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**Singapore International Water Week wins award in Best B2B Event category at Marketing Events Awards 2014**

*Bronze award in Best B2B Event category boosts Singapore International Water Week as the global platform to share and co-create innovative water solutions.*

**SINGAPORE, 28 October 2014** – Singapore International Water Week (SIWW) and its appointed event agency, Experia Events clinched the bronze award in the Best B2B event category at the Marketing Events Awards 2014.

Presented to trade events that communicate its message in a unique yet effective method, Singapore International Water Week was the only MICE (meetings, incentives, conferences, and exhibitions) event finalist in the category and received the bronze award. The biennial Singapore International Water Week is part of the strategic programme of the Singapore Government to grow the water industry and develop water technologies, positioning Singapore as a global hydrohub.

The sixth edition of the SIWW took place in June 2014 and saw the largest gathering of more than 20,000 participants from 133 countries and regions, spanning the government, international organisations industry and academia sectors. As an integrated platform for participants to network and forge partnership, SIWW achieved S\$14.5 billion in total value of announcements for projects awarded, tenders, investment and MOUs concluded at the event.

Organised by *Marketing* magazine, the award is testament that SIWW is a leading platform for the global water industry to come together for solutions-oriented dialogue and partnerships. In total, there were 425 applications for the awards, with 120 finalists vying for the awards in 26 categories.

“We are encouraged to receive this award as a form of recognition for the team’s hard work. Experia has been deeply engaged in partnership with SIWW since the first edition in 2008, providing robust support to translate exhibition sales, sponsorships and delegate recruitment efforts into proven ROI. This award underscores our belief in the importance of client partnership in the MICE industry to establish a vibrant marketplace for industry growth through strategic discussions and networking opportunities. We are spurred to continue to create value and enhance delegate experiences for all our shows.” said Mr Leck Chet Lam, Managing Director of Experia Events.

SIWW is differentiated from other water conferences and exhibitions as it blends in three essential components – business, technology and solutions. Through key pillars such as the Lee Kuan Yew Water Prize, Water Leaders Summit, Water Convention, Water Expo, Business Forums, and TechXchange, the event has been designed to reinforce a holistic platform that spans five key objectives for key stakeholders – celebrate achievements, share thought leadership, gain knowledge, forge partnership and integrate sustainable urban development solutions and dialogue.

“We are heartened to receive this award and would like to thank our sponsors, partners and stakeholders for their continuous support. These international leaders in their respective fields across the water industry value chain have contributed generously to make SIWW the premier global platform to share and co-create innovative water solutions,” said Mr Bernard Tan, Managing Director of Singapore International Water Week.

“The award reinforces Singapore’s stature as a global hydrohub, and we look forward to closer collaboration with Experia Events in taking SIWW to greater heights in the coming editions.” he added.

The 7<sup>th</sup> Singapore International Water Week will be held from 10 – 14 July 2016, in conjunction with the 5<sup>th</sup> World Cities Summit and the 3<sup>rd</sup> CleanEnviro Summit Singapore.

### **About Singapore International Water Week**

The Singapore International Water Week (SIWW) is the global platform to share and co-create innovative water solutions. Stakeholders from the global water industry gather at SIWW to share business opportunities and showcase the latest water technologies. SIWW is part of the strategic programme of the Singapore Government to grow the water industry and develop water technologies. The 6<sup>th</sup> Singapore International water week was held in conjunction with the 4<sup>th</sup> World Cities Summit and the 2<sup>nd</sup> CleanEnviro Summit Singapore, from 1 – 5 June 2014 at the Sands Expo and Convention Centre, Marina Bay Sands, in Singapore.

The event is organised by Singapore International Water Week Pte Ltd, a company set up by Singapore's Ministry of the Environment & Water Resources and PUB, Singapore's national water agency.

The 7<sup>th</sup> Singapore International Water Week will be held from 10 – 14 July 2016. For more information, visit [www.siww.com.sg](http://www.siww.com.sg).

### **About Experia Events Pte Ltd**

Experia Events specialises in organising and managing exhibitions and conferences of strategic interest, fostering industry development and thought leadership. It has built a strong portfolio in aerospace and defence with the highly successful Singapore Airshow, Asia's largest and one of the most important aerospace and defence exhibitions in the world, and IMDEX Asia, the premier international maritime defence exhibition in Asia. Its expertise also extends to the government and lifestyle sector, through key events such as the Singapore International Water Week and World Cities Summit.

With a sound track record underscoring its aspirations to stage events that influence, Experia Events aims to diversify its range of strategic events globally.

For more information, visit [www.experiaevents.com](http://www.experiaevents.com).

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