



SIEW SPONSORSHIP PROSPECTUS

ABOUT SIEW

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 held in 2008 by the Energy Market Authority (EMA) of Singapore, a statutory board under the Ministry of Trade and Industry, SIEW has since attracted more than 212,000 energy players from over 80 countries including ministers, industry captains and heads of international organisations.

EMA's anchor event, the SIEW Summit, will feature high-level keynotes and panel discussions around this year's theme. Other key events include the SIEW Energy Insights, SIEW TechTable, SIEW Thinktank Roundtables and Youth@SIEW.



SIEW HIGHLIGHTS



High Level
**ENERGY
DISCUSSIONS**



SIEW Interviews and
SIEWCast with
**ENERGY
THOUGHT
LEADERS**



Global media partners;

1,229

media mentions during
SIEW week, with over
135 media attendees



> 35 MILLION

social media impressions, up from 16.6
million last year



BUILDING ON THE SUCCESS OF SIEW 2022

SIEW 2022 brought together 12,000 participants onsite from over 70 countries to engage in a week of discussions on how the global energy community can ensure secure, diverse and resilient energy supply even as the world undergoes an energy transition.



> 450

Energy ministers and high-level speakers



> 12,000

Onsite participants



> 70

Countries
represented at SIEW



> 121

Interviews with SIEW VIPs
and speakers by news
agencies including CNA,
CNBC and Reuters



4.57/5

Overall
participants rating



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-served basis. Explore these sponsorship opportunities for SIEW 2023 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:

- Singapore Energy Summit Keynotes and Panel Discussions
- SIEW Energy Insights and Interviews
- Thinktank Roundtables and TechTable discussions
- SIEWCast Series

BRAND RECOGNITION

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

Available platforms for branding sponsorship include:

- SIEW Delegate Lounge
- SIEW Energy Showcase Exhibition
- SIEW Post-show Report
- Lanyard & Registration
- Delegate Badge
- Conference Bag and Gifts





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 2022, SIEW attracted over 135 media representatives and generated 1,229 articles.

- SIEW website, microsites, brochures and eDMs
- SIEW Social Media Sponsor
- SIEW Media Hub Sponsor



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 strategic exchange of ideas, while furthering your business development objectives

- SIEW Connect Reception
- SIEW VIP Meeting
- SIEW Summit Lunch
- SIEW Welcome Reception
- SIEW Networking Tea Break

WHAT OUR SPONSORS & DELEGATES SAY

This meeting is the most important stop in the global energy calendar.

Dr Fatih Birol
Executive Director, International Energy Agency (IEA)

The conference has been a buzz and we are so grateful to the government of Singapore for hosting this...we are very excited about working with the region and Singapore in particular.

Elizabeth Urbanas
Deputy Assistant Secretary for Asia & the Americas, US Dept of Energy

A huge congratulations for the fantastic event... the messages were clear and the engagements insightful. It was indeed quite a sight to see the sheer number of people in the ballroom at the start of the session... even more impressive that a large group remained throughout the day.

Ivan Cheong
Senior Director, Air Liquide

Thank you for giving EDF the opportunity to explain the way we intend to contribute to an affordable and zero carbon electrical mix in Europe, with a mix of Renewables Sources and Nuclear Power.

Bernard Salha
CTO, EDF Group

Besides content rich discussions on the energy transition, this annual Singapore conference provides a great opportunity to renew old bonds and make new ones.

Peing Tajang
General Manager, Corporate Communication, Sarawak Energy



Get in Touch with Us

Contact 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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