



LANGUAGE
SHOULD NOT
BE YOUR
BARRIER

Elite Asia Enables You And
Your Business To Be Understood



CLARITY CONTEXT CONVICTION

M.I.C.E.
INDUSTRY
IN SINGAPORE

Updated: September 2015

The **current trend**

 Our strong knowledge economy, extensive global trade networks, pro-business environment and focus on sustainability have elevated **Singapore as an attractive destination for business events.**

- Ms Neeta Lachmandas, Assistant Chief Executive, Singapore Exhibition and Convention Bureau, 2013

 Singapore was placed as the **Top International Meeting Country** for the third consecutive year and the **Top International Meeting City** for the seventh consecutive year.

- Union of International Associations (UIA) Global Rankings 2013

 Singapore also maintained its title as **Asia's Top Convention City** for the twelfth-year running.

- International Congress and Convention Association (ICCA) Global Rankings 2013



Interpretation and translation in demand

“ Meetings, Incentive Travel, Conventions and Exhibitions **(MICE) industry continuing to thrive in Singapore**. Singapore continues to establish thought-leadership through new compelling content in **first-in-Asia events** and **first-in-Singapore events** since 2013. In total, 12 World Congresses and several key meetings were held in Singapore.

- Singapore Tourism Board, 2015

“ **With the demand for meetings stabilising globally** as forecasted by the AMEX 2014 Global Meetings and Events, it is critical that Singapore maintains its value proposition as a leading business events destination.

- Ms Neeta Lachmandas, Assistant Chief Executive, Singapore Exhibition and Convention Bureau, 2013



What can we do **for you**

We use the **exact industry terminology correctly and consistently** to translate the content for, but not limited to:

- Website
- Brochure
- Fact sheet
- Press kit
- Backdrop
- Marketing material
- Event material
- Advertisement

Our interpreters will build a bridge that connects between you and your overseas clients in any event.



Conclusion

Effective communication through language services foster relationships with corporate clients.

With the rising global demand of M.I.C.E, language services reconcile cultural differences and bring about **effective and efficient business meetings**.

Singapore's extensive trading network with international and regional trading partners sees the need for language services that will **provide a greater market connectivity and communication**.

Singapore is sustaining popularity as an M.I.C.E destination. **Spearhead the thriving M.I.C.E industry** by engaging Elite Asia's professionally experienced interpreters and translators.

Elite Asia's **interpreters and translators with prior industry knowledge** will connect you with potential clients and open new business opportunities.