



EMBARGOED FOR RELEASE ON 23 JULY 2020 AFTER 12PM

eGSS: Shop.Win.Experience A Unified Marketing Platform to Drive Local Consumption

SINGAPORE, 23 July 2020 – Singapore’s best loved national sales event ‘Great Singapore Sale’ returns by popular demand from 9 September to 10 October 2020 to deliver a “new norm” shopping experience – online retail with virtual activities.

Themed “*eGSS: Shop. Win. Experience*”, this is a unified marketing effort designed to help accelerate retailers in their digitalisation journey especially in eCommerce, drive local consumption and offer shoppers a diverse and holistic shopping experience *online and offline*. It is also one of the key events in Singapore Tourism Board’s nine-month long SingapoRediscovered campaign, which encourages locals to discover a different side of Singapore through hidden gems, as well as value-for-money experiences and promotions, announced by Minister for Trade and Industry Chan Chun Sing yesterday.

Highlights

- Organised by Singapore Retailers Association (SRA) in collaboration with the Association of Singapore Attractions (ASA), Singapore Furniture Industries Council (SFIC) and Textile & Fashion Federation (TaFF).
- “**SHOP**”: “**32 days of Awesome Deals**” to drive spending throughout 32 days with offers across retail, food & beverage (F&B), attractions & hotels. These deals, available in limited quantities on eGSS GoSpree, will be different every day of the week to whet shoppers’ appetites.
- “**WIN**”: “**BAG IT UP**”, an interactive game on GoSpree where players stand to win prizes worth over \$150,000, enabling retailers to win new customers online and offline.

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- **“EXPERIENCE”**: Shoppers on GoSpree can leverage on digital tools like Virtual Reality (VR) and Augmented Reality (AR) to view retailers’ products and connect with brands as part of an immersive experience, before they make a purchase. Shoppers can also take part in virtual workshops and participate in virtual events to enhance their shopping experience, all without having to leave the comfort of their home.
- **eGSS Lifestyle eCatalogue**: Four editions of a lifestyle ‘eGSS eCatalogue’ will be produced to cater to the different shoppers’ profile. When shoppers ‘mouse’ over the featured products, they can choose to be directed to either retailers’ eCommerce sites and/or eMarketplace to make a purchase, or download promo codes for purchase later – online or offline.
- **Live Streaming**: Engage in ‘Live Streaming’ on Facebook Live by popular influencers for lively discussions on the brands and services as well as purchase selected items on limited edition “at a steal”.
- **Combining back-of-house and online content**: ASA members will offer a range of promotions, from special back-of-house experiences to family passes to provide Singapore families options to rediscover Singapore. It will also be connecting audiences with its online content through the eGSS GoSpree platform.
- **‘The Furniture Centrum’**: SFIC’s Immersive virtual furniture showrooms beckons! The Furniture Centrum welcomes shoppers to visit and experience furniture lifestyle brands right in the comfort of their own home. One can shop at their leisure and discover over hundreds of designs and products available at the Furniture Centrum. They can also look out for great deals and promotions by participating brands that shoppers can find while in the virtual shop, on this platform, an industry first.
- **Digital Lookbook**: Create engaging look-book content highlighting fashion and other lifestyle products, services and experiences and allowing shoppers to purchase them easily on one single e-commerce platform OneOrchard.Store.
- **Platinum eMall Partner**: Frasers Property Retail is eGSS’s partner who will support the various campaign initiatives across 15 malls and also extend preferential rates to SRA members when they onboard Frasers e-Store when it is launched.

Mr R Dhinakaran, President SRA said, “This year’s strategic direction of eGSS 2020 takes into account the circumstances in which the retail industry is operating in. Amid the pandemic, agility and adaptability are key drivers and this drove SRA to organise eGSS: Shop.Win.Experience as a means to provide retailers, F&B and tourism operators a unified marketing platform to drive local consumption and help accelerate digitalisation as a channel to engage our millennial customers and win new shoppers”.

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“Even pre-COVID-19, many retailers have gotten onto digital platforms and leveraged digital marketing to augment existing physical sales channels and to stay engaged with digitally-savvy customers. This year’s eGSS will help multiply these efforts, as retailers continue their digitalisation journey and acquire new capabilities to stay agile and relevant during this period” said Mr Alan Yeo, Director, Retail & Design, Enterprise Singapore

Ms Ranita Sundra, Retail and Dining Director, Singapore Tourism Board, said: “This is a challenging period for the retail scene, and we hope shoppers can come forward to support our local businesses. As an important part of SingapoRediscovers, this virtual edition of the GSS will also offer an innovative and differentiated retail experience that reflects how consumer behaviour is changing. We encourage more retailers to rethink their customer experiences in a similar way.”

