

PRESS RELEASE

Singapore Retailers Association (SRA) And Lazada Team Up To Offer Shoppers an Omni-Channel Shopping Experience for Great Singapore Sale (GSS) 2021

Move marks first time SRA is partnering an eCommerce player in the event's 27-year history to rally SME brick-and-mortar retailers for online success this GSS



Singapore, 12 May 2021 – Singapore Retailers Association (SRA), a non-profit non-governmental key representative body for the retail industry in Singapore, and Lazada, Southeast Asia's leading eCommerce platform, today announced Lazada as the Official eCommerce Partner for the Great Singapore Sale (GSS) 2021, the first time in the 27-year history of the well-loved national event.

This year's GSS takes place from 6th June, kicking-off with Lazada's 6.6 sale campaign, and will see shoppers enjoy over four weeks of special thematic sales across product categories each week, finishing on 7th July with Lazada's much-anticipated annual 7.7 sale.

Last year, GSS took place as a hybrid event (*eGSS: Shop.Win. Experience from 9 Sep to 10 Oct 2020 as part of the SingapoRediscovered campaign*) with most activities taking place online amidst the backdrop of the Covid-19 pandemic and government guidelines where shoppers were encouraged to stay home. One year on, and with Singapore back to Phase Two of reopening, SRA's partnership with Lazada as the first GSS eCommerce partner is timely as now more than ever, there is a critical need for the retail industry to rally together, and tap on Lazada's expertise as a frontrunner in equipping brands and sellers to move online so that they can realise successful sales, no matter the challenges of the external climate.

“The Great Singapore Sale is a national institution and sentimental for Singaporeans and those who remember flying into the country to enjoy the sales. In these challenging and transformative times, we’re doing our part to rally the retail industry and equip them with the tools they need to have a successful Great Singapore Sale in 2021,” said James Chang, Chief Executive Officer, Lazada Singapore.

“We encourage retailers to leverage on the four weeks of product promotions, by tapping on new forms of shopper engagement through the exciting shoppertainment livestreams, games, and voucher promotions our customers know and love on the Lazada platform. By supporting sellers with the tools they need to move their businesses online, we’re helping them be prepared for the future – both during the pandemic, and beyond.”

By joining the Lazada platform, SRA’s members will benefit from its technology infrastructure, payments gateway, logistics solutions with its third-party logistics partners, eliminating many costly barriers retailers face when selling online. They will also enjoy 0% commission, with new LazMall sellers enjoying this promotion for the first three months on the platform from the first day they sell on their LazMall store.

Besides the high daily traffic Lazada enjoys, SRA members on LazMall during GSS can also take advantage of the suite of marketing solutions available to increase visibility while appealing to shoppers. They will each have a dedicated account manager to navigate the plethora of options including LazLive, Lazada’s in-App livestreaming service, flash sales, and the Lazada e-store.

The ability for shoppers to make purchases at a seller’s Lazada e-store and pick up at retailer’s physical outlet will also be a key feature of this year’s GSS. This not only provides an additional delivery option to suit customers’ needs, but also paves the way for sellers to enjoy a successful hybrid operating model with both online and offline outlets.

“The Covid-19 pandemic has had a profound impact on consumer shopping habits and accelerated retailers’ urgency to expand their digital presence quickly so as to stay engaged with their consumers and develop alternative sales channels. Our partnership with Lazada this GSS is timely, in the light of tighter SMM guidelines limiting shopper traffic to stores and malls, and a changed retail landscape,” said Mr R Dhinakaran, President, Singapore Retailers Association.

“The attractive ‘0% commission’ offer for the 1st 3 months extended by Lazada for all new LazMall sellers is our way to incentivise retailers, especially SMEs to go online and try out the Lazada eCommerce platform to generate sales, build on their brand awareness and learn new marketing tools, such as LazLive to engage shoppers online interactively. We firmly believe that online retail is here to stay and whilst it will never overtake offline retail sales, it is an ‘imperative’ sales channel for retailers to reach a wider consumer market to win new customers and drive sales, meet consumers new shopping behaviours as well as their desire for convenience and immediacy”.

“As a homegrown brand, we are humbled by our success in the eCommerce space and the Great Singapore Sale is an event we’ve always wanted to participate in,” said Jonathan Tan, Co-founder and Managing Director of PRISM+. “As a company that has always focused on eCommerce, the iconic offline GSS was previously not an event we were able to take part in with a local campaign. With this partnership, everything changes - we’re looking forward to delivering Singapore’s most popular smart TV’s to our excited customers with epic deals in partnership with Lazada.”

