

Press Release



FOR IMMEDIATE RELEASE

Sands Expo and Convention Centre named Asia's first accredited Healthy Venue

The venue is recognised for its efforts in prioritising wellness through healthier eating, physical activities, and workplace health



Sands Expo and Convention Centre is the first venue in Asia to receive the Healthy Venue Gold accreditation, awarded by the World Obesity Federation

Singapore (1 June 2022) – Sands Expo and Convention Centre at Marina Bay Sands has become the first venue in Asia to be accorded the Healthy Venue Gold accreditation for its efforts to incorporate wellness into its suite of offerings for the business events community.

The recognition, granted only to venues that integrate wellness into conferences by prioritising healthier eating, movement, and workplace health, reaffirms Sands Expo's commitment to improve the overall delegate experience and increase meeting productivity through wellness. The accreditation is given by the World Obesity Federation, a lead partner to global agencies on obesity, including the World Health Organization (WHO).

With the Gold accreditation, event organisers and delegates can expect a healthier customer experience at Sands Expo and Convention Centre, including:

- Menus use 30 per cent less oil, sugar and salt, at Sands Expo and Convention Centre, which is already certified as a healthier venue by Singapore's Health Promotion Board. Lower sugar and low-fat dairy and other options are also available for event organisers.
- Facilities and spaces are available for organisers to conduct standing conferences, meetings, and even fitness and relaxation sessions.
- Prominent signage at Sands Expo promoting the benefits of physical activities, such as walking, to reduce event fatigue.
- Outdoor activities such as SkyPark yoga, cycling and walking around the Marina Bay area can also be incorporated as part of the overall event programming.

The accolade comes as Sands Expo is also transforming its banquet service style to incorporate a variety of new hybrid dining experiences at events. Event organisers can customise a mix of à la minute (live) stations alongside a row of self-service buffets, which marks a return from two years of pre-plated portions during the pandemic. Butler-style buffet, with service team roaming the event grounds with canapes or hors d'oeuvres, can also be incorporated as part the overall F&B service during show days.

Event organisers can also expect to see a rotation of healthier sweet treats to make an appearance daily at Sands Expo. These themed days, such as Juice Bar Mondays, Acai Bowl Tuesdays, and Kombucha Wednesdays, add dimension to everyday meetings, creating additional opportunities for conversation and unforgettable memories amongst delegates.

"Wellness has become a key agenda in today's events. The accreditation and the reinvention of Marina Bay Sands' banquet service is a culmination of the lessons learnt during the pandemic, giving organisers the confidence to revitalise their delegates' journey with wellness across multiple touchpoints," said Ong Wee Min, Vice President of Conventions & Exhibitions, MICE at Marina Bay Sands.

The Healthy Venue Gold accreditation is the third industry-leading award Marina Bay Sands has received over the past month. In May 2022, the integrated resort announced that it became the first MICE venue globally to be Healthcare Meeting Compliance Certificate Verified. It also added the Events Industry Council (EIC) Sustainable Event Standards for Venues Platinum certification to its belt.

Sands Expo and Convention Centre was also recently accorded the "Outstanding Event Venue Experience" award at the Singapore Tourism Awards 2022, organised by the Singapore Tourism Board. This is the eighth win for the venue since 2012, a great endorsement from industry peers.

The slew of awards recognises Marina Bay Sands' commitment to sustainability and remaining competitive in a rapidly changing business events industry. By end-2022, all client engaging Team Members in MICE will also undergo training to attain one of the main event sustainability credentials in the meetings and events industry – the Sustainable Event Professional Certificate (SEPC) by the Events Industry Council (EIC) – to enhance their skills to guide organisers in the areas of sustainability, social impact, and event management.

Amy Calvert, CEO, Events Industry Council commented: “As our industry continues its journey of recovery and works to build a sustainable future, it is critical that organisations invest in up-skilling and supporting their workforce. We are delighted that Marina Bay Sands shares our commitment to doing this by enrolling such a significant number of its team on to our Sustainable Event Professional Certificate programme. The resort recently achieved the Event Industry Council’s Sustainable Event Standards for Venues Platinum Certification and acts as an excellent example of an organisation can empower team members to tackle what is a one of the biggest issues facing us today.”

Ong added: “Undergoing the SEPC certification is part of a wider strategy to empower the team with the right skillsets to conceptualise and curate unique event programming for clients, further elevating the overall customer experience. From sustainable event settings, healthy and sustainable food options, hotel rooms to leisure and wellness options, Marina Bay Sands is committed to delivering top-notch and unparalleled hospitality to attending delegates.”

For more information about events at Sands Expo, please visit <https://www.marinabaysands.com/expo-events-and-convention-centre.html>.

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is Asia’s leading business, leisure and entertainment destination. The integrated resort features Singapore’s largest hotel with over 2,200 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia’s best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country’s skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs nearly 10,000 Team Members across the property. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit www.marinabaysands.com.

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