

# Singapore Gifts & Premiums Fair Draws More Than 10,000 Visitors for First Time

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by *Rachel Wimberly*

The Singapore Gifts & Premiums Fair (SGPFair) drew a record-breaking 10,000-plus visitors when it recently was held at the Marina Bay Sands in Singapore.

The three-day show, held July 10-12, showcases promotional, corporate, incentive and retail gifts.

There also were 158 exhibitors on the showfloor. Both local (61 percent) and overseas exhibitors (39 percent) presented unique products and the latest designs from more than 30 countries, such as Australia, Germany, Korea, Japan, Cambodia, Indonesia, Italy, United States, United Kingdom and more.

International Group Pavilions from China/ Hong Kong/ Macau, Malaysia, Taiwan, Vietnam and Singapore also were present. Visitors were encouraged to purchase eco-friendly gifts via the Eco-Gifts Showcase, which housed a collection of "green" gifts contributed by various exhibitors.

"I am looking for Eco-friendly bags and the Eco-Gifts Showcase is a good initiative," said Ryanne Toh, senior marcom executive of Fluke South East Asia Pte Ltd.

Into its 14th year, SGPFair 2013 was held in conjunction with Office Expo Asia (OEA), which showcased an expanded profile of complete office solutions, bringing a new perspective to the event.

Together, SGPFair and OEA are Singapore's and the region's leading platform for corporate and office buyers sourcing for gifts, premiums and office solutions, according to show organizers.

SGPFair will return July 16-18 next year at Marina Bay Sands.



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