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Starting an Event Management Company in Singapore

A to Z about Starting an Event Management Company in Singapore

Singapore is rightly called the meeting city owing to the number of events, meetings, conventions, exhibitions and conferences held in the country. It has been crowned as the 'Top International Meetings City and Country' in the world for many consecutive years.

The event management industry contributes in a big way to the economy of the country. Given the growth and interest of the international community, many people are keen on establishing event management companies in Singapore.

If you too are looking to set up an event management company in Singapore, then this article is for you. Below is the complete guide to starting an event management company in Singapore.

License Requirement

Event managers are required to obtain licenses for the following types of events.

-) MICE (Meetings, Incentives, Conferences and Exhibitions).
-) Performing arts events.
-) Leisure and lifestyle events.

Event Management Company Formation

Before establishing an event management business in Singapore, it is compulsory to incorporate the company. Incorporating a business in Singapore is a simple and easy task. The company formation procedure can be completed in just one day. You can seek professional help from a renowned company like IMC Group, who can advise you on [how to start a company in Singapore](#).

Requirements for Event Management Licensing

After incorporation of the company, you can apply for the various licenses and permits that are essential for an event management company. You must keep in mind that the validity of the licenses and permits is for a certain period. An event management company must apply for the following:

➤ **Arts Entertainment License**

-) This license is required to organize events like dance performances, art exhibitions, plays, musical performances, pop/rock concerts and variety shows.
-) Infocomm Media Development Authority of Singapore (MDA) issues the Arts Entertainment License. For organizing events that are exempted, permission of the police is required before 7 days of the event.
-) Any individual or organization applying for the Arts Entertainment License must be a Singapore citizen or foreigner having a valid Employment Pass.
-) The application form must be duly completed and submitted to the respective authorities.
-) The supporting documents must have details about the plays, play readings and poetry recitals or art exhibitions or variety shows, dance and pop/rock concerts.

-)] The license fee for plays, variety shows, music and dance performances, and pop/rock concerts is S\$10 per day. While license fee for art exhibitions, puppet shows, play-reading, poetry-reading, and tableaux is S\$5 per day.
-)] The license is issued within 8 weeks of the successful application and valid for dates of the performance/exhibition.

➤ **Copyright Permit**

-)] Copyright Permit is essential if you intend to play or reproduce any copyrighted videos or music at an event.
-)] The application for Copyright Permit must be submitted to relevant CMO along with the permit fee.
-)] A permit is issued within 2-3 weeks of successful application and valid only for the dates of the event.

➤ **Public Entertainment License**

-)] Public Entertainment License is issued for organizing events which are accessible to the public. It does not include arts entertainment events.
-)] Any Individual or organization of Singapore can file an application for Public Entertainment License. However, an individual who applies for the license on behalf of an organization must be a Singapore permanent resident or citizen of Singapore or a foreigner with a valid Employment Pass.
-)] Approval of the relevant authorities must be obtained before applying for the license.
-)] After completing and submitting the license application, you must pay the applicable license fee of S\$20 per day or S\$40 per 7 days, consecutive or otherwise.
-)] The processing time for application is 12 working days.

➤ **Trade Fair Permit**

-)] Trade Fair Permit license is required to organize trade fairs.
-)] The application form must be submitted along with supporting documents to the respective NEA regional office before 2 weeks of the fair.
-)] The permit fee is S\$60.

➤ **Animal Exhibition License**

-)] This license is required if any event is organized that will exhibit or involve the performance of animals.
-)] Necessary documents must be submitted along with the application form.

- J The successful application shall be processed in 4 working day. The license-free is S\$126 and application fee is S\$94.50.


➤ **Other Licenses and Approvals**

- J Advertisement License
- J No Objection Letter for selling food and beverages
- J Fire Works Display License
- J Notification to conduct lucky draws
- J Newspaper Permit
- J Non-Residential TV License
- J Approval for Fire Safety Work on Premises
- J Approval for using certain types of premises and public spaces

Setting up an event company and obtaining the required licenses can be daunting especially when you have too many things to look at. Worry not, we at IMC Group can help you in setting up an event management company in Singapore. We also provide [accounting services in Singapore](#). Just drop us a mail and request for a quote. We will help your dream business to grow in the right way.

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