

Johor Bahru Retail Exploration Trip on 23 April 2025 by the Singapore Retailers Association (SRA)

Background

The day trip to Johor Bahru is aimed at addressing Singapore retailers' concerns on the impact of the upcoming Johor Bahru – Singapore Rapid Transit System (RTS) Link that is set to open in 2026. With the improved connectivity that will enable more Singaporeans to shop in Malaysia, Singapore retailers are keen to understand how to work with Johor Bahru as a cohesive retail zone and leverage on cross-border synergies to capture this market and potentially reaching out to the Malaysian population. This trip will provide valuable learning opportunities for Singapore retailers to understand the Johor Bahru retail landscape, network and foster partnerships and collaborations with the Malaysia ecosystem partners.

Key Objectives

- **Strategic Preparation:** Obtain insights on the tax and legal requirements, as well as the Malaysian Government support for Singapore retailers entering Johor Bahru.
- **Understanding the Johor Bahru Retail Landscape:** Learn insights on the consumer demographics and behaviours, understand the opportunities and challenges of entering the Johor Bahru retail scene.
- **Collaboration at the Frontend and Backend:** Understand the ecosystem support services available for expansion into Johor Bahru and develop relationship with Malaysian retail community to enhance communication and collaboration between Singapore retailers and Malaysian retail ecosystem partners.

Intended Outcomes

- Forged partnerships for business in Johor Bahru, including physical/digital landing, franchising, licensing, joint ventures, distribution contracts and warehousing.

Target Audience

- Senior Management and Leadership Team from Singapore retail companies who are keen to expand into Johor Bahru to capture the Singapore and Malaysian consumers.
- Singapore stakeholders, e.g. Trade Association and Chambers and government agencies, who are interested to understand the opportunities and challenges faced by the Singapore retail industry with the Johor Bahru – Singapore RTS Link.

Programme Details

- Day: Wednesday, 23 April 2025
- Time: 7.15am to 9.30pm
- Pick-up and Dropoff Point: The Adelphi Lobby, 1 Coleman St, Singapore 179803
- Dress code: Business casual with comfortable shoes
- **Early Bird Programme Fee for Sign-Ups by Friday, 4 April 2025: \$180 per participant (subject to prevailing GST)**

Standard Programme Fee: \$198 per participant (subject to prevailing GST)

*The programme fee includes return coach transfer, coach group insurance, lunch, afternoon tea break and dinner.

For more information on the programme, you may contact:

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About Singapore Retailers Association

The Singapore Retailers Association (SRA) is a not-for-profit organization dedicated to representing and advancing the interests of the retail industry in Singapore. Established in 1977, SRA provides a platform for retailers to collaborate, innovate, and thrive in a dynamic and competitive landscape. For more information, visit <https://www.sra.org.sg>.

Programme Flow

Time	Event	Remarks
6.45am	Registration	
7.15am	Bus will leave The Adelphi for JB promptly at 7.15am	We apologise that latecomers will unfortunately not be entertained, and there will be no refund of programme fees.
8.00am	Reach customs	
8.45am	Clear customs	
9.30am	Workshop <ul style="list-style-type: none"> - Navigating Tax & Investment for Johor Expansion - Sustainability in Logistics & Retail - Industrial Property & Site Selection - Legal & Regulatory Essentials - Banking & Trade Finance Solutions - Government Incentives & Business Support 	SRA will join participants from the Singapore Logistics Association (SLA) for a workshop.
11.35pm	Networking Lunch	
1.00pm	Depart for INFINITY8 JBCC – Menara Jland	
1.30pm	Tour of INFINITY8 and SKYSCAPE @ Menara Jland	Participants can visit INFINITY8 to experience the vibrant Johor business ecosystem. The tour will offer views from Menara Jland with insightful overview of the ongoing RTS progress and its impact on regional connectivity.
2.00pm	Sharing on SRA's Support for Singapore Retailers	
2.15pm	Sharing on SBF's Support for Singapore Retailers Expanding into JB <ul style="list-style-type: none"> - <i>Tan Teck Lee, Country Head (Thailand, Malaysia & Philippines) of Singapore Business Federation</i> 	
2.45pm	Break	
3.00pm	Sharing by INFINITY8 – Your One-Stop Corporate Solutions for Business Growth in Malaysia <ul style="list-style-type: none"> - <i>Lee Sheah Liang, Co-founder and CEO of INFINITY8</i> 	This session will highlight the strategic benefits of optimising operations, leveraging Malaysia's human capital, and how INFINITY8's HR services support can help drive business growth and ensure rapid market entry.
3.30pm	Sharing by Knight Frank - Retail Space Rent Trends and Research Findings <ul style="list-style-type: none"> - <i>Hazlee Shah Shukor, Manager – Occupier Strategy & Solutions</i> 	Presentation and sharing from market intelligence (psf rent for retail spaces) and the future

		projections / insights from their research team.
4.15pm	Sharing by KOMTAR JBCC – Reviving KOMTAR JBCC: Unlocking Business Potential Through RTS Connectivity and CBD Regeneration - <i>Mohd Irwan Zulkefil, Head of Commercial and Malls, DASB Property Management Sdn Bhd</i>	This session will offer potential retailers with a firsthand understanding of consumer shopping behaviour, available retail spaces, mall features, leasing information, sales conversion and mall support for expansion into Johor Bahru.
4.30pm	Break	
5.00pm	Panel Discussion - Seizing the Johor-Singapore SEZ Advantage: Market Insights and Opportunities for Retailers Expanding into Malaysia - <i>Dr Michael Ang, Managing Director, HHMK</i> - <i>Joseph Ang, Regional Senior Manager, Little Humans Pte Ltd (Mothercare)</i> - <i>Vincent Wong, Chief Executive Officer & Marketing Director, YFS Corporate (M) Sdn Bhd</i> <i>Moderated by Datuk Seri Prof. Sean Rozario</i>	This session will provide valuable market insights, highlight emerging opportunities, and discuss how retailers can leverage the geographical benefits for seamless cross-border operations and growth in the Malaysia market.
5.45pm	Depart for Sunway Big Box Retail Park	
6.15pm	Networking Dinner	
7.30pm	Bus will depart for Singapore promptly at 7.30pm	
9.30pm	Arrive in Singapore	

