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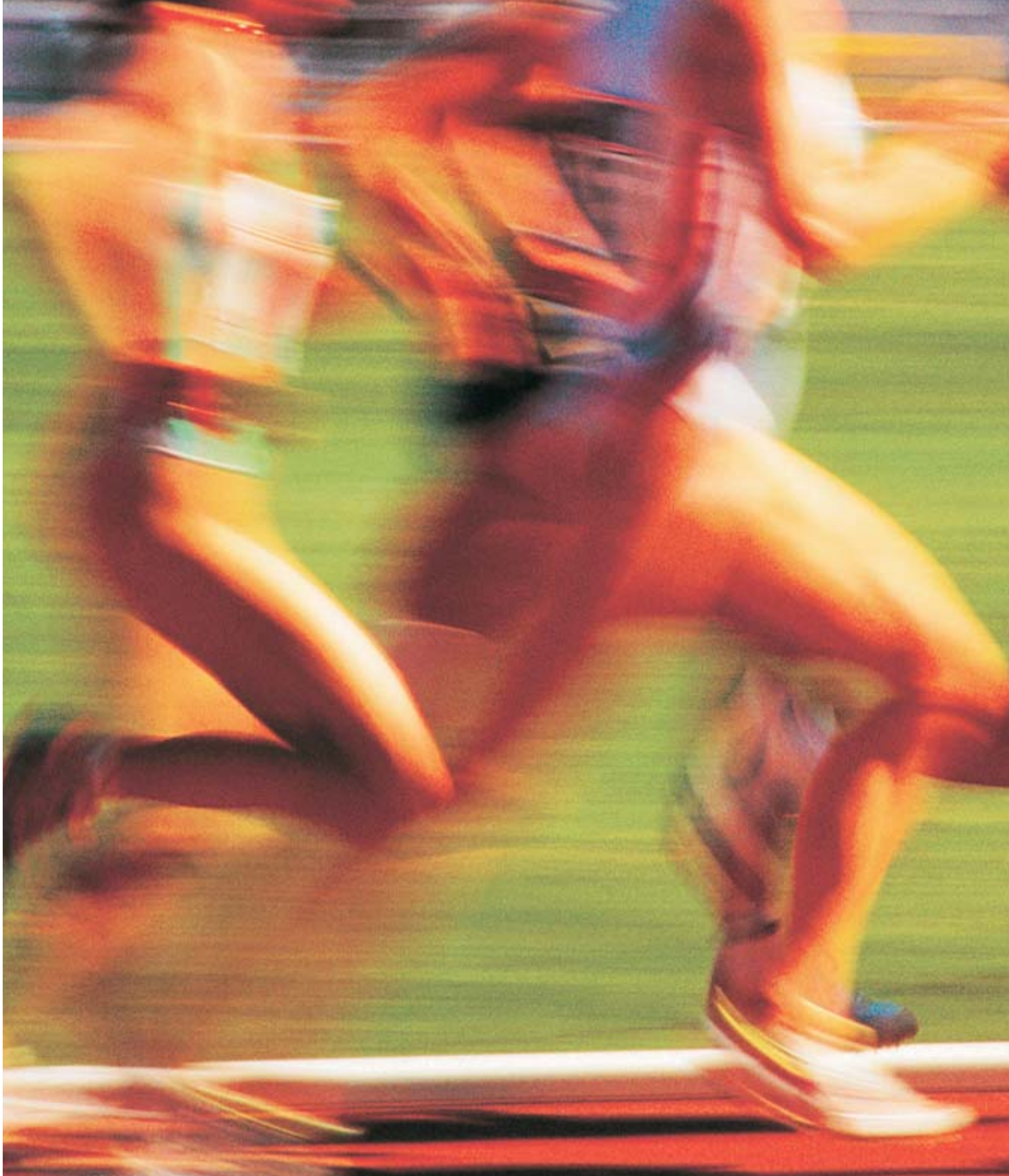
The Singapore Sports Hub

