

**MEDIA ALERT**

**SACEOS RALLIES MICE INDUSTRY TO STAY UNITED AND RESILIENT IN DEALING WITH THE WUHAN CORONAVIRUS**

**SINGAPORE, 30 January 2020 - The Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS)** with the support of Singapore Tourism Board (STB) held an advisory briefing yesterday to Singapore's MICE industry members promoting an integrated industry response and precautionary measures in tackling the evolving situation with the novel Wuhan Coronavirus.

SACEOS has been engaging with Singapore Tourism Board (STB) and the relevant government agencies to provide advice and proactive measures to the MICE industry. SACEOS members were encouraged to stay well informed and prepared to safeguard the Singapore events community in light of the changing face of the Wuhan Coronavirus situation.

As one of Singapore's key economic sectors, it is important to take action and implement necessary measures to stay vigilant. SACEOS with allied partners will continue to examine the situation, provide information and highlight strategies to keep progressing our dynamic events ecosystem.

“Singapore's MICE industry has been through similar past episodes like SARS and H1N1. The experience and learnings the industry has garnered are being put into effect through a coordinated approach, to manage the current Wuhan coronavirus situation. The industry is working together to implement relevant measures should the situation worsens. More importantly, we want to ensure that the health and safety of the workers in the industry and attendees to events are safeguarded. SACEOS believes that with our collective experience and wisdom, and as a whole industry, we will continue to be agile and work with partners to face the evolving situation with greater confidence,” said Aloysius Arlando, President SACEOS.

Specific health advice and updates are available from the MOH: [MOH | Updates on Wuhan Coronavirus \(2019-nCoV\)](#)

**For media queries, please contact:**

**The PR Group**

Farah Azizan  
Senior Account Manager  
Tel: +65 9824 4424  
Email: [farah@prgroup.asia](mailto:farah@prgroup.asia)

Tina McKenzie  
Account Director  
Tel: +65 8316 6259  
Email: [tina@prgroup.asia](mailto:tina@prgroup.asia)

**SACEOS**

Yeelin Tan  
Project Executive  
Tel: +65 9105 3232  
Email: [yeelin@saceos.org.sg](mailto:yeelin@saceos.org.sg)

Bitu Seow  
Executive Director  
Tel: +65 9732 3941  
Email: [bitu@saceos.org.sg](mailto:bitu@saceos.org.sg)

***About the Singapore Association of Convention and Exhibition Organisers and Suppliers***

*Set up in 1979, SACEOS is the Singapore Association for Convention Exhibitions Organisers and Suppliers– the trade association for meetings, incentives, conventions and exhibitions (MICE) industry. The association leads and represent the MICE communities to advance the capabilities and growth opportunities of the industry and serves through its mission to empower business, enrich capabilities and being an advocate for the industry.*