

Mr. Henry Sy, Sr.

Mr. Juvenal Sanso

Don Jaime Zobel de Ayala

Distinguished Guests

Ladies & Gentlemen

Good Afternoon!!

More than a year ago, we saw the Mall of Asia open its doors to the public.

Today we stand proud that the SMX the largest convention destination in the country is ready to serve you.

The combination of

- a) rising consumer income
- b) growing freedom to travel and
- c) travel itself becoming increasingly affordable

Has already stimulated and created a huge market for outbound travel to Corporate & Association meetings in destinations around the world.

While China & India are predicted to be the world's leading tourism destination, with the strengthening of the Philippine economy, we have positioned ourselves to be prepared and ready to host our fair share of the local, regional & international conference market as well.

SMX is all about marketing and selling of venues targeting the conference, convention and business events market whose aim is

- to deliver value to customers by bringing people together
- to communicate by sharing information and ideas,
- to launch new products and services,
- to motivate & inspire,
- to disseminate the latest research, and
- to negotiate in order to reach a consensus on the different challenges facing the world.

IMPACTS OF THE CONFERENCE CENTER INDUSTRY

The Conference Center Industry, regarded as a high-yield, year round market, reaping significant economic gains have impacts:

- to the state of the economy;
- to the natural & built environment;
- and the people's quality of life AND the culture of society.

With the inclusion of the SMX to the already vibrant Convention Center Industry, we hope to further contribute:

- a) positive economic gains;
- b) increase foreign exchange earning from international delegates;
- c) contribute greater to government revenues;
- d) make significant employment generation not only in our industry but also in the hotel & transport sectors, manufacturers, vendors & conference related specialists;
- e) we hope to further stimulate investment in infrastructure improvements such as telephone, public transport, electricity and water supply;
- f) social & cultural impacts shall likewise be fostered.

VENUE DESIGN

a) Designed for the future

SM has been designed for the future!

Event planners will expect SMX not only to accommodate their events but also to enhance them.

It is not only about meetings & businesses we can bring to the SMX but also what SMX can bring to these Conventions.

b) Designed for flexibility

SMX represents another current development in convention center design, the trend towards multi-use venues - - - venues that are flexible & customizable in their design and layout which as a result, hold appeal for a wider range of events.

SMX was created as a venue that can break out into many different permutations, making it suitable for use as an exhibition area, a ballroom or multiple meeting spaces. In addition, SMX also includes retail spaces within the building. It has over 450 carpark slots in our facility for your convenience.

It is now linked to one of the world's largest mall - the Mall of Asia, The One Esplanade, The San Miguel by the Bay. Soon it will also have access to a 5 star hotel.

c) designed for security

SMX knows that security has become an over-riding concern for those planning conference and those attending them, and it is incumbent on us to ensure that the building will in no way add to the risk involved.

d) designed for accessibility

We are happy to report that the SMX is built friendly to the differently abled persons. We undertaken an access audit which included assessment of car park, toilets, corridors, lifts, function rooms and entrance foyer.. We shall endeavor to go & create a “beyond compliance” program.

e) green venue

We shall strive to be a green venue in the future. SMX shall adapt its operations & services in order to conserve the environment. Environment-friendly measures shall concentrate above all on energy consumption by means of accurate adjustments controlled by automation and the elimination and recycling of waste created by its operations.

The burden on the environment is reduced by eliminating the production of waste and sorting and recycling the waste that is produced, as much as possible.. An Eco-Guide will be circulated amongst

exhibitors giving valuable advice about how they can sort their waste during and after the event.

TECHNOLOGY

Technology is revolutionizing the convention center industry. SMX will be Wi-Fi and broad band Internet ready.

We will see products that are being developed on mobile platforms for the convention center industry, including mobile registration, networking, audience response, interactive programs, electronic attendee lists, product directories and many more.

It is aimed that SMX's communication technology solutions will help attract more business by providing the infrastructure needed to make all types of meetings & conventions more engaging and more effective for those who attend them here.

CONCLUSION

SMX faces the future with optimism. Without a doubt the market environment will evolve and mutate in various ways and here lies the challenge and the excitement in the convention center industry.

One element that will remain reassuringly constant is human nature itself. Delegates will continue to

attend conferences, not only for the opportunity to obtain personal and professional development for themselves and business growth for their organizations, but also for the simple pleasure of meeting those with whom they share a common interest or goal. Vendors, Buyers, and participants will be drawn to attractive destinations and venues that deliver efficiently-run and memorable events, using state-of-the-art technology, as well as distinctive cultural experiences in our business environment.

SMX shall have a crucial role in satisfying this timeless demand...

Ladies and gentlemen thank you for joining us today as we launch SMX, the place where the world meets!!