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October 8, 2025

HAWAII VISITORS AND CONVENTION BUREAU AND SINGAPORE EXHIBITION AND CONVENTION BUREAU EMBARK ON THREE-YEAR ALLIANCE TO BOLSTER MEETINGS BUSINESS

HONOLULU — The Hawai'i Visitors and Convention Bureau (HVCB) and Singapore Exhibition and Convention Bureau (SECB) have established a new alliance, reinforcing the Hawaiian Islands and Singapore as preferred meetings destinations among U.S. and Asia-based associations and groups. The three-year partnership was executed through a Memorandum of Understanding (MoU) signing today at IMEX America 2025 in Las Vegas, Nevada.

"This alliance deepens relationships between the Hawaiian Islands and Singapore, leveraging our mutual strengths and synergies to reinforce a strong pipeline of meetings, conventions, and incentive business for both destinations," said Dr. Aaron J. Salā, president and CEO of HVCB. "Complementary to Hawai'i, Singapore is a leading global destination for the meetings market, with advancements in sustainability, digital solutions, and technological innovation at the forefront. We are grateful for this partnership and for what it represents—a model of collaboration that elevates us both."

"The SECB believes in the power of partnerships that lift and benefit everyone in our industry," said Eileen Lee, senior vice president Americas, Singapore Exhibition and Convention Bureau. "This partnership is a natural fit, uniting two destinations with strategic gateways to Asia and the Pacific. Singapore opens doors to one of the fastest-growing economic regions, while Hawai'i provides an inviting entry point to North America with its aloha spirit and commitment to sustainable meetings. Together, we create seamless pathways for associations to connect, grow and leave a lasting impact. As associations expand and internationalise, alliances like this empower the community to achieve their global ambitions."

Both destinations recognize that collaboration, rather than competition, creates greater value for the global meetings industry and the associations they serve.

The alliance commences on 8 October 2025 and will run for three years. The objectives are to:

- Position Hawai'i and Singapore as gateway hubs for U.S. and Asia-based association meetings
- Collaborate on joint marketing and educational initiatives to demonstrate the transformative value that association meetings and events bring to our respective destinations, fostering knowledge exchange and industry growth
- Facilitate client introductions of past and future association bids and meetings

Meet Hawai'i reinforces the brand of the Hawaiian Islands as a world-class destination for global business meetings, conventions and incentive programs. The alliance builds on Meet Hawai'i's strategic initiatives to expand its global reach and engage prospective customers globally. For more information, visit MeetHawaii.com.

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About Hawai'i Visitors and Convention Bureau

The Hawai'i Visitors & Convention Bureau (HVCB) is a 501(c)(6) private non-profit membership organization founded in 1945. HVCB works in partnership with its members to promote Hawai'i as a premier visitor and meetings destination, serving the people of Hawai'i by showcasing the state's unique culture, natural beauty, and aloha spirit to the world. Supporting our largest client, The Hawai'i Tourism Authority, HVCB fosters a regenerative tourism model that balances community desires, economic goals, cultural values, preservation of natural resources, and the needs of the visitor industry to ensure social, environmental, and economic balance for our island home. For more about HVCB, visit hvcb.org or follow updates on Instagram, Facebook, and LinkedIn. For information about Meet Hawai'i and the hosting of meetings, conventions and incentives, please visit MeetHawaii.com.

About Singapore Exhibition and Convention Bureau

As the lead agency for the business events sector in Singapore, the Singapore Exhibition & Convention Bureau™, a group under the Singapore Tourism Board, is responsible for shaping and retaining Singapore's exceptional reputation as one of the world's best business events destinations. Our mission is to grow, nurture and reinforce Singapore's reputation as a dynamic business events destination by drawing on its extensive network of people, technology and ideas to facilitate the delivery of memorable and high-quality meetings. For more information, visit: www.visitsingapore.com/mice/en/why-singapore/about-secb

Media Contacts

Lei-Ann Field
Senior Director, PR and Communications
Hawai'i Visitors and Convention Bureau
lfield@hvcb.org
(808) 924-0208

Erin Khan
Senior Vice President, Public Relations
Anthology FINN Partners
erin.khan@finnpartners.com
(808) 539-3428

Ashlea Flowers
C/O Singapore Exhibition and Convention Bureau
STB@praytelligence.com