Where Sports, Entertainment & Lifestyle Meet

*Where Sports,
Entertainment &
Lifestyle
Meet*

The Future Now





A fully integrated sports, entertainment & lifestyle hub

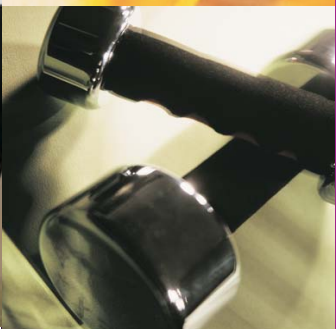
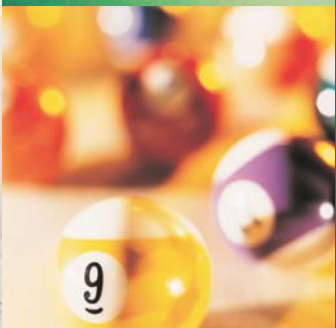
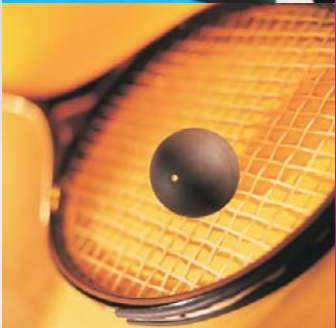
A growing sports scene in Singapore

Singapore – A global hub for business and investment

Put all these together and the business proposition becomes clear.

Welcome to the Singapore Sports Hub project - Singapore's future premier sports, lifestyle and entertainment hub.

For potential bidders, the project represents a unique opportunity to be part of Singapore's sporting history in the making. More importantly, the Sports Hub is a business opportunity not to be missed.



A Unique Sports, Entertainment & Lifestyle Hub





The Singapore Sports Hub. It's a compelling marketable product which you would want to have a big stake in – from design to building to financing to operation.

Consider its key selling points.

Positioned as a fully integrated sports, entertainment and lifestyle hub for everyone, it will be a unique cluster development of top-class facilities taking pride of place among the world's very best.

The full suite of sporting facilities will include:

- *A new 55,000-capacity National Stadium with a retractable roof;*
- *A 6,000-capacity indoor Aquatic Centre that meets world tournament standards;*
- *A 3,000-capacity multi-purpose arena which will be scalable and flexible in layout;*
- *The existing 12,000-capacity Singapore Indoor Stadium; and*
- *Supporting leisure and commercial developments*

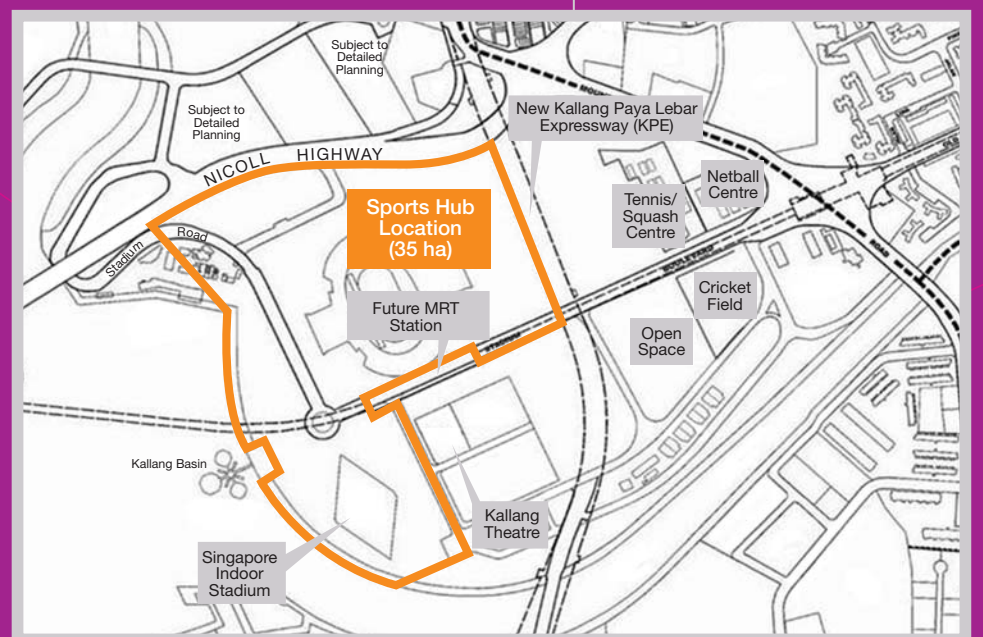
Then there is the prized asset - its location next to the city and the much-touted Marina Bay area, no less. In the years to come, the Marina Bay area is expected to become a bustling global business and financial hub. With its distinctive location, it is set to become a dynamic 24/7 waterfront 'Garden City by the Bay'. Conveniently located and well connected to the Mass Rapid Transit (MRT) network as well as major expressways, it is set to be a Destination of Choice.

