

BRITCHAM SINGAPORE PARTNERS WITH LAMC PRODUCTIONS TO LAUNCH THEIR “BEST OF BRITISH” EVENTS SERIES

Tuesday, June 4th, 2024: The British Chamber of Commerce Singapore have officially launched their Best of British events series. Working with LAMC Productions to launch the series, the bespoke package for BritCham members for the upcoming Take That show on 28th October 2024 includes an exclusive window for early bird ticket purchases.

“We’re incredibly excited about our Best of British series. Connecting our members is part of our DNA and we run events throughout the year to provide networking and entertainment opportunities. This new series of events will provide a whole range of opportunities to bring our members together around music, comedy, the arts and sport. The strong cultural connection between Singapore and the UK means that British talent across many fields often comes here.

We want to give our members the chance to enjoy the best of British talent, and believe our collaboration with LAMC Productions to highlight the Take That concert is the perfect, fun event to launch this series. We’ll be working together with LAMC Productions and other partners across a wide range of events.” said David Kelly, Executive Director of the British Chamber of Commerce Singapore.

LAMC Productions is one of Asia’s leading event promoters and has been pioneering live music and comedy in the region for more than twenty years, with an unmatched track record of introducing best in class entertainment to Asian audiences. The first in-market appearances for leading global talent has been delivered by LAMC Productions, including Justin Bieber, Lady Gaga, Guns N’ Roses, Bill Bailey, Trevor Noah, Jimmy Carr and countless others.

“Live entertainment is booming globally and around the region, and we believe that there’s a massive opportunity to create unique, memorable experiences around the music and comedy talent that we work with. We’re delighted to be working with BritCham around the wide array of British talent that we’re regularly bringing to the region. Take That is the first of many acts that will be featured.” said Laurretta Alabons, Founder and CEO of LAMC Productions.

“It’s been great fun working on this launch with BritCham and LAMC Productions.” said Rohan Lightfoot, founder of Signal Consulting. “Bringing people and brands together around shared entertainment experiences is so powerful. It can really help brands to stand out in a media environment that’s cluttered and noisy.”

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About the British Chamber of Commerce Singapore (BritCham):

The British Chamber of Commerce Singapore is an outstanding business eco-system, connected to the most exciting and interesting brands from the UK and Singapore. 2024 is the 70th anniversary of the British Chamber of Commerce in Singapore.

The chamber has approximately 3,500 members from 300 member organisations and are part of the British Chambers of Commerce Global Network and a member of the Britain in South East Asia network (BiSEA) network.

Chamber members vary from startups and SMEs to global MNCs, spanning all sectors and industries. Approximately two-thirds of the network in Singapore are British nationals or those employed by an organisation headquartered in the UK. The chamber has strong connections across the Singapore Government and have been/are involved with dialogues around Free Trade Agreements, the UK-Singapore Digital Economy Agreement, the sustainability agenda, and Singapore's Industry Transformation Roadmaps. For more information on the Chamber, our advocacy and our areas of focus, visit www.britcham.org.sg.

About LAMC Productions

LAMC Productions was founded in 2001 by Laretta Alabons and Ross Knudsen. They have been bringing world class entertainment talent to Asia since day one and have an incredibly diverse back catalogue of hundreds of shows that include Guns N' Roses, Metallica, Crosby, Stills & Nash, Muse, Lady Gaga, Scorpions, Motley Crue, Iron Maiden, Justin Bieber, Deep Purple, Judas Priest, Slipknot, Def Leppard, Kodaline, Megadeth, Johnny Marr, Panic! At The Disco, Journey, Kasabian, Joe Satriani, Alice in Chains, Dionne Warwick, Culture Club, America, YES, Korn, Midnight Oil, The Piano Guys, Fall Out Boy, Janet Jackson, The Stereophonics, George Benson, Back Street Boys, Simply Red, Deftones, Snow Patrol, Nile Rodgers, Duran Duran, Nana Mouskouri, INXS, Keane, Sigur Rós, Tears For Fears, The Prodigy, Dream Theater, Death Cab For Cutie, Nickelback, Morrissey, New Order, Slash and Steve Vai.

In 2011 the team added comedy to the roster and have since set multiple records for ticket sales in the region with a stellar array of talent including Russell Peters, Chris Tucker, Michael McIntyre, Margaret Cho, Bill Bailey, Dylan Moran, Eddie Izzard and Kevin Bridges. In 2016, LA Comedy Live was the first promoter to present Rupaul's Drag Race to Asia. Since 2017 the global comedy talent pool was expanded to include regular appearances from comedians around the region including Kenny Sebastian, Zaire Khan, Kanan Gill, Biswa Kalyan Rath and Rohan Joshi. In 2017 the team established the first Asian International Comedy Festival.

About Signal Consulting

Signal Consulting's mission is to help businesses find their signal in today's noisy media environment by activating around entertainment properties. Signal Consulting works with a complementary group of event promoters, broadcast media channels and content producers to create bespoke entertainment activation opportunities for brands.

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