



Editor: **Barry Daniel**, Managing Director & Editor: **Gary Marshall**  
 Editor-in-Chief: **Mark Elliott**, General Manager Singapore: **Sylvia Pang**  
 112 Robinson Road, Singapore  
 Email: [info@traveldailyasia.com](mailto:info@traveldailyasia.com), Tel: +65 6323 8520



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## ITB Asia enhances buyers' programme

### Event to focus on quality over quantity...

**M**esse Berlin (Singapore) has announced details of its enhanced hosted buyers' programme for ITB Asia 2010. New filtering techniques are being introduced to ensure that only high quality buyers

will be encouraged to nominate buyers. Once approved, these buyers will be invited by Messe Berlin on behalf of the exhibitor.

"We want to focus on quality over quantity," said ITB Asia Executive Director, Nino Gruettke. "We will limit the number of hosted buyers to 700 and make sure these are the best we can get. Only allowing three periods of registration will



# ITB Asia

allow us to better control the geographical and sector mix of buyers." Buyers registering for ITB Asia 2010 will be required to arrange 10 pre-scheduled appointments each day - a total of 30 for the show. Buyers interested in attending ITB Asia 2010, can submit their applications online at [www.itb-asia.com](http://www.itb-asia.com) from 12 -30 April. ITB Asia takes place in Singapore, 20-22 October. [Click here for full story.](#)

will enter the pre-scheduled appointment system to meet exhibitors. In addition, three other major changes are being made. Firstly, buyers will only be allowed to register during three periods: 12 to 30 April, 3 to 21 May, and 5 to 23 July. Second, ITB Asia will use a social media-like networking and referral approach. Buyers with a strong track record will be able to recommend other buyers to be invited by ITB Asia. Finally, exhibitors will

## Emirates to stage Singapore recruitment drive



**D**ubai-based Emirates Airline has embarked on a global recruitment drive to increase its 11,000-strong cabin crew, as the international airline continues to grow. In Singapore, Emirates through its appointed agency in Singapore, SASS Atlantic, will conduct an Open Day on 10 April 2010 where interested candidates can walk-in anytime from 9am to 4pm with their applications. The Open Day is held at Holiday Inn Atrium Hotel Changi Road. Suitable candidates will be pre-selected to proceed to the next stage of screening held on 24 and 25 April 2010. Final interviews for shortlisted candidates from the screening will take place over three days from 26 to 28 April 2010. Interested applicants can forward their applications online through Emirates' career portal - [www.emiratesgroupcareers.com](http://www.emiratesgroupcareers.com).

## Kids' ballet adventure in Singapore

**F**amilies staying at hotels in Singapore during the month of May can check out a new one-hour ballet presentation created especially for children. Titled Peter and Blue's Forest Adventure, the production is suitable for children over the age of three and blends fantasy with a moral tale. Singapore Dance Theatre is set to play host to the production, which was created by artistic director Janek Schergen and is set to run from 7 to 9 May.

## Singapore aims to host at least 800,000 Indian tourists this year

**A**fter witnessing a decline in the number of arrivals of Indians to the city-state to 726,000 in 2009 from 778,000 in 2008 a decline of 52,000 or 6.7%, the Singapore Tourism Board (STB) - South East Asian nation's apex tourism promotion body, said it expects the growth to be in double digits this year. STB aims to stage specific promotions and campaigns to make India among the top three countries for foreign tourist inflow into Singapore within the next few years time, up from the current fifth spot that India occupies. "This year we are looking at a double digit growth of tourist arrivals into Singapore from India, although we have not yet fixed a final target. We expect good growth in both the business and leisure segments," Singapore Tourism Board Area Director Sork Lee Toh told PTI.

## More seek casino exclusion

**N**CPG chairman Lim Hock San said on Tuesday: 'Casino exclusion is a useful and necessary social safeguard for individuals and families to help draw the line between social and problem gambling. The National Council on Problem Gambling (NCPG) on Tuesday said the number of Singaporeans calling its gambling helpline has more than doubled in February and March since the opening of the first IR casino. The Singapore Daily News said the NCPG received an average of nearly 200 problem gambling related calls per month from last October to January. This rose to about 450 calls in February - up by 125% - and to 520 calls as at 28 March.

## Bradley had them singing in Sepang

**F**or the first time since the inaugural Malaysian Grand Prix in 1999, fans got to hear the Singapore national anthem twice in the span of two days at the Sepang International Circuit, thanks to Singapore-based teenager Richard Bradley. Competing in the support Formula BMW Pacific race, the 19-year-old English lad captured the first two rounds of the 16-leg championship held over the weekend.

## Bugis Street Brasserie launches in Birmingham

**O**n 18 March, Bugis Street Brasserie held a special evening to officially mark the launch of its new restaurant, based at the Copthorne Hotel in Birmingham. Bugis Street Brasserie first tasted success in Kensington London, with two sister brasseries available at both the Millennium Hotel Gloucester and Copthorne Hotel Tara. Its increasing popularity and reputation for authentic Singaporean cuisine has now resulted in a third restaurant at the Copthorne Hotel Birmingham, where guests can now experience traditional food from this exotic South-East Asian city. Bugis Street, named after the legendary seafaring merchants from the Island of Sulawesi, was once one of the most notorious areas of Singapore. Recently it has been transformed and now boasts a bustling street life with boutiques, market stalls and open-air bars and restaurants.

TDA invites qualified agents to sample Siem Reap, for 1 free night please contact [sd@hoteldelapaixangkor.com](mailto:sd@hoteldelapaixangkor.com)