

**MEDIA RELEASE**

**Experia awarded Outstanding Business Event for Singapore Airshow 2020  
at Singapore Tourism Awards 2021**

**SINGAPORE, 23 July 2021** – Experia Events Pte Ltd has been awarded “Outstanding Business Event” for Singapore Airshow 2020, at the Singapore Tourism Awards 2021. Organised by Singapore Tourism Board (STB), the Awards celebrate and recognise individuals and organisations in the tourism sector for delivering outstanding experiences, and demonstrating enterprise excellence.

A key international trade event for the global aerospace and defence industries with high public visibility, Singapore Airshow 2020 took place during a wave of uncertainty in the early days of the COVID-19 pandemic. Amidst tightening travel restrictions and an increase in local COVID-19 cases, Singapore’s Ministry of Health raised the Singapore Disease Outbreak Response System Condition (DORSCON) to Orange just a week before the show. To ensure the safety of its attendees, Experia went above and beyond the authorities’ then-stipulated precautionary measures, and implemented additional measures such as seat-tagging to facilitate contact tracing, and a “no contact” policy that encouraged alternative business greetings instead of conventional handshakes.

In spite of the challenging situation, over 90% of exhibitors from more than 45 countries who had signed up prior continued with their participation as planned. The event welcomed close to 30,000 trade visitors from more than 110 countries and over 20,000 public visitors. A survey conducted by Kadence International also revealed that Singapore Airshow 2020 contributed a significant \$202 million to Singapore’s economy.

Said Mr Leck Chet Lam, Managing Director, Experia: “This award is an acknowledgment of our excellence in creating and organising business events of international repute and strategic interest that spur industry development. It is a showcase of collaboration at its best. Despite an escalating global health crisis, our ecosystem comprising stakeholders, partners and vendors, adapted, overcame and delivered an event that was safe and impactful for all our attendees.”

**For media enquiries, please contact:**

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**About Experia Events Pte Ltd**

Specialist in conceptualising, creating and curating trade events of strategic interest that spur industry development, Experia brings together captains of industries from all over the world to inspire ideas and influence decisions that move the needle in strategic issues for global, national and societal needs and progress. With its genesis in the Singapore Airshow, Asia’s largest aerospace and defence exhibition, Experia’s portfolio of events has expanded to span aerospace, defence, government and lifestyle sectors today. Experia is certified with a Data Protection Trustmark issued by the Infocomm Media Development Authority of Singapore and certified with ISO27001 Information Security Management System. For more information, visit [www.experiaevents.com](http://www.experiaevents.com).

**About Singapore Airshow**

The biennial Singapore Airshow is Asia’s largest and most influential international aerospace and defence exhibition for stakeholders to forge strategic alliances, collaborate for change to shape the future of the global aviation industry. Organised and managed by Experia Events Pte Ltd, Singapore Airshow 2022 will take place from 15 to 20 February 2022. For more information on Singapore Airshow, visit [www.singaporeairshow.com](http://www.singaporeairshow.com).

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