluding his President Report, Richard thanked all Members and STB for the tremendous support in the work that we do at SACEOS.
- He affirmed that together with the Executive Committee, SACEOS is committed to being the voice and champion of the industry, and to build on the good work that we have accomplished.

4.0 **AGENDA ITEM 3 –HONORARY TREASURER REPORT**

- Veemal handed over to Priscilla to deliver the Honorary Treasurer Report.
- Priscilla highlighted that the 2023 Audited Financial Report was shared with all Members on 28 March 2024.

Statement of Comprehensive Income

	<ul style="list-style-type: none"> • She updated that SACEOS reported a profit S\$52,139 for FY2023 compared to a loss of S\$119,995 in FY2022. • She shared that the main drivers of the revenue came from Professional Development and Events as SACEOS continues to support the industry’s growth and training needs. <p>Statement of Financial Position</p> <ul style="list-style-type: none"> • Priscilla reported that SACEOS has a cash balance of \$587,588 for FY2023. • Total Funds and Liabilities for SACEOS stands at S\$947,905. <p>Revenue</p> <ul style="list-style-type: none"> • In summary, she updated that Revenue increased by S\$341k (35%) at S\$970k in 2022 to S\$1.3million in 2023. • The main contributors of revenue are Membership Subscription, Training and Events. <p>Government Grants</p> <ul style="list-style-type: none"> • Government grants decreased by 16% from S\$354k in 2022 to S\$297k in 2023. This is due to the decreasing ADF Manpower Funding for the Secretariat. <p>Expenditure</p> <ul style="list-style-type: none"> • SACEOS Expenditure increased by S\$173k (16%) from S\$1.09million in 2022 to S\$1.26million in 2023. • Direct expenses are from Training, MICE Events and Other Events Expenses. • Indirect expenses are from Employee Benefit Expenses, Depreciation and Other Expenses. <p>Net Current Assets and Liquidity</p> <ul style="list-style-type: none"> • Net Current Assets stands at S\$641k in FY2023 compared to S\$529k in FY2022. • Cash and cash equivalents stands at S\$587k in FY2023 compared to S\$412k in FY2022. • Net Assets (net worth)/Accumulated Fund stands at S\$615k as of 31 Dec 2023 <ul style="list-style-type: none"> • In conclusion, Priscilla thanked the Members, President and the EXCO, and STB for their commitment and support. • She urged Members to continue supporting SACEOS and its initiatives, trainings and events. <p><i>Please refer to Full 2023 Audited Financial Report here for more details.</i></p>
5.0	<p><u>ADOPTION OF AUDITED FINANCIAL REPORT ENDING 31 DECEMBER 2023</u></p> <ul style="list-style-type: none"> • Veemal called for the adoption of the audited Financial Report ending 31 December 2023, Sukumar Verma seconded the adoption. • Veemal declared the audited Financial Report ending 31 December 2023 as adopted.
6.0	<p><u>AGENDA ITEM 4 - EXECUTIVE DIRECTOR’S UPDATE</u></p> <ul style="list-style-type: none"> • Veemal introduced SACEOS Executive Director Alaxys Liu who was appointed on 2 January 2024 and handed the time over to Alaxys to deliver her update. • Alaxys commenced by thanking Members and EXCO for the opportunity to lead the Secretariat.

- She emphasised that her focus will be on defining the SACEOS Experience, by delivering tangible value and impact to Members, Industry and Stakeholders,.
- She shared that the Secretariat has identified 5 Key Values that will define its identity and to better serve its Members and industry:
 - 1) **Collaboration** - Collaborating with members both within and outside of the association in the pursuit of common vision, values and goals.
 - 2) **Communication** - Effectively conveying ideas, thoughts, and opinions both verbally and in writing. This includes being able to actively listen, ask clarifying questions, and provide constructive feedback.
 - 3) **Progressive** - Continuously improving and adapting to changes.
 - 4) **Outcome-oriented** - Setting and achieving goals, and persisting in the face of obstacles or setbacks to meet deadlines, achieve targeted results, and taking ownership of one's work.
 - 5) **Strong Identity** - Good demonstration of SACEOS values and can represent SACEOS well both to all stakeholders.

