

## Enjoy “Golden Moments” at Singapore Golden Week 2016 - An All-New Lifestyle Event Starting 30 September

*Organised by the Singapore Retailers Association with UnionPay as the Official Card, UnionPay Cardholders can look forward to golden retail privileges, sure-win rewards and pampering experiences from 30 September to 16 October*

**SINGAPORE, 22 September 2016** – Come 30 September, Singapore Retailers Association (SRA) will launch **Singapore Golden Week (SGW) 2016** – a brand new lifestyle event to be held over three weekends from 30 September to 16 October, with global payment network UnionPay as the Official Card. With the aim of heightening the appeal of Singapore as a choice lifestyle destination for locals and tourists, the inaugural SGW 2016 will feature a suite of golden retail privileges, sure-win rewards and pampering experiences for consumers to indulge in.

### **GOLDEN “RETAIL” PRIVILEGES**

Over 200 participating outlets across retail, food and beverage (F&B), beauty and wellness, as well as hotels and attractions categories among others, will be giving UnionPay Cardholders more reasons to spend with exclusive “**Golden Retail Privileges**” at SGW 2016.

Cardholders can enjoy exclusive discounts as well as gifts with purchase when they shop at participating merchants with their UnionPay cards at SGW 2016. Popular participating merchants include department stores Isetan Scotts, Metro and Robinsons; clothing labels Dockers, Dorothy Perkins, Karen Millen, Levi’s, T.M.Lewin, Topshop, Topman, Warehouse; local attraction Alive Museum and many more.

*(For the full list of participating merchants till date, please refer to Annex A.)*

### **GOLDEN “SURE-WIN” REWARDS**

**SINGAPORE 新加坡黄金周 GOLDEN WEEK 2016** | **UnionPay** 银联 Official Card

# GOLDEN REWARDS

**OVER \$10,000 WORTH OF VOUCHERS AND PRIZES TO BE WON!**

During SGW 2016, Cardholders who make a minimum purchase of S\$50\* with their UnionPay card anywhere in Singapore can take part in the “**Golden Sure-Win Rewards**” game located at ION Orchard’s Level 1 Atrium. In addition, shoppers who make purchases within ION Orchard can enjoy double chances of winning. Shoppers who spend \$688 and above at selected Premier Tax Free merchants are entitled to a free limousine ride\*. With over S\$10,000 worth of shopping vouchers and prizes up for grabs in the “**Golden Sure-Win Rewards**” game, everyone can be a winner at SGW 2016!

## GOLDEN “PAMPERING” EXPERIENCES AT THE UNIONPAY GOLDEN LOUNGE



In addition to the golden retail privileges and sure-win rewards, SGW 2016 promises pampering experiences for all locals and tourists, including non UnionPay Cardholders. Simply pop by the exclusive UnionPay “**Golden Pampering Lounge**” located at ION Orchard’s Level 1 Atrium, to enjoy a fresh cup of gourmet coffee, free flow gourmet cookies and take a break from the busy downtown shopping environment.

UnionPay Cardholders can also present their UnionPay card to gain access to the exclusive VIP area, decked out with OSIM massage chairs for an even more luxurious experience. Plus, Cardholders can enjoy a special cup of gourmet “Gold Brew” coffee sprinkled with edible gold dust for the additional gold rush. With mobile charging ports available for the power-hungry and some of Singapore’s favourite brands and foods on show, there will not be a single dull moment at the “**Golden Pampering Lounge**”.

“UnionPay is delighted to be named as the Official Card for Singapore Golden Week 2016. As a brand new lifestyle event to be held over three weekends in September and October, we hope that this will light up the local retail scene, and offer new lifestyle experiences for both local and overseas UnionPay Cardholders to enjoy. And as we continue to build on the momentum to provide better products and services for consumers here in Singapore, we also hope to be able to, at the same time, bring fresh experiences, more choices and excitement to everyone,” said Mr. Wenhui Yang, General Manager of UnionPay International Southeast Asia.

“Singapore Retailers Association is pleased to partner UnionPay again to bring consumers yet another event to look forward to and a new golden opportunity for the industry to leverage on. With a base of over 5.4 billion UnionPay Cards issued worldwide, Singapore

Golden Week aims to create a new opportunity for retailers to drive spending among the overseas UnionPay Cardholders who will be here, as well as UnionPay Cardholders in Singapore. We are excited about the new business opportunities that SGW presents and the benefits that our partnership with UnionPay can potentially bring to participating merchants,” said Mr. Anthony Gan, Executive Director, Singapore Retailers Association.

