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SPH enters new Sphere of Mice business

By **Nicholas Fang**

SINGAPORE Press Holdings (SPH) is taking aim at the fast-growing events and exhibitions industry in Singapore and the region.

The mainboard-listed media company has set up a fully-owned subsidiary, Sphere Exhibits - SPH Events, Roadshows and Exhibitions - to target the meetings, incentive trips, conventions and exhibitions (Mice) market.

Sphere will be headed by executive director Chua Wee Phong, who is also executive vice-president of SPH's circulation department.

Mr Chua will be backed by an executive committee made up of experienced members from the group's other businesses, including The Straits Times, Lianhe Zaobao, SPH Magazines and Paragon Shopping Centre, SPH said in a press statement.

SPH chief executive Alan Chan said Sphere would create new options for clients of the group.

'With Sphere, SPH can now offer our clients another platform to market their products and services,' he said.

'This will be backed by our comprehensive range of advertising platforms to give them the widest reach and biggest impact.'

Sphere aims to become a top lifestyle event company in the region to complement its parent company's media and publishing businesses.

These include media assets that reach more than 2.9 million people daily.

'By integrating these extensive and essential marketing tools in its offerings, exhibitors in Sphere's shows would be assured of better value in enjoying stronger media mileage,' SPH said.



MARKETING PLATFORM: Sphere will focus on creating and producing events like this health fair, that are targeted at mid-to high-end consumers. Its first event will be the Food Safari 2008. -- ST FILE PHOTO

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Sphere will focus on creating and producing a spectrum of events targeted at mid- to high-end consumers.

Its first event will be The Food Safari 2008 at the Suntec Convention Centre in November.

This is set to be the first food and beverage show in Asia to adopt a theme park concept.

Separately yesterday, SPH Magazines announced that it had again been appointed the publishing agent for SilverKris, the travel magazine of Singapore Airlines.

The new three-year contract began last month, and SPH Magazines will publish both the English and Japanese language editions of the magazine.

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