Key Functions of Secretariat

- Based on previous Membership Feedback Survey, Members' key priorities are - Networking Opportunities, To have a greater voice in engaging with Authorities and Participating in Training programmes.
- Therefore, the Secretariat will be structured based on Members' priorities to enable SACEOS to play a role as an Advocate, Congregator and Enabler for Singapore's MICE industry.
- Cutting across the horizontal function for the Secretariat will be **Industry Development** which will focus on the latest industry trends.
- Supporting functions will be 3 pillars of **Member Engagement & Events, Capability Development and Advocacy & Marcomm.**
- On the corporate level, **Operational Excellence & Financial Sustainability** will be the guiding value for the Secretariat.

KPIs

- To move towards an Outcome-oriented association, Alaxys highlighted the importance of measuring the impact of SACEOS activities.
- She shared the **Overall Corporate KPIs** measured by
 - 1) **No. of Activities**
 - 2) **No. of Participants**
 - 3) **No. of Partners**
- On **Industry Development KPIs**, they are:
 - 1) No. of Singapore MSC certifications
 - 2) No. of Guidelines/White Papers
- On **Membership Engagement and Events KPIs**, they are:
 - 1) No. of Members
 - 2) No. of Touchpoints with each member
- On **Capability Development KPIs**, they are:
 - 1) No. of training programmes
 - 2) No. of training partners

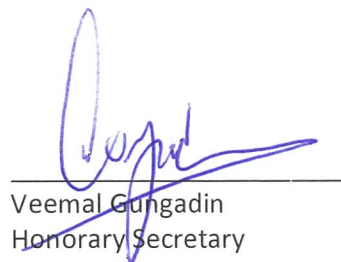
	<ul style="list-style-type: none"> • On Advocacy & Marcomm KPIs, they are: <ol style="list-style-type: none"> 1) No. of Advocacy activities 2) Size of EDM database 3) No. of LinkedIn followers 4) No. of Media Coverage <p>Introducing #TeamSACEOS</p> <ul style="list-style-type: none"> • Alaxys introduced the SACEOS Secretariat Team and shared quotes from each team member on the role they play. • Alaxys: “Supported by a strong secretariat team, and in consultation with the SACEOS Executive Committee, I’m dedicated to crafting the SACEOS experience by bringing value and impact to the MICE industry in Singapore. I look forward to forging meaningful collaborations with local and global stakeholders to advance the interest of our industry.” • Lloyd: “I develop competency-based learning and training courses / programmes for our member-companies to reskill, upskill and cross-skilling their employees as they transform to meet today’s changing business environment. I hope to help MICE professionals broaden their horizons and achieve productivity and efficiency in their roles.” • Evylene: “I actively drive our events and initiatives with the goal of enriching member engagement and raising the profile of our industry. I’m excited to hear your stories and amplify your voices. Let’s make #TeamSACEOS even better together.” • Daniel: “Besides leading the marketing efforts for SACEOS’ initiatives, events and programmes, my role is to help elevate the profile of the industry. I look forward to having more conversations with our members to hear their stories and to better amplify their voices.” • Shirin: “My main role is to champion sustainability and promote the adoption of industry standards and certification. I look forward to forging new partnerships and building a strong MICE sustainability community in Singapore.” • Elaine: “I am responsible for the internal operations of SACEOS, in the areas of Finance, HR and Admin. My role is to ensure the sustainability and health of the Association's financial performance and that we comply with corporate governance and our guiding Constitution.” • Genie: “My role is to help raise the profile of our members and the MICE industry by leveraging on digital platforms and storytelling. By understanding the evolving needs of our stakeholders and harnessing the power of communication, I aim to enhance engagement, drive growth and foster meaningful connections within the industry.” • Haziera: “My role is to help provide our members and the industry with a platform to engage and build more impactful business relationships. Above all that, I bring youthfulness to #TeamSACEOS – both in age & personality!”
7.0	<p><u>AGENDA ITEM 5 - APPOINTMENT OF EXTERNAL AUDITOR</u></p> <ul style="list-style-type: none"> • Veemal called for all Ordinary Members to vote for the re-appointment of External Auditor P.G. Wee Partnership LLP. • 90% of Ordinary Members voted FOR the re-appointment of External Auditor P.G. Wee Partnership LLP. Veemal declared that P.G. Wee Partnership LLP has been re-appointed as External Auditor.
8.0	<p><u>AGENDA ITEM 6 – APPRECIATION FOR OUTGOING 44TH EXECUTIVE COMMITTEE MEMBERS</u></p> <ul style="list-style-type: none"> • President Richard presented Certificates of Appreciate to the following outgoing 44th Executive Committee Members:

