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Tue, June 10, 2008, Singapore

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### Singapore Companies

Published June 5, 2008

## SPH enters the Sphere of MICE

By WINSTON CHAI

SINGAPORE Press Holdings (SPH) is aiming to be a leading lifestyle event player in Singapore and the region.

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### Market Report

ST Index (Real-time)

3,053.63 ▼30.39

Tue, Jun 10, 2008, 10:57

#### Regional Indices

|               |           |         |
|---------------|-----------|---------|
| <b>KLCI</b>   | 1,233.74  | +2.86   |
| <b>HSI</b>    | 23,723.83 | -678.35 |
| <b>NIKKEI</b> | 14,173.09 | +8.29   |

#### US Indices

|                |           |        |
|----------------|-----------|--------|
| <b>Dow</b>     | 12,280.32 | +70.51 |
| <b>Nasdaq</b>  | 2,459.46  | -15.10 |
| <b>S&amp;P</b> | 1,361.76  | +1.08  |

Monday Closing

#### Stock Report

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**US:** Dow bounces back on  
McDonald's and home sales

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The group announced yesterday its foray into the MICE (Meetings, Incentives, Conventions and Exhibitions) business through a recently incorporated fully owned subsidiary called Sphere Exhibits Pte Ltd.

Sphere, which stands for 'SPH Events, Roadshows and Exhibitions', has been set up to complement SPH's media and publishing businesses. It will focus on staging a wide range of events targeted at mid to high-end consumers.

'With Sphere, SPH can now offer our clients another platform to market their products and services. This will be backed by our comprehensive range of advertising platforms to give them the widest reach and biggest impact,' said SPH CEO Alan Chan.

Heading Sphere is executive director Chua Wee Phong, who is also the executive vice-president of SPH's circulation department. He will be backed by an executive committee made up of representatives from the group's various businesses, including The Straits Times, Lianhe Zaobao, SPH Magazines and Paragon Shopping Centre.

Sphere's first show will be 'The Food Safari 2008' at the Suntec Convention Centre in November. 'This will be the first F&B show in Asia to adopt a theme park concept,' said SPH. The show, which will house over 100 exhibitors, aims to draw 50,000 visitors over three days.

Although SPH has been organising smaller-scale events, Sphere signals its move into bigger shows to tap the MICE market. Its shows will aim to bring entertainment, enrichment and fun to visitors.

In a separate announcement yesterday, SPH said its magazines group has been re-appointed as the publishing agent for Singapore Airlines' travel magazine SilverKris.

The new contract, which started last month, is valid for three years and SPH Magazines will publish both the English and Japanese language editions of SilverKris.

### Other Singapore Companies Headlines

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▶ **Chip Eng Seng unit bags \$123.5m HDB contract**

▶ **ST Aerospace short-listed to sell choppers to Philippines**

▶ **Keppel Fels wins US\$160m contract**