

## OFFICIAL OPENING OF THE MARINA BAY CRUISE CENTRE SINGAPORE

The 28,000-square-metre terminal opens its doors to the public with a night of festivities and fireworks!



Diamond Princess and Voyager of the Seas docked at the Marina Bay Cruise Centre Singapore on its official opening on 22 October 2012

**Singapore, 22 October 2012** – The Marina Bay Cruise Centre Singapore (MBCCS) at Marina South officially opened today in a ceremony attended by Deputy Prime Minister Mr Teo Chee Hean.

The purpose-built 28,000-square-metre terminal, which is operated by SATS-Creuers Cruise Services (SCCS), saw its first ship dock on 26 May this year and is set to welcome more vessels as Singapore cements its status as a regional cruise hub.

The Singapore Tourism Board announced in 2011 that SCCS, a joint venture between SATS and Creuers del Port de Barcelona (Creuers), was appointed as the operator for the terminal for a tenyear term, with an option to extend for another five years. The combined experience of SATS – the leading provider of gateway services and food solutions in the region – and Creuers – the largest port operator in Europe – was a large contributing factor to SCCS being selected to take the terminal forward.

"The official opening of MBCCS marks a significant development for both the cruise landscape in Singapore and the ASEAN region. Not only does it deliver an enhanced and seamless travel



experience for cruise passengers, the terminal also serves to further anchor Singapore's position as an attractive homeport for cruise lines with its state-of-the-art facilities and proximity to the new Marina Bay precinct and Singapore Changi Airport. We look forward to receiving more vessels and guests from all over the world," said Mr Melvin Vu, Chief Executive Officer of SCCS.

The celebrations commenced with speeches by Mr Edmund Cheng, Chairman of SATS, and DPM Teo Chee Hean, who was the Guest of Honour for the event. The opening of the terminal was signified by DPM Teo activating a "throttle" which launched an elaborate projection mapping display that brought guests through an enthralling visual journey on how MBCCS will propel Singapore to become a gateway for the cruise industry.

While enjoying the impressive culinary spread for the evening, guests were entertained by the smooth jazz stylings of Ms Tay Ke Wei and her band.

The highlight of the night was undoubtedly the performance by acclaimed "Speedy Painter" Jean Francois, a French artist who is known for his explosively created paintings. Working without preliminary plans or sketches, Jean Francois used forceful strokes of vibrant colours, accompanied by an effervescent soundtrack, to complete three paintings of icons in popular culture (Marilyn Monroe, Elvis Presley and Mona Lisa), as well as one depicting an outline of the terminal - each in under 6 minutes.

He graciously presented MBCCS with his painting on the terminal, whilst his three creations on icons in popular culture were put up for silent auction for guests. Proceeds went to the ARC Children's Centre, an organisation dedicated to nurturing and enriching the lives of children diagnosed with cancer or other life-threatening illnesses.

Sembawang Shipyard was the event partner for the evening's festivities, which culminated in a breath-taking fireworks display by Intermay Consultech against the Singapore skyline, the explosion of colour across the sky serving as an accurate parallel to the blossoming of Singapore as a regional hub for the cruise industry.

For more information on Marina Bay Cruise Centre Singapore, please visit www.mbccs.com.sg.



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## **About SATS-Creuers Cruise Services Pte Ltd**

SATS-Creuers Cruise Services (SCCS) is the terminal operator of Singapore's new cruise terminal at Marina South. SCCS is a 60:40 joint venture between SATS, the leading provider of gateway services and food solutions in Singapore, and Creuers del Port de Barcelona (Creuers), terminal operator of Europe's leading cruise homeport, with SATS holding the majority stake.

With over 60 years of operating experience, SATS handles about 80 percent of the scheduled flights and serves close to 60 scheduled airlines at Singapore Changi Airport. It has presence in 36 airports in 10 countries and through its non-aviation food business, it has also extended its presence in Australia, China and Saudi Arabia. SATS' comprehensive scope of gateway services encompasses airfreight handling, passenger services, ramp handling, baggage handling, aviation security, aircraft interior and exterior cleaning, as well as cruise handling and terminal management while its food solutions business comprises airline catering, food distribution and logistics, institutional catering as well as airline linen laundry.

Creuers manages the Port of Barcelona cruise terminals and is the leading international cruise terminal operator in Europe. Handling over 600 regular ship calls annually, with seven simultaneous ships on some days, the Port of Barcelona is now the fourth largest cruise homeport in the world in terms of passenger throughput.

Having strengths in both the aviation and cruise industry, SCCS will leverage on both SATS and Creuers' experiences and expertise to offer innovative, quality services to the cruise lines while enhancing the travel experience of cruise passengers at various touch points. Some of the services that the team has initiated with cruise lines include Fly-Cruise and Cruise-Fly, both of which are aimed at providing cruise passengers a delightful and hassle-free travel experience.