	<ul style="list-style-type: none"> 1) Priscilla Leong, Honorary Treasurer 2) Mathias Kuepper, VP for Professional Development 3) Sukumar Verma, VP for Industry & Enterprise • Certificates for Michael Lee (VP for Community) and Marc Lim (Committee Member) will be sent to them after the AGM. 																																																
9.0	<p><u>AGENDA ITEM 7 – INTRODUCTION OF NEW 45TH SACEOS EXECUTIVE COMMITTEE MEMBERS</u></p> <ul style="list-style-type: none"> • Veemal explained that with the amended constitution passed at the Extra-Ordinary General Meeting (EOGM) on 21 February 2023 and approved by the Registry of Societies (ROS) on 1 August 2023, eligible candidates will be elected by members into the Executive Committee, and the President will assign the appropriate roles to the Executive Committee Members. • In the 44th AGM, there are 5 eligible nominees standing for election for 5 open positions in the Executive Committee. Therefore, the 5 nominees are elected to the 45th Executive Committee. • For more information on the nominees, refer to SACEOS AGM page here. <p>45th SACEOS Executive Committee (2024-2025):</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 5%;"></th> <th style="width: 25%;">Name</th> <th style="width: 70%;">Company</th> </tr> </thead> <tbody> <tr><td>1</td><td>Richard Ireland</td><td>CEO, Clarion Events Asia</td></tr> <tr><td>2</td><td>Veemal Gungadin</td><td>Chief Executive Officer, GlobalSign.In Pte Ltd & GEVME Pte Ltd</td></tr> <tr><td>3</td><td>Priscilla Leong</td><td>Managing Director, Expotrans Pte Ltd</td></tr> <tr><td>4</td><td>Aloysius Arlando</td><td>Chairman, Asia CloserStill Media (Asia) Pte Ltd</td></tr> <tr><td>5</td><td>Adeline Lim</td><td>Exhibition Director, MMI Asia Pte Ltd</td></tr> <tr><td>6</td><td>Anthea Tan</td><td>Executive Director, Associations and Exhibitions Sales, Marina Bay Sands Pte Ltd</td></tr> <tr><td>7</td><td>Chang Chee Pay</td><td>Senior Vice President, Resorts World Sentosa Pte Ltd</td></tr> <tr><td>8</td><td>Christine Lee</td><td>Marketing Director – Asia, Terrapinn Pte Ltd</td></tr> <tr><td>9</td><td>Dylan Sharma</td><td>Co-Founder & Director, TRICOM Events</td></tr> <tr><td>10</td><td>Ian Wu</td><td>Co-Owner & CEO, HUONE Singapore Pte Ltd</td></tr> <tr><td>11</td><td>Khoo Yew Jin</td><td>Vice President, Marketing, Constellar Holdings Pte Ltd</td></tr> <tr><td>12</td><td>Lim Chiah Lueng</td><td>Deputy General Manager, PICO Art International Pte Ltd</td></tr> <tr><td>13</td><td>Mathias Kuepper</td><td>Managing Director & VP Asia-Pacific, Koelnmesse Pte Ltd</td></tr> <tr><td>14</td><td>Sukumar Verma</td><td>Managing Director (Maritime & Energy), Informa Markets Pte Ltd</td></tr> <tr><td>15</td><td>Eunice Eunjung Yoo</td><td>Associate Professor, Singapore Institute of Technology</td></tr> </tbody> </table> <ul style="list-style-type: none"> • There being no other business, the SACEOS 44th Annual General Meeting concluded at 4:08PM. 		Name	Company	1	Richard Ireland	CEO, Clarion Events Asia	2	Veemal Gungadin	Chief Executive Officer, GlobalSign.In Pte Ltd & GEVME Pte Ltd	3	Priscilla Leong	Managing Director, Expotrans Pte Ltd	4	Aloysius Arlando	Chairman, Asia CloserStill Media (Asia) Pte Ltd	5	Adeline Lim	Exhibition Director, MMI Asia Pte Ltd	6	Anthea Tan	Executive Director, Associations and Exhibitions Sales, Marina Bay Sands Pte Ltd	7	Chang Chee Pay	Senior Vice President, Resorts World Sentosa Pte Ltd	8	Christine Lee	Marketing Director – Asia, Terrapinn Pte Ltd	9	Dylan Sharma	Co-Founder & Director, TRICOM Events	10	Ian Wu	Co-Owner & CEO, HUONE Singapore Pte Ltd	11	Khoo Yew Jin	Vice President, Marketing, Constellar Holdings Pte Ltd	12	Lim Chiah Lueng	Deputy General Manager, PICO Art International Pte Ltd	13	Mathias Kuepper	Managing Director & VP Asia-Pacific, Koelnmesse Pte Ltd	14	Sukumar Verma	Managing Director (Maritime & Energy), Informa Markets Pte Ltd	15	Eunice Eunjung Yoo	Associate Professor, Singapore Institute of Technology
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CONFIRMED BY