----- END -----



For more Information, media enquiries and interview opportunities, please contact:

Media Contacts:

Lazada Singapore
lazada@klarecocomms.com

Singapore Retailers Association
Rose Tong (Executive Director)
Mobile: 9368 7878
Email: rose@sra.org.sg

About The Great Singapore Sale

The Great Singapore Sale (often abbreviated as GSS) is a shopping event that happens annually in Singapore. Although it is called a sale, the Great Singapore Sale is in fact an event founded by Singapore Retailers Association in 1994 and amplified by stores and malls year on year to promote the tourism industry in Singapore.

In 2019, GSS was refreshed as “GSS: Experience Singapore” which was more than just a sale. It transformed, offering a retail experience that encourages locals and tourists to take home a slice of Singapore and spotlight on local brands and unique cultural precincts to entice one to shop, dine, play, explore and to LIVE IT UP! As well as help catapult local talents to the fore and build a pipeline of future retail Singapore brands and “experience Singapore like never before”. It was a retail adventure which livened the country’s retail oasis at Orchard Road with the traffic stopping fashion presentation “Orchard Road Fashion Scramble” including a flurry of enriching activities at the prominent cultural and historical hotspot Kampong Glam. The rebranded GSS: Experience Singapore (GSS:ES) is a proactive response to the ever-evolving retail landscape, changing consumer preferences and competition from the online marketplace. It also saw to the first ever inter-agency collaboration with Place Managers One Kampong Glam (OKG) and Orchard Road Business Association (ORBA) as well as Trade Associations Restaurant Association of Singapore (RAS), Singapore Furniture Industries Council (SFIC) and Textile and Fashion Federation. It was also supported by Enterprise Singapore, Singapore Tourism Board and Urban Redevelopment Authority.

In 2020, due to the circuit breaker measures as a result of the COVID-19 pandemic in Singapore, the Great Singapore Sale moved online as “eGSS: Shop.Win.Experience” and ran from 9 September to 10 October 2020, making it the first online GSS in its 26-year-run. eGSS 2020 also marked a milestone with offers of unprecedented online features and activities on GoSpree.sg such as eCatalogue, eCommerce Live Streaming, Virtual Showrooms, Awesome 32! Deals and Gamification in an effort to excite consumers and attract them to make their purchases online. eGSS 2020 was also one of the key events under the SingaporeRediscovered campaign.

GoSpree | Facebook | Instagram

About Singapore Retailers Association

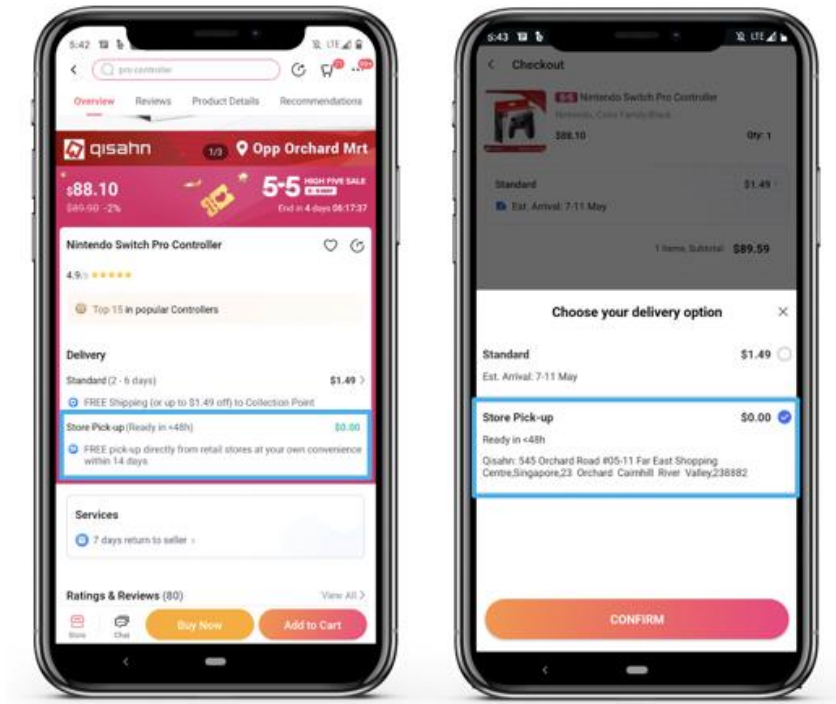
Founded in 1977, Singapore Retailers Association (SRA) is today a key representative body for the retail industry which champion Business Development & Innovation, Internationalisation and Retail Talent Development. A not-for-profit non-governmental organisation, SRA is governed by a Council whose members hail from some of Singapore's most reputed and progressive retail companies. 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 400 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 work in close partnership with government bodies such as Enterprise Singapore, InfoComm Media Development Authority, Singapore Tourism Board, Workforce Singapore, SkillsFuture Singapore, industry related ministries like Ministry of Trade and Industry, Ministry of Manpower, Ministry of Communication and Information as well as with foreign embassies and other trade associations and organisations to better represent the interests of its members and to facilitate communication and strengthen understanding between the government, business partners and the retail community. SRA is also a member of the 18-country strong Federation of Asia-Pacific Retailers Association, most noted for the bi-annual APRCE event.