Terms & Conditions of Participation

The following terms and conditions together with the registration form (“Registration Form”) shall form the basis of the contract between you (“Participant”) and the Singapore Retailers Association (“SRA”) with respect to the exploration trip described in the Registration Form.

1. Participation & Programme Fee

- (a) Full payment of the programme fee stated in the Registration Form (“Fee”) and a duly completed Registration Form are required to confirm the Participant’s participation in the exploration trip. Details on what the Fee covers will be communicated separately in the trip briefing or relevant materials provided by SRA.
- (b) The Participant acknowledges that the Fee is non-refundable, subject to Clauses 1(d), 2(c), 2(e) and 4(b) below. The Participant further acknowledge that the full Fee is applicable regardless of the duration which the Participant will be with the exploration trip.
- (c) The Participant notes that his/her submission of the Fee and the Registration Form does not constitute a confirmation of participation in the exploration trip, which is subject to acceptance by SRA. SRA reserves the right to accept or reject the Participant’s registration, and is not obliged to provide reasons for non-acceptance.
- (d) In the event SRA rejects the Participant’s registration, the Fee shall be refunded to the Participant.
- (e) Participants are responsible for covering any personal expenses not included in the Programme Fee. This includes, but is not limited to, personal meal and transportation outside of the official itinerary, visa fees, communication costs, and other incidental charges incurred during the exploration trip.
- (f) If a Participant is unable to attend, the Participant may request a substitution of person to attend the exploration trip, subject to SRA’s approval. Any substitution request must be submitted within a reasonable timeframe before the exploration trip, as determined by SRA. SRA reserves the right to reject substitution requests. The Participant shall be responsible for the payment of any additional costs and expenses arising out of or in relation to the substitution.

2. Disclaimers

- (a) Each Participant participates in the exploration trip voluntarily and at his/her own risk. SRA assumes no responsibility and shall have no liability to the Participant, nor shall any Participant have any claims against SRA or any of its Council Members, employees and/or agents, for any death, personal injury, property damage, accident, delays, inconveniences, change(s) in itinerary or accommodation, or any consequence due to force majeure, which the Participant may suffer or which may occur during or in connection with or as a consequence of the exploration trip, including but not limited to:
 - i. Wrongful, negligent, or arbitrary act or omission on the part of any person or third party or others not under direct control of SRA;
 - ii. Acts of God, fire, acts of government or other authorities, wars, acts of terrorism, civil

- disturbances, riots, strikes, thefts, pilferage, epidemics, quarantines or dangers incident to the sea, land or air; and
- iii. All risks which arise from participation of the Participant in all activities in the exploration trip.
- (b) SRA reserves the right to cancel the exploration trip, should it assess that:
- i. There are insufficient Participants for the exploration trip;
 - ii. The organising partner(s) cancels the visits;
 - iii. The destination is considered at risk (e.g. risk of epidemic); and
 - iv. Other risks that, in SRA's sole opinion, present a significant threat for the delegation.
- (c) In the event of a cancellation of the exploration trip by SRA in accordance with Clause 2(b) above, SRA will refund in full the Fee received from the Participant in lieu of its intended participation.
- (d) SRA shall not be liable for any additional costs incurred by Participants due to cancellations, including but not limited to personal travel arrangements, visa fees, accommodation outside of official trip dates, or any other associated expenses.
- (e) Participants are expected to conduct themselves in a professional and respectful manner throughout the exploration trip. SRA reserves the right to revoke or cancel a Participant's participation without refund by written notice of intent to the Participant if the Participant's behaviour is deemed inappropriate, disruptive, or in violation of local laws or SRA policies.

3. Travel Insurance & Data Protection

- (a) Participants are strongly encouraged to obtain their own comprehensive travel insurance covering trip cancellations, medical expenses, and personal liability. SRA does not provide insurance coverage for Participants.
- (b) Participants are responsible for ensuring they possess the necessary visas and travel documents required for entry into the trip destination. SRA shall not be responsible for any denial of entry or additional costs incurred due to incomplete travel documentation.
- (c) SRA will collect and process Participants' personal data solely for the purpose of administering the exploration trip and in accordance with applicable data protection laws.
- (d) Participants consent to SRA capturing photos and videos during the exploration trip for promotional use. If any Participant objects to being photographed or recorded, they must inform SRA in writing before the trip commences.

4. General

- (a) SRA does not expressly or impliedly warrant that the exploration trip will fulfil the Participant's expectations or objectives.
- (b) SRA reserves the right to revoke or cancel the Participant's participation at the exploration trip at any time upon written notice of intent to the Participant in accordance with Clause 2(e) above. Upon such cancellation, SRA may at its sole discretion return to the Participant the

Fee or part thereof, less any expenses already incurred by SRA on the Participant's behalf or in anticipation of its participation in the exploration trip.

- (c) SRA shall, in no event, be liable for any damage or loss (including but not limited to the loss of profits) suffered by the Participant upon any cancellation under Clause 2(b) or 2(e) above.