



## Singapore Business Events Get New Boost From STB And Informa Partnership

### Description

Singapore's business-events sector has a fresh industry signal from STB. In a 20 May 2026 update, the tourism board highlighted Singapore's continued Asia-Pacific standing in ICCA and Cvent rankings, plus a strategic partnership with Informa Group.

For a city that competes heavily on conferences, exhibitions and incentive travel, the update is more than a badge-counting exercise. It shows how Singapore is trying to hold premium MICE events while using major organisers to anchor repeat traffic.

### What Was Announced

The STB update says Singapore retained top Asia-Pacific honours from ICCA and Cvent, and that STB signed a memorandum of understanding with Informa Group. It also points to tourism receipts of S\$32.8 billion in 2025, giving the MICE push a wider tourism context.

Informa's relevance is clear: the group runs trade shows, conferences and information businesses across sectors. A closer partnership gives Singapore another route to attract events that bring senior business travellers, exhibitors, sponsors and regional delegates.

- Date of STB update: 20 May 2026.
- Partner named: Informa Group.
- Tourism receipts cited: S\$32.8 billion in 2025.

### Why It Matters To Readers

For business owners, the signal is that Singapore will keep building calendar density in sectors such as technology, finance, sustainability, healthcare and professional services. More major events can mean more networking opportunities, but also tighter hotel pricing during peak weeks.

Companies planning overseas visitors should track the event calendar before confirming room blocks. The official [STB release](#) is the primary source, and our [Business](#) section will continue to track Singapore-facing updates.

- Watch hotel rates around large exhibitions.
- Use major conferences for client meetings if your sector overlaps.
- Book meeting rooms early during MICE-heavy weeks.

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**Author**

priya

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