

BMW xDrive Island

BMW Asia hosted an exclusive xDrive event on tropical Lazarus Island, a private isle off Sentosa from 13 to 16 March 2014.

The island was transformed into a dedicated test drive circuit with simulated obstacles for participants to experience the superiority of the BMW X models on a safe, yet exciting off-road terrain, which they would not normally encounter while driving in Singapore. A professional drive company together with BMW driving trainers were engaged to create two specially designed routes that demonstrate the agility, immense torque and handling capabilities of the BMW X models.

Families were also engaged through fun activities such as scenic rides on BMW bicycles, kite stunt performance, fishing, foosball and a LEGO kid's corner.



EU-ASEAN Aviation Summit

The aim of the first EU-ASEAN Aviation Summit was to enhance strategic dialogue between the EU and ASEAN, and discuss the benefits of building and promoting closer EU-ASEAN aviation relations. Hosted by the Singapore Government & jointly organized by the European Commission Directorate-General for Mobility and Transport (DG MOVE) and the Association of Southeast Asian Nations (ASEAN), the Summit brought together some 300 political and business leaders, including a number of EU and ASEAN Transport Ministers.

I-Promo, a subsidiary of Kingsmen, successfully managed the Summit from design conceptualisation to the management of delegates and event logistics.



Inauguration of Satair Airbus Singapore Centre

Airbus and Satair jointly launched their first support and distribution facility for aircraft components, "Satair Airbus Singapore Centre" (SASC) on 12 February. Located at the Seletar Aerospace Park, the 16,700 square meter facility will act as the primary spare parts centre in the Asia-Pacific region for the aircraft manufacturer.

The half-day event included an opening ceremony as well as a lion dance performance. A tour of the facility was also conducted for guests and media representatives attending the event.

In close partnership with Satair, Kingsmen Ooh-media successfully managed the event from the designing of stage area to event logistics.



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Kingsmen Ooh-Media Pte Ltd
Kingsmen Creative Centre
3 Changi South Lane
Singapore 486 118

Tel: (65) 688 000 88
www.kingsmen-int.com

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