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**SME INC**

## **PX's innovative boost for the MICE segment**

*It will assist hotels to provide baggage service to/from airport for biz execs*

**By OH BOON PING**

AS the boom in the MICE (meetings, incentives, conference and exhibitions) segment continues, some businesses here have developed fresh ideas on ways to capitalise on its growth.

One such firm is Porter Xpress (PX). The company sees an opportunity in providing concierge and hospitality service aimed at corporate and business executives and MICE participants, who stay in five-star and business class hotels.

Said its managing director Kelvin Ong: 'Visitors with evening and night flights often face much inconvenience regarding their baggage on the day of their departure.'

For example, he says, those who have to check out of their hotels at noon, often have a lot of spare time for other activities, but 'this raises the question of what to do with their baggage'. 'Instead of leaving their baggage at the hotel - only to have to rush back to collect the baggage before the flight, we propose to offer an end-to-end service by providing baggage transfer service to/from the airport, as part of the hotel's service product. Our business model involves tying up with the hotels and assisting the hotels to provide the baggage service to their guests, rather than just provide concierge and porter service to any walk-in guests at the airport.'

PX submitted the above idea under the 'First Mover Advantage Framework' requesting the Civil Aviation Authority of Singapore (CAAS) to grant the firm a location at Changi Airport Terminal 3 to operate such a service.

The 'First Mover Advantage' framework provides a way for state agencies to recognise and encourage the development of innovative ideas that maximise the use of public assets such as land, buildings or floor space. Following a review by CAAS, PX has now received the green light to go ahead with its plans.

Said a CAAS spokesman: 'PX has been allocated an office unit at Terminal 3 arrival hall. We believe that PX's services will be handy to passengers who have late flights, taking the hassle out of making multiple trips to and from the hotel and the airport.'

An elated Mr Ong told BT: 'Our first-of-its-kind end-to-end service, starting from the hotel, not only raises the level of hospitality service of the hotel industry and the airport, but it also helps to underscore Singapore's reputation as a premier service-oriented and convenient place for business and leisure.'

'Singapore aims to be the preferred MICE hub but to achieve that goal, we not only need great infrastructure, we also need relevant supporting services.'

'At Porter Xpress, we strongly believe that our service will enhance visitors' experiences in Singapore and create customer loyalty, increasing the chances of those visitors returning, be it for work or play,' he added.

The First Mover framework is championed by The Pro-Enterprise Panel (PEP). Businesses with good ideas can apply online at [www.firstmover.gov.sg](http://www.firstmover.gov.sg).

The PEP was established in 2000 to actively solicit feedback from businesses on how government rules and regulations can be improved to create a more pro-enterprise environment in Singapore. The panel is chaired by the Head of Civil Service, Peter Ho, and comprises mainly business leaders from the private sector.

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