

Media Release

SINGAPORE SPORTS HUB STRENGTHENS COMMITMENT TO ESPORTS

EXP – Singapore's largest Esports Experience Centre opens at Singapore Sports Hub

Partners Singapore Cybersports & Online Gaming Association



Singapore, 8 July 2021 – Today, Singapore Sports Hub welcomes the official opening of EXP – Singapore's largest Esports Experience Centre by Esports Entertainment Asia (EEA) Pte Ltd. Together with our ongoing partnership with Singapore Cybersports & Online Gaming Association (SCOGA), this will position Singapore Sports Hub as a focal point of the esports ecosystem in Singapore.

EXP, opened today by Minister for Culture, Community and Youth & Second Minister for Law, Edwin Tong, will bring esports experience to a new level. Located at the Kallang Wave Mall and spanning 12,000 square feet, EXP houses a comprehensive esports ecosystem under one roof. It features an integrated live-streaming-ready esports event space, pro-esports team rooms, esports cafe, luma/chroma rooms, open-concept LAN Gaming area as well as "prosumer" areas with the latest in content-creation technologies. It also offers a comprehensive display of sound and video equipment, gaming laptops and consoles, as well as the latest gaming accessories and gadgets from top brands in the industry.

This new facility complements Singapore Sports Hub's partnership with SCOGA which supports a host of esports programmes focused on the community, outreach, education and elite training, along with industry and pathway development. SCOGA programmes and activities supported by Singapore Sports Hub have included M2 World Championship community viewing party, Campus Legends and Campus Games Fest, the largest festival of Gaming, Arts, Media, and Edutainment for youths in Singapore.

"Esports has been growing in popularity, with exponential growth in the past year as many had turned to esports as a source of entertainment during the pandemic," says Dennis Ooi, President of SCOGA. "Through

this partnership with Singapore Sports Hub, we hope to strengthen the local esports industry by providing an environment where esports enthusiasts can hone their skills and capabilities, and most importantly, chase their esports dreams.”

Reinforcing a similar vision, Singapore Sports Hub Chief Executive Officer, Lionel Yeo, states, “We are committed to cultivating esports in Singapore as a healthy, positive sporting and entertainment activity for Singapore youths, and our partnership with SCOGA reaffirms this.”

Mr Yeo added, “We are also excited to welcome EXP as a new public offering which will provide a focal point for esports enthusiasts, pro-gamers and brands to come together.”

Singapore Sports Hub has hosted several local and international esports activities and competitions over the years. This includes Hyperplay, an ASEAN esports and music festival organised by the Ministry of Culture, Community, and Youth in 2018. A year later, Singapore Sports Hub hosted ONE Esports' Dota 2 Singapore World Pro Invitational - the largest Dota 2 tournament in the region - which featured the top 12 teams from around the world.

As interest and attention continues to build for the esports industry, Singapore Sports Hub looks forward to introducing more of such projects and collaborations that will power and elevate the local esports industry.

Images from the launch event can be downloaded [HERE](#).

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ABOUT ESPORTS ENTERTAINMENT ASIA (EEA)

EEA is a Singapore-based company set up in 2019 with the bold vision to build a comprehensive ecosystem for esports in Singapore and the Asia region. Leveraging strong capabilities and strategic partnerships in the esports industry and beyond, the EEA plans to execute its vision of building a solid ecosystem for esports through 4 key thrusts over the next few years:

- Organise world-class esports events and competitions (like the AEF) across Asia;
- Develop esports entertainment venues across Asia's gateway cities with the launch of the Esports Entertainment Asia Venue Fund;
- Build a Pan-Asia social platform for esports enthusiasts to network and build their own communities to exchange ideas and experiences;
- Nurture talents to meet the needs of the esports industry by setting up a training academy.

ABOUT SINGAPORE CYBERSPORTS & ONLINE GAMING ASSOCIATION

Singapore Cybersports & Online Gaming Association (SCOGA) was founded in 2008 by a group of enthusiastic gamers and leaders who wanted to make a difference for esports in Singapore. It aims to elevate esports by educating young people, nurturing online communities and creating job opportunities, particularly through its Esports Academy, which aims to create a centre of excellence around esports and youth leadership. With the broad support of industry partners and institutions such as the National Youth Council, the Esports Academy equips youths with important skills and values such as leadership, teamwork and communication to help them strive towards their aspirations and develop rewarding careers. When esports was showcased as a medal event at the SEA Games in 2019, SCOGA was one of the responsible partners in Singapore supporting players' preparations in the lead-up to the competition, in particular providing various

opportunities for players to level up their game through sports science.

Over the past 10 years, more than a million have participated in SCOGA's events in person, including at its signature event, the Campus Game Fest, which took place in the Singapore Indoor Stadium for the very first time in 2019. To date, over 1,300 learners have undergone various part-time and full-time esports education and development programmes with our Esports Academy.

ABOUT SINGAPORE SPORTS HUB

The Singapore Sports Hub is a fully integrated sports, entertainment and lifestyle hub, with programming that comprises world-class recreational and competitive events, as well as community events, to serve children, youth, working adults, seniors, families, and less privileged population segments in Singapore and tourism sectors. Consisting of a unique cluster development of world-class sports facilities within the city, it plays a critical role in accelerating the development of Singapore's sports industry, excellence and participation. Its vision is to be the region's premier sports, entertainment and lifestyle destination.

Located on a 35-hectare site in Kallang, the Singapore Sports Hub includes the following facilities:

- A new 55,000-capacity National Stadium with a retractable roof and movable tiered seating
- The iconic Singapore Indoor Stadium
- A 6,000-capacity OCBC Aquatic Centre that meets FINA standards
- A 3,000-capacity OCBC Arena which is scalable and flexible in layout
- Water Sports Centre featuring kayaking and canoeing
- 41,000 sqm Kallang Wave Mall, including indoor climbing wall and Splash-N-Surf facility (Kids Waterpark, Stingray and Lazy River)
- 100PLUS Promenade that encircles the National Stadium
- Singapore Youth Olympic Museum & Singapore Sports Museum
- Sports Hub Library
- Shimano Cycling World
- Daily community facilities and activities, including beach volleyball, hard courts (futsal, basketball and netball) lawn bowls, giant chess, skate park and running & cycling paths.

The Singapore Sports Hub, which is managed by SportsHub Pte Ltd, is one of the largest sporting Public-Private Partnership (PPP) projects in the world. It is also Singapore's largest flagship PPP project of this nature and has won the Project Finance International (PFI) award in London in 2011, World Architecture Festival Awards for Best Future Project in the leisure-led development category in 2013 and Sports Building of the Year in 2014.

For more information, please visit the Singapore Sports Hub:

- Website: www.sportshub.com.sg
- Facebook: [sporesportshub](https://www.facebook.com/sporesportshub)
- Twitter: [@sgsportshub](https://twitter.com/sgsportshub)
- Instagram: [sgsportshub](https://www.instagram.com/sgsportshub)

The Public-Private Partnership includes:



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