

SINGAPORE RETAILERS ASSOCIATION (SRA) ANNOUNCES NEW PRESIDENT FOR FY 2022-2024 TERM

- Mr Ernie Koh elected as SRA's new President and takes over from Mr R Dhinakaran, who served 3 consecutive terms (2-year each) since 2016 as President
- A stronger focus on building retailers' digital capabilities, innovation, internationalisation and overcoming manpower challenges top on new President's agenda

SINGAPORE - 23 March 2022 – The Singapore Retailers Association (SRA) announced the 18 Council Members elected for the term FY 2022-2024 at SRA's 44th Annual General Meeting (AGM) today. The Council Members in turn elected Mr Ernie Koh as the new President of SRA. Mr Douglas Benjamin and Ms Gan Siok Hoon were elected Vice-Presidents with Mrs Helen Khoo as Hon Secretary and Mr Pang Fu Wei taking on the position of Treasurer. Mr R Dhinakaran was appointed 'Immediate Past President' to provide guidance, mentorship and stability to a new team of leaders in the SRA Council. The full list of the SRA Council for the FY 2022-2024 is at [Annex A](#).

Mr Ernie Koh, Chairman of Commune Lifestyle Pte Ltd brings with him a plethora of knowledge and expertise in the retail industry, and experience managing trade Associations having served as President of the Singapore Furniture Industries Council ("SFIC") from 2012-2016 and also currently Council Member of Singapore Business Federation (SBF) for the term 2020 -2022. Mr Koh's full bio-profile is at [Annex B](#).

In his inaugural address as SRA President, Mr Koh said "I am honoured to be elected SRA President and would like to take this opportunity to thank Mr R Dhinakaran for his exemplary dedication and leadership in leading SRA over the past six years. I have big shoes to fill, and I look forward to working with my fellow council members to build on Dhina's foundation and legacy to propel the retail industry to soar new heights and work hard so that SRA can be a stronger collective voice for the retail industry".

Under Mr Dhinakaran's leadership from 2016 to 2022, SRA saw a steady increase in members' participation in its key activities and also increased engagement in dialogues with the Government, particularly throughout the COVID-19 pandemic. Mr Dhinakaran was also instrumental in the formulation of the Code of Conduct for Leasing of Retail Premises in Singapore as part of the Fair Tenancy Pro Tem Committee and the 5-year Roadmap developed in 2021 for the retail sector. Mr Dhinakaran said "I am grateful for the opportunity and privilege to have served as SRA President and congratulate Mr Koh on his election as the new SRA President. I would like to thank all our SRA Members, council members, ministries and government agencies, business associates and partners for the unstinting support received during my tenure, and I am confident that Ernie will continue to have your unstinting support to further advance the interests of the retail industry".

SRA also shared the "Retail Re-Imagined" 5-year Retail Sector Roadmap, which charts the Association's key focus and direction for the retail industry in the next 5 years. Key pillars like Technology & Innovation, Internationalisation and Manpower, Jobs & Skills will be amongst SRA key directions to drive transformation in the retail industry, with the Local Enterprise & Association Development (LEAD) projects supporting the implementation of the sector roadmap. More details on the Roadmap are at [Annex C](#).

Ms Selena Ling, Chief Economist, Head of Treasury Research & Strategy, Global Treasury at OCBC Bank, presented an insightful analysis on the Business Outlook for 2022 after the AGM Proceedings ended. She shared that the Russia-Ukraine conflict may lead to more disruptions to some global supply chains and have a greater impact to trade for Eurozone economies. The effect on Singapore is likely to be limited although the government is closely monitoring economic and inflation risks. And with the easing of safe management measures and international border restrictions, the retail industry may see better days in 2022. However, retailers may still face challenges like higher electricity costs and the lack of foreign labour and higher levies.

Ms Ling, together with Mr Koh were engaged in a lively panel discussion with SRA members who attended the AGM in-person and online. They touched on topics close to the hearts of retailers such as the upcoming GST hike, the implementation of the Progressive Wage Model (PWM) for the retail sector and the severe manpower crunch facing the industry. Our members greatly benefitted from the candid and insightful views of our panelists. The panel discussion was moderated by Dr Lynda Wee, Adjunct Associate Professor, Nanyang Business School, Nanyang Technological University.

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About Singapore Retailers Association (SRA)

Singapore Retailers Association (SRA) was founded in 1977, originally as the Singapore Retail Merchants Association by 10 leading retailers. It is a non-profit, independent/non-governmental retail trade body in Singapore, funded entirely by the private sector. Led by 18 Council Members from leading companies and SMEs, SRA's vision is to be the respected and collective voice of the retail industry and advance the interests of the retail industry via insights, education and strategic collaborations. SRA organise a wide range of year-round programmes ranging from industry events and conferences, market insights sharing sessions, training and masterclasses, local learning journeys and overseas study missions as well as professional guidance and mentorship for retailers brand growth and business development. The composition of its membership of about 450 reflects the diversity and vibrance of Singapore's retail industry - Fashion Apparel/& Accessories, Furniture and Furnishings, Electrical & Electronics, Watch & Accessories, Beauty & Wellness, Telecommunications, Specialty and Food Retail, Department Stores and Supermarket/Convenience Stores.

SRA is committed to further its cause and advance the initiatives under the Retail ITM. It's "Retail Re-Imagined" 5-year Roadmap for the Retail Sector's hopes to help bring about greater value creation in the retail industry through innovation; enhance retailers' productivity and capabilities as well as maximise workforce potential for improved business growth and internationalisation.