The inclusion of leisure and commercial facilities differentiates it from any other sports development here, driving traffic to itself on event and non-event days alike.

Which all makes for a very thrilling prospect.

Sports all dressed up with its hip quotient, Singapore style.

The Sports Hub will take its rightful place as part of the centerpiece of Singapore's redevelopment. And it will be actively plugged into the very pulse of the nation's city beat - alongside finance, shopping, food and beverages, entertainment and recreation.



Site Map



The Singapore Sports Wave

In business, timing matters. Which makes now a perfect time to ride on the Singapore sports wave. Yes, the sports scene in this city state is getting more vibrant by the day.


Singapore's strategy of taking sports to the next level by synergising the three components of sports industry, sports excellence and sports participation has been bearing fruit.

In 2005, for instance, several landmark sporting events have raised the international profile of sports in Singapore to new heights. Among them was the prestigious 117th International Olympic Committee session in July 2005, during which the eyes of the world were on Singapore.

Over the years, marquee sporting events such as the Standard Chartered Singapore Marathon and the Caltex Masters have given a boost to the sports industry even as Singapore's athletes stepped up with fine performances at international levels. The masses are also taking to sports, health and fitness and lifestyle like never before.

Looking ahead, the Sports Hub's world class facilities will give Singapore a competitive edge whenever it goes out to bid for premium sports and entertainment events such as the Asian or Commonwealth Games and the FINA World Swimming Championships.





“In the coming months and years, we look forward to engaging all parties, be they Singaporeans, the international and local sports community or private sector partners, to create the Sports Hub as a national icon and global attraction. This will take both high performance and recreational sports to greater heights in Singapore, create economic spin-offs, and add to the vibrancy of Singapore as an exciting and enjoyable place to live, play and visit.”

MR ALEX CHAN
CHAIRMAN, SINGAPORE SPORTS COUNCIL

Singapore – A Global Hub For Business & Investments





The Sports Hub is the first and largest integrated sports facilities infrastructure Public-Private-Partnership (PPP) project in the world, and Singapore's largest flagship PPP project of this nature.

Under the PPP scheme, the Singapore Sports Council will pay the developer - who will design, build, finance and operate the Hub - a monthly unitary payment throughout the project's 25-year term. The SSC will leave the running of the Hub to the developer and receive a cut of third-party revenues generated by the facilities.

Given the city state's fine "hubbing" record in fields like education, media, finance and life sciences, one can expect nothing less than total commitment as the Government works with private sector partners to capitalise on the Sports Hub's full potential.

That commitment is supported by a thriving business environment with its unique blend of competitive strengths that makes Singapore the location of choice for global enterprises. They include the cosmopolitan city state's comprehensive infrastructure, logistics and networks; renowned efficiency; and concentration of international enterprises, headquarters operations and startups.

The very fact that the Hub has been positioned as a place for everyone in Singapore - plugs it into the very heart of the city state's bold global aspirations.

Envisioned to be a national icon and global attraction, the Hub will enjoy complete commitment from the Singapore Government. So even as top bidders from all over the world come on board and lead the way, they know who to count on when support is needed.

