



SINGAPORE MICE FORUM

23 - 25 July 2025
Singapore

WHAT'S NEXT?

SMF 2025

*The Leading Annual Gathering
of the MICE Industry*

www.saceos.org.sg/singaporemiceforum/

Organised by



Supported by



Held in





SMF 2025

SINGAPORE MICE FORUM

Started by SACEOS in 2011, the Singapore MICE Forum (SMF) is the leading annual gathering of the MICE industry, bringing together 400+ business leaders, policymakers, and innovators from Singapore and the region to shape the future of the industry.

Themed **What's Next?**, this year's forum will focus on bold strategies, agile leadership, and transformative innovation to tackle the challenges and uncertainties facing the industry today.

The future of MICE isn't something to predict—it's something to create together.

Are you ready to shape it?



**Connect with
Industry Peers**



**Insights from
Industry Experts**



**MICE
Marketplace**



**Industry
Celebration**



The Singapore MICE Awards (SMA) 2025 and Gala Dinner is a prestigious celebration of excellence in the MICE industry, recognising the individuals and organisations that have played a pivotal role in shaping Singapore as a world-class MICE destination. Created by the industry, for the industry, SMA honours those driving innovation, talent, and success in our sector.



The Association MICE Symposium (AMS) is the inaugural edition of a high-impact capability-building and networking platform, designed to empower associations in harnessing events for success. Jointly organised by SACEOS and the Singapore Business Federation (SBF), AMS aims to inspire and equip association leaders with insights, strategies, and connections to thrive through impactful event initiatives.



The Singapore MICE Development (SMD) is a new initiative dedicated to nurturing talents in the MICE industry. It equips young professionals with career insights and provides networking opportunities to connect with potential employers, fostering a strong talent pipeline for a vibrant and sustainable industry future.



The Singapore MICE Challenge (SMC) showcases the next generation of talent by providing a platform for students from Institutes of Higher Learning (IHLs) to present bold and transformative ideas which reimagine the future of the industry.

PROGRAMME HIGHLIGHTS

23rd July 2025



24th July 2025



25th July 2025



REGISTRATION PACKAGES

9% GST applies

Ticket Type (Click to Register)	SACEOS Member	Non-Member	Overseas Delegate
Singapore MICE Forum (SMF) • Pass for 1-day forum • Access to Marketplace • Networking Lunch • Welcome Reception	Early Bird: S\$799 Regular: S\$999	S\$1,399	S\$799
	Group Discount: 5% off for 5 tickets or more, 10% off for 10 tickets or more		
<u>Singapore MICE Awards (SMA) Nomination</u>	S\$500 per nomination	S\$600 per nomination	NA
	20% off for 2 or more nominations (SMA20OFF)		
Singapore MICE Awards (SMA) Gala Dinner	Single seat: S\$500 Table of 10: S\$4,000	Single seat: S\$600 Table of 10: S\$5,000	Single seat: S\$600 Table of 10: S\$5,000
Association MICE Symposium (AMS)	Early Bird: S\$148 Regular: S\$188	S\$288	
Singapore MICE Development (SMD)	Marketplace Tabletop: S\$1,000 Complimentary to attend		
Singapore MICE Challenge (SMC) Finals	Complimentary to attend		

EXCLUSIVE OFFER

**BUY 2 SMF TICKETS TO
RECEIVE 1 COMPLIMENTARY
SMF TICKET!**

Contact

Contact secretariat@saceos.org.sg for more information.

ELIGIBILITY CRITERIA

- Offer valid for SACEOS Members only
- Complimentary tickets are limited and will be allocated on a first-come, first-served basis
- The complimentary ticket must be registered to a local participant

SMF 2025