ASA Chairman Dr Kevin Cheong said, “This is the first time visitor attractions in Singapore is working with the retail fraternity to make it especially special for Singapore families and residents. Our aim is to keep top-of-mind with Singapore residents, remind them that visitor attractions in Singapore are safe and great places to unwind and reconnect with families and friends, and, we need their support to stay in the game.”

SFIC President Mr Mark Yong said, “Helping our industry digitalise has been a big part of our overall plan in recent years even before Covid-19. With more consumers going online to make their furniture and furnishings purchases, we have been encouraging and guiding members to take advantage of digital tools and platforms to market their products and services. As a partner association for the newly revamped e-GSS, our digital aspirations are aligned and we are happy to present “The Furniture Centrum”, a digital and experiential furniture mini mall which allows visitors to make purchases as well as interact with the various brands through gamification and other presentations,” he said.

TaFF President Mr Wilson Teo said: “With the launch of our new e-commerce platform, OneOrchard.store and TaFF being appointed as the new operator for Design Orchard Retail Showcase, there are plenty of opportunities for us to aggregate and present the Singapore-based brands. It is imperative for us to work with other associations such as the Singapore Retailers Association to present key events such as eGSS together. We hope to take the opportunity to highlight Design Orchard and we look forward to engaging shoppers collectively with content and presenting an integrated on-offline shopping experience,” he said.

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About Singapore Retailers Association (SRA)

Singapore Retailers Association (SRA) was originally founded as the Singapore Retail Merchants Association by 10 leading retailers in 1977. Today, it is the respected and collective voice of the industry and work closely with members and government agencies to advance the interests of the retail industry via insights, education and strategic collaborations. Our membership of over 360 members comprise 60% SMEs and major retail players across the different trade categories from Fashion & Accessories, Furniture and Furnishings, Electrical & Electronics, Watch & Accessories, Beauty & Wellness, Telecommunications, Specialty and Food Retail, Department Stores and Supermarket/Convenience Stores operating out of over 3,500 stores locally. SRA's year round activities ranging from conferences and seminars, study missions, networking events for members, industry awards and recognition schemes, sales driven industry events as well as a dedicated SRA Academy for training and upskilling are aimed at enhancing business growth and talent resource.

About Association of Singapore Attractions (ASA)

Founded in 1992, Association of Singapore Attractions (ASA) is a key representative body for the attractions industry in Singapore. It provides a forum for collaboration and knowledge exchange on emerging market trends and best practices among member companies, local and international tourist-related organisations, as well as government bodies. ASA also conduct joint promotional & public relations programmes to enhance members' presence in the industry. The composition of its membership of over 60 reflects the diversity of Singapore's attractions - adventure and rides, culture and history; edutainment; lifestyle, nature and parks.

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About Singapore Furniture Industries Council (SFIC)

Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore's furniture and furnishings industry. Its membership comprises furniture manufacturers, interior fit-out specialists, retailers, designers, as well as furnishings and materials suppliers. The council represents 95% of established furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in various countries across the region, including China, Indonesia, Malaysia, Myanmar, Thailand, and Vietnam.

About Textile and Fashion Federation (TaFF)

TaFF (Textile and Fashion Federation) is the official association for the textile and fashion industry in Singapore, and plays an active role in supporting and developing the industry by positioning Singapore as an innovative fashion hub with a focus in Technology & Innovation; Sustainability; and Asian Craftsmanship. TaFF champions programmes which build capabilities, expand Singapore's fashion and textile businesses internationally, and promote environmentally-friendly business practices. We aim to bolster the growth of local fashion designers and retailers and advocate the importance of raising the visibility of homegrown brands both locally and all around the globe. Its range of programmes includes local and international go-to-market opportunities, resources for brand growth and business development, community events and conferences, educational talks, seminars and masterclasses, and mentorship, guidance and consultation on a range of important industry-related topics.

TaFF works in close partnership with government bodies such as Enterprise Singapore, Singapore Tourism Board, Design Singapore, JTC, MCCY, as well as with foreign embassies and other trade associations and organisations, to place the local fashion industry at the forefront of policy and opportunity. TaFF is a member of the Asia Fashion Federation and the ASEAN Federation of Textiles Industries.

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