About Lazada Group

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is a part of our consumers' daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada is the Southeast Asia flagship platform of the Alibaba Group powered by its world-class technology infrastructure.

Annex A: Store Pick-up



Annex B: Campaign Calendar for The Great Singapore Sale

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
22	23	24	26	27	28	29
					6.6 Teasing	
30	31	1	2	3	4	5
		6.6 Teasing				
6.6	7	8	9	10	11	12
	Baby Fair			Online Tech Show		
13	14	15	16	17	18	19
Online Tech Show		Mega Home Fair			Int'l Day	
20	21	22	23	24	25	26
Grocery Fair			Health & Beauty			
27	28	29	30	1	2	3
	Fashion Run Way			7.7 Teasing		
4	5	6	7	8	9	10
7.7 Teasing			7.7			

Annex C: Bio of R.Dhinakaran



R. Dhinakaran, Managing Director of Jay Gee Group of Companies (Singapore), is a Chartered Accountant (CA) of Singapore, is also a holder of a Masters Degree in Business Administration (MBA). The Jay Gee Group retails several leading international fashion and lifestyle brands.

Dhinakaran also known as Dhina and he is currently the President of the Singapore Retailers Association. He is also the Vice Chairman of Hindu Endowments Board (MCCY). He is currently serving in many other Committees/Councils viz., Payment Council of Monetary Authority of Singapore, Member of Board of Trustees of Singapore University of Social Sciences (SUSS), Member of the Digitalisation Issues Committee (SBF) and the President's Challenge Steering Committee, Member of National Heritage Board – The Indian Heritage Centre (IHC) Advisory Board, Council Member of Singapore Business Federation, Council Member of Advisory Council on Community Relations in Defence (MINDEF), Foundation Member of Thye Hua Kwan Moral Charities Ltd. He is a member of the Fair Tenancy Industry Committee (FTIC). He has also been appointed as Justice of Peace by the Ministry of Home Affairs.

He was the Former Nominated Member of Parliament (NMP) and he has also served as a Trustee of SIM University Education Fund, member of the SIM Governing Council, Charity Council of Singapore (MCCY) and Vice President of Institute of Singapore Chartered Accountants, Vice Chairman of Singapore Indian Chamber of Commerce, Deputy Chairman of Workforce Development Agency and Deputy Chairman of Skills Future Singapore (SSG), Chairman of Audit & Risk Committee, SSG (MOE)

Dhina has shown interest over the years to leverage his skills and experience gained in leading businesses effectively in managing non-profit organizations for social causes as well.

Annex D: Bio of James Chang

Chief Executive Officer, Lazada Singapore



James Chang is the CEO at Lazada Singapore. He has 9 years of eCommerce experience and has been with Lazada Group since 2012, managing key functions across Southeast Asia. His skills include eCommerce, operational strategy, corporate strategy, start-up management, market analysis, and operation consulting.

Before his current appointment, James co-founded Lazada Philippines and served as Managing Director for two years, building the team and growing the business to be one of the top eCommerce marketplaces in the Philippines. James also incubated Lazada Group's Crossborder business as the Chief Crossborder Officer, paving the way for Southeast Asia's over 600 million customers to have access to overseas products.

James graduated from the University of Western Ontario and holds a Bachelor of Finance (Management and Organizational Study) and a Bachelor of Honours Business Administration from the Richard Ivey School of Business.