



SPH ventures into Mice business

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Singapore Press Holdings (SPH) yesterday announced that it is venturing into Meetings, Incentives, Conventions and Exhibitions (Mice) business through a fully owned subsidiary, Sphere Exhibits Pte Ltd. Heading it is executive director Chua Wee Phong, who is also the executive vice-president of SPH's circulation department. Sphere, which stands for "SPH Events, Roadshows and Exhibitions", will focus on creating and producing a spectrum of events targeted at mid-to high-end consumers. Its first show will be The Food Safari 2008, a food and beverage event at the Suntec Convention Centre in November.