



Seatrade Shipping Cruise Convention

The Singapore Cruise Centre Pte Ltd (SCCPL) once again exhibited in the recently concluded Seatrade Shipping Cruise Convention in Miami from 13-16 March 2006. This is the largest cruise trade show in the world with nearly 1,000 exhibiting companies from well over 100 countries and a number of new participants covering all sectors of activity, including ship equipment, destinations, ship services, food and beverage, design/refurbishment, and entertainment technology.

The convention also includes a conference component where world renowned cruise lines executives, cruise industry leaders and personalities are invited to share their thoughts on topics pertaining to the current state of the cruise industry. SCCPL's President, Mr. Cheong Teow Cheng, was invited to be a panelist on one of the conference session where cruise development in Asia was discussed and debated.

Said Mr. Cheong after the session, "There were two main points that I was trying to put across to the delegates. One, contrary to popular belief, there is a huge Asia source market for the cruise lines to tap on. Secondly, when deploying ships to this region, cruise lines have to be clear, where their primary source markets for these cruises are. If Asia is going to be their main source markets, then the ship and itineraries has to be geared towards the tastes and preference of Asian passengers, for example, larger casinos and shorter itineraries."

SCCPL, together with Sembawang Shipyard, the Singapore Tourism Board, the Malaysia Tourism Promotion Board, the Hong Kong Tourism Board, the Tourism Authority of Thailand and the Saigon Tourist Travel Service, exhibited together in a Cruise Asia Pavilion. For the first time, Team Singapore embarked on the same creative layout for the exhibition panels as well as a common look and theme.