“ION Orchard is a favourite mall among locals and Chinese tourists and is the ideal location for UnionPay’s first Singapore Golden Week campaign. We are especially delighted to be the official mall that houses UnionPay’s Golden Pampering Lounge for their campaign for all redemptions. The central location along Orchard Road will certainly make shopping more convenient - and for purchases made at ION Orchard, shoppers will enjoy double chances when playing the ‘Golden Sure-Win Rewards’ game at the lounge, making it a truly rewarding shopping experience,” said Mr. Chris Chong, CEO Orchard Turn Developments.

UnionPay International focuses on supporting the growth of UnionPay’s global payments business. With an acceptance footprint covering 160 countries and regions globally, UnionPay serves the world’s largest cardholder base by providing quality, cost-effective and secure payment services to over 5.4 billion Cardholders worldwide.

In Singapore, UnionPay enables efficient and cost-effective payment services that are tailored to the needs of local businesses and consumers. UnionPay cards are issued by Bank of China (BOC), DBS Bank (DBS), Industrial and Commercial Bank of China (ICBC) and United Overseas Bank (UOB) in Singapore, and are accepted at over 80 percent of retail, lifestyle and food and beverage establishments locally, as well as at almost all automated teller machines (ATMs) across the island.

For more information on Singapore Golden Week, visit [www.singaporegoldenweek.com.sg](http://www.singaporegoldenweek.com.sg) and follow Singapore Golden Week on Facebook. For more information on UnionPay International, visit <http://www.unionpayintl.com/>.

\*Terms & Conditions apply.

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### **About UnionPay International**

UnionPay International (UPI) focuses on supporting the growth of UnionPay's global payments business. UnionPay's acceptance footprint has expanded to over 160 countries and regions, covering more than 35 million merchants and over two million ATMs worldwide. With more than 5.4 billion UnionPay cards issued in over 40 countries and regions, UnionPay serves the world's largest cardholder base by providing quality, cost effective and secure payment services, and ensuring convenient local services to a growing number of merchants. In Southeast Asia, UPI has enabled ATM, POS acceptance and card issuance across all 10 countries.

For more information about UPI, visit [www.unionpayintl.com](http://www.unionpayintl.com), follow "UnionPay International" on Facebook, Sina Weibo or WeChat, or download its official mobile application by searching for "UnionPay International" on Apple's App Store or Google's Play Store.

### **About Singapore Retailers Association**

Singapore Retailers Association (SRA) was founded in 1977 by 10 leading retailers with the following objectives:

- To improve the business standards, professionalism and productivity of retailers;
- To present retailers' interests and views to the various government authorities;
- To foster good relations among retailers, and between retailers and those who work with them;
- To be a listening post for news that is of interest to retailers; and
- To support all members, whether big or small, whatever their line of retailing.

The association has some 300 members accounting for 75% of retail sales in Singapore. SRA is now an omni-channel association, and welcomes both brick and mortar as well as online retailers as members (B2C), along with companies related to the retail sector (B2B). It is also a founding member of the Federation of Asia Pacific Retailers Associations.