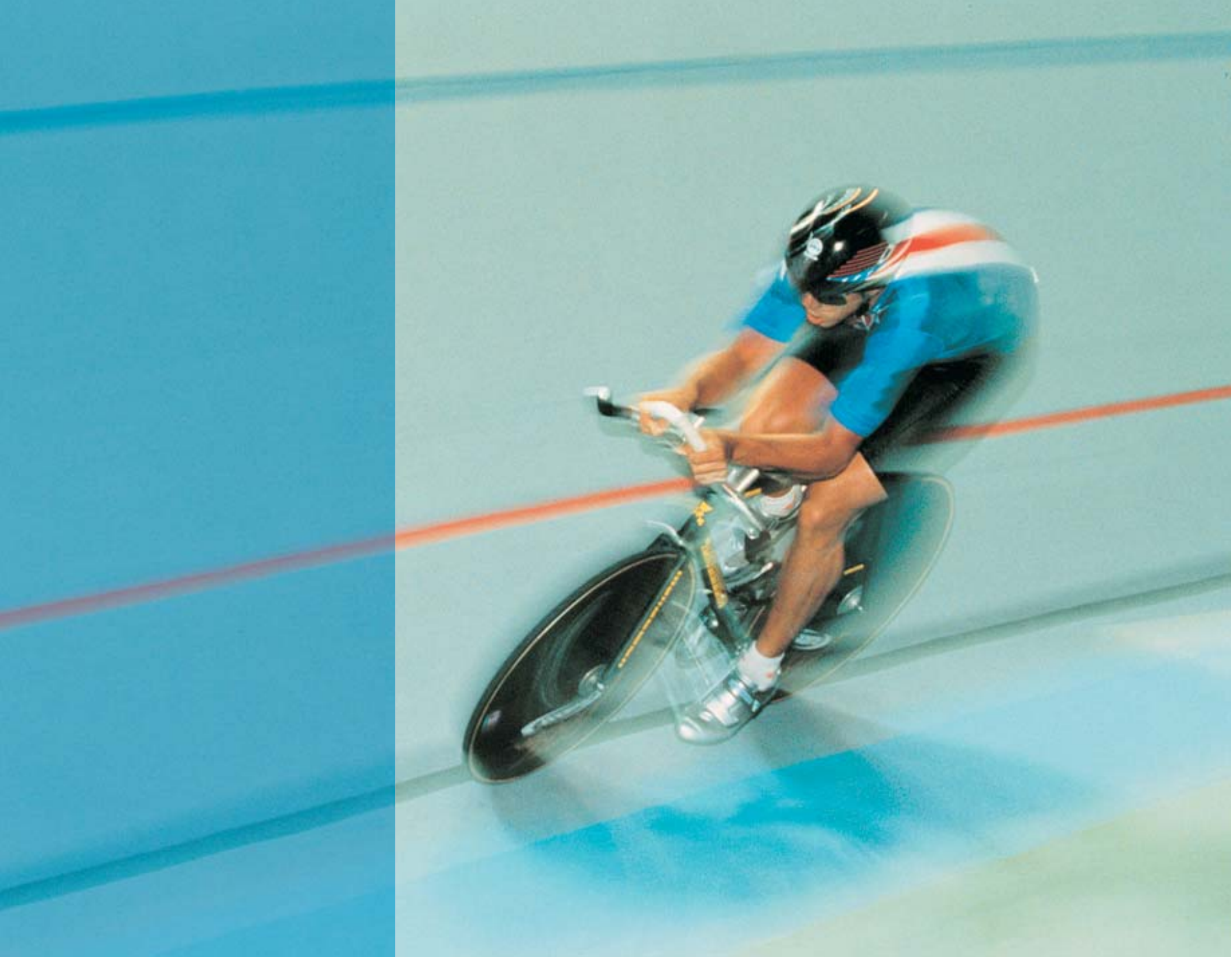




Unique Hub, Unique Opportunity

“The Singapore Government is committed and fully behind the development of the Sports Hub as it would lay the critical infrastructure for the future of sports in Singapore. With its world-class facilities, the Sports Hub will position Singapore as a preferred venue for premium sports and entertainment events in the region”

DR VIVIAN BALAKRISHNAN
MINISTER FOR COMMUNITY DEVELOPMENT,
YOUTH AND SPORTS



The Sports Hub – positioned as a fully integrated sports, entertainment and lifestyle hub for everyone.

It is yet another historic milestone in Singapore's sporting scene as it embarks on a range of initiatives and events to boost Singapore's sports industry, sports excellence and sports participation.

Be part of this exciting journey where sports, entertainment and lifestyle pursuits come together in a seamless way.

In designing, building, financing and operating it, you aren't just developing a grand venue or running a business. You are creating choices for consumers like never before, shaping new trends and lifestyles along the way.



Project Owner:



PPP Advisors:

Lovells Lee & Lee



PRICEWATERHOUSECOOPERS 