Richard Ireland
President



Veemal Gungadin
Honorary Secretary

ANNEX 1 – SACEOS MEMBERS PRESENT AT AGM

CORPORATE ORDINARY MEMBERS IN ATTENDANCE

No	Name	Company
1	Abdul Ghani Bin Zainolabidin	APT Showfreight (S) Pte Ltd
2	Aik Cheong Loo	Cityneon Events Pte Ltd
3	Richard Ireland	Clarion Events Pte Ltd
4	Aloysius Arlando	Cloud Expo Asia Pte Ltd (A CloserStill Media Group Company)
5	Ronald Li	Comexposium Singapore Pte Ltd
6	Paul Lee	Constellar Exhibitions Pte Ltd
7	Yew Jin Khoo	Constellar Holdings Pte Ltd
8	Priscilla Leong	Expotrans Pte Ltd
9	Melissa Ubana	FAIRMONT SINGAPORE & SWISSÔTEL THE STAMFORD
10	Veemal Gungadin	GlobalSign.In Pte Ltd
11	Ian Wu	Huone Singapore Pte Ltd
12	Michael Lee	Hustle & Bustle Pte Ltd
13	Ilaria Cicero	IEG Asia Pte Ltd
14	Sukumar Verma	Informa Markets
15	Kuan Yan Tan	Jublia Pte Ltd
16	Grace Wong	Kingsmen Exhibits Pte Ltd
17	Mathias Kuepper	Koelnmesse Pte Ltd
18	Anthea Tan	Marina Bay Sands Pte Ltd
19	Rita Biswas	Messe Düsseldorf Asia Pte Ltd
20	Adeline Lim	MMI Asia Pte Ltd
21	Michael Wilton	MMI Asia Pte Ltd
22	Andrew McArthur-Edwards	Now Comms Asia
23	Trevor Soh	Pico Art International Pte Ltd
24	Chiah Lueng Lim	Pico Art International Pte Ltd
25	James Ng	Rhema Events & Arts Services Pte Ltd

26	Faith Ong	Rogers Expo Services (S) Pte Ltd
27	Vincent Tan	Rogers Expo Services (S) Pte Ltd
28	Fabian Lim	SDC - Sentosa Development Corporation
29	Julian Lim	Seventy2 Pte. Ltd.
30	Camillus Ong	Seventy2 Pte. Ltd.
31	Eunice Yoo	Singapore Institute of Technology
32	Bibiana Lau	Suntec Singapore Convention & Exhibition Centre
33	Christine Lee	Terrapinn Pte Ltd
34	Paul Clark	Terrapinn Pte Ltd
35	Dylan Sharma	TRICOM Events Pte Ltd
36	Adam Piperdy	Unearthed Productions Private Ltd

ASSOCIATE MEMBERS IN ATTENDANCE PHYSICALLY

NO	Name	Company
1	Lance Quek	Big Differents Pte Ltd
2	Will Tan	Big Differents Pte Ltd
3	Bonnie Wong	Creative Eateries Pte Ltd
4	Andrew Tan, CEM	Meetingselect Singapore Pte Ltd
5	Lim E-Ning	Meetingselect Singapore Pte Ltd
6	Tan Chong Boon	The SAF Warrant Officers & Specialists Club (THE CHEVRONS)

OTHER MEMBERS IN ATTENDANCE PHYSICALLY

NO	Name	Company
1	Phoenix Teng	ION Group
2	Edmund Koh	Singapore Tourism Board
3	Vicki Heng	Vicki Heng Law Corporation
4	Elke Wong	Singapore Tourism Board
5	Jimmy Lau	The International Institute for Strategic Studies (IISS)
6	Thomas Khoo	