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## Annex A

Category	Merchant	Participating Outlets
Food & Beverages	<b>&amp;MADE Burger Bistro L'Entrecôte Express</b>	Quayside Isle
	<b>Earle Swensen's</b>	VivoCity
	<b>Swensen's</b>	Changi Airport Terminal 2
	<b>Gin Khao</b>	Sentosa Cove One Raffles Place East Coast Parkway
	<b>The Kitchen Table</b>	W Singapore – Sentosa Cove
	<b>STREET 50 Restaurant &amp; Bar</b>	Bay Hotel Singapore
	<b>Sabio by the Sea</b>	Quayside Isle
	<b>Shutters</b>	AMARA SANCTUARY RESORTS SENTOSA - Sentosa
	<b>SKIRT</b>	W Singapore – Sentosa Cove
	<b>Som Tam</b>	Orchard Central
	<b>TWG Tea Salon &amp; Boutique</b>	ION Orchard
	<b>WOK°15 Kitchen</b>	Sentosa Cove
	<b>WOOBAR</b>	W Singapore – Sentosa Cove
Retail	<b>ALDO</b>	ION Orchard VivoCity Plaza Singapura Bugis Junction Junction 8 Westgate Paragon Parkway Parade Tampines 313@somerset Raffles City Suntec City
	<b>Anteprima</b>	Paragon
	<b>Anteprima Wirebag</b>	Paragon
	<b>APM Monaco</b>	Paragon
	<b>Bao Bao Issey Miyake</b>	ION Orchard
	<b>Baker &amp; Barbara Barry Gallery</b>	Paragon
	<b>BCBGMAXAZRIA</b>	ION Orchard Paragon
	<b>Benny's Gems Creations</b>	Orchard Delfi
	<b>Best Denki</b>	Ngee Ann City VivoCity
	<b>Bimba Y Lola</b>	ION Orchard
	<b>Braun Buffel</b>	ION Orchard
	<b>CERRUTI 1881</b>	Paragon
	<b>Chomel</b>	ION Orchard
	<b>Clarks</b>	ION Orchard Paragon JEM Suntec City
	<b>Coach</b>	Paragon
	<b>Coast London</b>	Paragon
	<b>Common Thread</b>	ION Orchard
	<b>Cortina Watch</b>	Marina Square
	<b>Crislina</b>	Marina Square
	<b>Damiani</b>	Scotts Square
<b>DENIZEN</b>	Northpoint	



	Jurong Point City Square Mall Bedok Mall Westgate Suntec City White Sands
<b>Diane von Furstenberg</b>	ION Orchard
<b>Diesel</b>	Paragon
<b>Dockers</b>	Raffles City Suntec City Plaza Singapura
<b>Dorothy Perkins</b>	Bedok Mall Causeway Point Great World City JEM Junction 8 Nex Plaza Singapura Raffles City Tampines 1
<b>Dsquared2</b>	ION Orchard
<b>Ecco</b>	ION Orchard
<b>enVie de Pois</b>	ION Orchard
<b>ETRO</b>	Paragon
<b>EVERBEST</b>	Marina Square
<b>Fox</b>	Paragon VivoCity JEM Great World City
<b>G2000</b>	Raffles City Ngee Ann City VivoCity Plaza Singapura ION Orchard
<b>G-Star RAW</b>	Paragon Capitol Piazza
<b>GEOX</b>	ION Orchard
<b>GIEVES &amp; HAWKES</b>	Paragon
<b>GOCCO</b>	Paragon
<b>i.t.</b>	Bugis Junction orchardgateway
<b>Isetan Scotts</b>	Shaw House
<b>Karen Millen</b>	ION Orchard Paragon
<b>KENT &amp; CURWEN</b>	Paragon Suntec City
<b>Krasnaya – The Watch Art Gallery</b>	ION Orchard
<b>Larry Jewelry</b>	Paragon ION Orchard
<b>Lee Hwa Jewellery</b>	Marina Square  <b>Lee Hwa Jewellery Diamond Promenade</b> ION Orchard
<b>Leica Camera</b>	ION Orchard
<b>LeSportsac</b>	ION Orchard
<b>Levi's</b>	Bugis Junction CityLink Mall ION Orchard

	Lucky Plaza Marina Square Orchard Central Plaza Singapura Suntec City VivoCity
<b>LIULI</b>	Paragon
<b>Longines</b>	Marina Square
<b>M1 Shop</b>	Paragon
<b>Marimekko</b>	Capitol Piazza
<b>MAX&amp;Co.</b>	Paragon
<b>Metro</b>	Paragon The Centrepoint
<b>Mikimoto</b>	ION Orchard
<b>Monica Vinader</b>	ION Orchard
<b>Mothercare</b>	Marina Square
<b>Mt. Sapola</b>	Bugis Junction Marina Square Tanglin Mall Great World City VivoCity Marina Bay Sands Suntec City Raffles City ION Orchard Tampines 1 Parkway Parade JEM Nex Compass One
<b>Nanyang Optical</b>	Causeway Point Clementi Mall Compass Point Heartland Mall Junction 8 United Square Jurong Point Nex Parkway Parade Thomson Plaza White Sands Eastpoint Mall OneKM  <b>Alexis</b> Ngee Ann City Paragon  <b>SPORT ON</b> Kallang Wave
<b>Nike Stores by SUTL Group</b>	Bugis Junction Orchard Gateway Paragon Shaw Centre Suntec City Ngee Ann City VivoCity Westgate
<b>Nomination Italy</b>	Marina Square

