



ADVANCING THE ENERGY TRANSITION
25 - 29 OCTOBER 2021 | MARINA BAY SANDS

SPONSORSHIP PROSPECTUS



SINGAPORE INTERNATIONAL ENERGY WEEK



The Singapore International Energy Week (SIEW) is Singapore's flagship energy event. It is an annual platform for energy professionals, policymakers and commentators worldwide to share best practices, network and exchange ideas shaping the energy business landscape.

First organised in 2008 by the Energy Market Authority (EMA) of Singapore, a statutory board under the Ministry of Trade and Industry, the event has since attracted more than 180,000 energy players from over 80 countries including ministers, industry captains and heads of international organisations.

Anchor events include the SIEW Opening Keynote Address (SOK) and Singapore Energy Summit (SES), which feature high-level keynotes and panel discussions on energy issues impacting Asia. Other key events include the SIEW Energy Insights, SIEW Thinktank Roundtables, Youth@SIEW, and associated partner conferences.

SIEW HIGHLIGHTS

High Level
ENERGY
DISCUSSIONS



SIEW Interviews with
ENERGY
THOUGHT
LEADERS



HYBRID
FORMAT

with exciting & interactive programme

Global media partners;

>800

media mentions during
SIEW week



>10 MILLION

social media impressions
annually



>98%

of delegates would
attend SIEW again

BUILDING ON THE SUCCESS OF SIEW 2020

Last year, SIEW was held in a hybrid event format for the first time. Combining a live, onsite event with online streaming elements, SIEW 2020 brought together 250 participants onsite and more than 20,000 online viewers from over 80 countries to engage in a week of discussions on new emerging opportunities and strategic pathways to a low carbon energy future.



30

Ministerial Speakers

300

Global Speakers



>80

Countries represented
at SIEW



> 20,000

Online viewers

> 1,800

Virtual exhibition visitors



250

Onsite participants



4

Bilateral
Agreements signed



>1,000

Connections made on
virtual event platform



4.5/5

Overall
participants rating

MAPPING TOWARDS A LOW CARBON WORLD

Building on the momentum of the previous editions, SIEW 2021 will take place on 25-29 October 2021 at Marina Bay Sands, Singapore. Expect robust discussions of issues facing the global energy sector, a stronger Asian perspective, and a differentiated experience across both digital and live event platforms.

TOP REASONS TO SPONSOR SIEW 2021



Raise your company's profile through global marketing outreach and media coverage in world-renowned publications.



Showcase your company in front of the industry's leading figures and global decision makers across the energy value chain.



Exchange ideas and share knowledge with industry leaders and top government officials on the key trends shaping the future of energy.



Increase brand exposure across in-person and digital event platforms and keep your company top-of-mind among key decision makers in the energy industry.



Generate new contacts and potential business development opportunities from engaging with the international SIEW community.



Make the most of the event's unparalleled networking opportunities to forge new partnerships and build relationships.



SPONSORSHIP OPPORTUNITIES

SIEW provides strong branding exposure on a leading global energy platform. It is a unique opportunity for your company to connect with the industry's most important stakeholders and key decision makers via an extensive array of digital and traditional channels.

Various levels of sponsorship are available, and opportunities are allocated on a first-come, first-serve basis. Explore these sponsorship opportunities for SIEW 2021 and customise a package that best meets your objectives.



THOUGHT LEADERSHIP

Capitalise on the opportunity to speak alongside the most influential figures in the energy space, including energy ministers, industry CEOs and heads of international organisations.

Showcase your thought leadership via:

- SIEW Opening Keynote Address
- Singapore Energy Summit keynotes and panel discussions
- Leaders @ SIEW exclusive keynote speeches
- SIEW Energy Insights webinars & interviews
- Thinktank Roundtable discussions
- SIEW Live Blog



BRAND RECOGNITION

Prominently showcase your brand and generate strong leads from SIEW's high-level audiences.

Available platforms for branding sponsorship include:

- SIEW virtual platform
- SIEW On-Demand
- SIEW Energy Showcase online and onsite exhibition
- SIEW post-show report
- Lanyard & Registration



MARKETING AND MEDIA PROFILING

Have your company recognised as an industry leader with media coverage across top international and regional media, such as BBC, CNBC, Reuters, Bloomberg, The Straits Times and The Business Times. In 2020, SIEW attracted over 100 media representatives and generated 1,000 articles.

- SIEW website, microsites, brochures and eDMs
- SIEW social media profiling



NETWORKING AND BUSINESS DEVELOPMENT

Developing contacts and building relationships are consistently ranked as the top reasons why people attend SIEW. At SIEW, we design meaningful opportunities for attendees to network and build new partnerships.

Engage in robust discussions and a strategic exchange of ideas, while furthering your business development objectives through:

- Sponsor VIP seats at the SIEW Opening Keynote Address
- Complimentary and discounted passes



WHAT OUR SPONSORS & DELEGATES SAY

“Congratulations for this very successful hybrid SIEW 2020. You have done amazingly well, and Singapore stands proud to lead internationally in the energy transition. Congratulations again for this well-deserved recognition from the world.”

Chen Wei-nee,
VP New Energy Ventures,
Hibiscus Petroleum Berhad

“Our team led by Mr. Kudama attended several of the first day events onsite and we were deeply impressed with the well-organised manner the conference was held amidst the COVID pandemic.”

Ng Kheng Leong,
SVP, Finance, JERA Asia Pte. Ltd.

“I was very much impressed and plan to send a delegation from my Ministry next year.”

H.E. Jone Usamate,
Minister for Infrastructure, Transport, Disaster
Management and Meteorological Services, Fiji

“I wish to also express my sincere appreciation to the dedicated and efficient team in EMA, especially yourself. You and your team really provided a lot of assistance and flexibility for both A*STAR and SBC in this event. Many thanks for all the help and support rendered.”

Dr Chiam Sing Yang,
Deputy Executive Director, Institute of Materials
Research and Engineering

“Thank you for a lively discussion. Hope to be part of the continuing efforts and dialogue on building the low carbon energy economies and hope to renew contacts in the near future with you all.”

Vinod Kumar Tiwari,
Additional Secretary, Ministry of Coal,
Government of India

Get in Touch with Us

Get in touch with us if you have any questions on the sponsorship opportunities available. The team can customise a package to maximise the benefits for your organisation.

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