<b>Ocean Paradise</b>	Tanglin Mall Paragon
<b>Outdoor Products</b>	Capitol Piazza
<b>PRECIOUS THOTS</b>	Marina Square
<b>RABEANCO</b>	ION Orchard
<b>RAYMOND WEIL Boutique</b>	Marina Square
<b>Reebonz</b>	Suntec City Plaza Singapura
<b>Red Army Watches</b>	Millenia Walk Wisma Atria ATRIX  <b>Krasnaya – The Watch Art Gallery</b> ION Orchard
<b>Repetto</b>	ION Orchard
<b>RISIS</b>	Gardens by the Bay Takashimaya Department Store The Shoppes at Marina Bay Sands Suntec City Singapore Botanic Gardens Singapore Changi Airport Terminal 3 TANGS Orchard TANGS VivoCity
<b>Robinsons</b>	Raffles City JEM The Heeren
<b>SAMSONITE</b>	ION Orchard JEM Mandarin Gallery Marina Square One Raffles Place Parkway Parade Plaza Singapura VivoCity Tampines 1 The Seletar Mall  SAMSONITE RED VivoCity Wheelock Place  HOUSE OF SAMSONITE Suntec City Jurong Point Wisma Atria  AMERICAN TOURISTER Marina Square  LIPAULT VivoCity  SAMSONITE FACTORY OUTLET Changi City Point IMM
<b>SENNHEISER</b>	Marina Square
<b>Steinway Gallery Singapore</b>	Palais Renaissance
<b>T GALLERIA SINGAPORE, BY DFS</b>	25 Scotts Road



	<b>T.M.Lewin</b>	ION Orchard Orchard Central VivoCity Raffles City Suntec City
	<b>Taka Jewellery</b>	Century Square ION Orchard IMM Jurong Point Tiong Bahru Plaza
	<b>The Naturally Better Company</b>	Millenia Walk
	<b>THE PLANET TRAVELLER</b>	Marina Square Paragon Changi Airport Terminal 3
	<b>Timberland</b>	Paragon ION Orchard
	<b>TISSOT</b>	Marina Square
	<b>Topman</b>	ION Orchard Raffles City VivoCity JEM Tampines 1 Bugis Junction
	<b>Topshop</b>	ION Orchard Raffles City VivoCity JEM Tampines 1 Bugis Junction
	<b>Vacheron Constantin</b>	ION Orchard
	<b>Warehouse</b>	ION Orchard Raffles City VivoCity Great World City Paragon
	<b>Yue Hwa Chinese Products</b>	70 Eu Tong Sen Street Jurong Point Heartland Mall Eastpoint Mall
	<b>Yves Saint Laurent Beauty</b>	ION Orchard
<b>Beauty &amp; Wellness</b>	<b>AMARA SANCTUARY RESORTS SENTOSA</b>	Sentosa
	<b>Beauty.Mums &amp; Babies</b>	Paragon Seletar Mall
	<b>Belif</b>	ION Orchard
	<b>Chanel</b>	ION Orchard
	<b>ERGOWORKS</b>	Marina Square The Centrepoint Causeway Point
	<b>Estee Lauder</b>	ION Orchard
	<b>Fresh</b>	ION Orchard
	<b>Holland &amp; Barrett</b>	313@somerset CityLink Mall Raffles City VivoCity
	<b>KENKO WELLNESS</b>	Singapore Flyer Marina Bay Sands 313@somerset Tanglin Shopping Centre

		Chinatown Point VivoCity Esplanade Mall Marina Square 199 South Bridge Road
	<b>KGLOW SKINLAB</b>	Millenia Walk
	<b>L'OCCITANE</b>	ION Orchard
	<b>Origins</b>	ION Orchard
	<b>Phiten</b>	Marina Square
	<b>Privé Aesthetics</b>	Palais Renaissance Nex
	<b>Shu Uemura</b>	ION Orchard
	<b>The Body Shop</b>	ION Orchard
	<b>VITAKIDS</b>	Marina Square
	<b>Watsons</b>	All stores (except airport stores)
<b>Hotels &amp; Attractions</b>	<b>Alive Museum Singapore</b>	Suntec City
	<b>Concorde Hotel Singapore</b>	100 Orchard Road