

**Embargoed Until After the Presentation of the SRA Retail Awards 2016  
on 21 September 2016 at 7.55 pm**

21 September 2016

**SINGAPORE RETAILERS ASSOCIATION HONOURS SINGAPORE'S BEST RETAILERS WITH THE COVETED SRA RETAIL AWARDS 2016**

Six of Singapore's best retailers were honoured tonight by the Singapore Retailers Association (SRA) for the outstanding impact they have each made on the retail scene in Singapore through innovation, creativity and retail excellence. They were this year's winners of the coveted SRA Retail Awards, which were presented by the Association for the 17<sup>th</sup> year running, to the industry's crème de la crème for adding new and exciting dimensions to retail and taking the industry to new heights.

More than 650 retailers and industry associates turned up at the SRA Ball 2016 to witness the announcement of the results and the presentation of the Awards at Raffles City Convention Centre this evening.

Supported by SPRING Singapore and the Singapore Tourism Board, the Awards were presented by Guest-of-Honour, Dr Koh Poh Koon, Minister of State for Trade & Industry, and Mr R. Dhinakaran, President of SRA.

The winners of the SRA Retail Awards 2016, who emerged tops out of some 40 contenders, are:

**BEST NEW ENTRANT OF THE YEAR**

**Warehouse Club @ Joo Koon Circle**

Spread over 80,000 sq ft, Warehouse Club (WHC) offers a new and exciting experience - shoppers can buy in bulk to enjoy greater savings, and also shop for quality products from well-known global brands not available elsewhere in Singapore. Displaying and merchandising its stocks by pallets and cartons, WHC provides a spacious and shopper-friendly warehouse shopping experience, while its walk-in chiller and central storage freezer offer the unique experience of buying fresh and frozen products in a cold room environment. Food sampling and fun-filled activities keep shoppers engaged and entertained. Popular with locals and expatriates alike, many have organised group visits and used WHC as a destination for social gatherings and community bonding. This new warehouse retail format has introduced an alternative shopping experience and added to the vibrancy of the retail sector.

**BEST RETAIL CONCEPT OF THE YEAR**

**DFS Wines & Spirits Duplex @ Changi Airport Terminal 3**

Spanning 11,400 sq ft across two floors, the DFS Wines and Spirits Duplex provides a stimulating, adventurous and delightful retail experience. Shoppers are immediately wowed by the double-height atrium with 998 bottles on display - a befitting entrance for the Duplex which carries one of the largest range of spirits, wines and tobacco brands in the region. Designed to inspire travellers to linger, explore and discover what it has to offer, passengers can sample cocktails including the legendary Singapore Sling at The Long Bar by Raffles, enjoy exclusive tastings and bottle-signing events, and learn about the brand heritage and sample the finest products at the nine branded boutiques. With its forward-thinking design, extensive product offerings and immersive experience, DFS has

outdone itself with this innovative concept which has transformed the retail landscape and elevated the customer experience.

#### **BEST RETAIL EVENT OF THE YEAR**

##### **“Star Wars at Changi Airport” by Changi Airport Group (S) Pte Ltd**

Star Wars at Changi Airport was exciting in its execution, and unparalleled in scale. Apart from a Star Wars-themed shopping promotion, online contest and exclusive merchandise giveaways, Changi Airport put up a concerted effort to thrill shoppers through a series of exciting Star Wars-related activations and an immaculate display of realism. Fans could walk alongside Stormtroopers and Starfighter pilots, don Star Wars costumes and sit in the cockpit of an X-wing fighter, take photos with Star Wars characters, and even learn popular Star Wars phrases at the C-3PO language centre. The series of well thought-through activations created an immersive intergalactic experience, drew huge crowds, increased retail sales, amassed over \$1.05 million worth of media coverage, was a social media sensation, and successfully placed Singapore and Changi Airport at the forefront of the international retail scene.

#### **BEST EFFORTS IN CORPORATE SOCIAL RESPONSIBILITY**

##### **Dairy Farm Singapore**

Since the inception of the Dairy Farm Cares initiative in 2010, Dairy Farm Singapore has continuously reinforced the spirit of Community Bonding, Environmental Conservation and Caring for the Less Fortunate. To further drive the CSR spirit, the Group engaged different generations of Singaporeans including needy families to celebrate SG50 through a string of activities which promoted communal harmony, and caring for each other and the environment, while celebrating Singapore’s heritage and setting new records as a community. Together with its business partners, it also sponsored \$50,000 worth of groceries to 1,000 beneficiaries, and raised over \$400,000 through a charity event and donation boxes placed at its stores islandwide. Dairy Farm’s continued commitment to its Dairy Farm Cares initiative has touched many lives, won regional recognition, and is once again the deserving winner of SRA’s Best Efforts in Corporate Social Responsibility.

#### **MANAGER OF THE YEAR**

##### **Mr Mah Choon Meng, Retail Associate Director, Singtel**

Having worked his way up from Assistant Sales Trainee to Retail Associate Director, Choon Meng has cultivated a high level of respect from his team of 333 staff and constantly uses his vast experience to drive positive changes at Singtel. A creative leader with a passion for improving sales and operational performance, he has led his team successfully through the transformation of Singtel shops, ensured the seamless introduction of the Sales Man App which enabled his staff to better serve customers, shortened customers’ waiting time through the E-appointment system, and upgraded the skillset of his retail team. As a result, Singtel had the 3<sup>rd</sup> largest contingent of award winners at the Excellent Service Awards 2015 under his leadership, and he continues to deliver stellar sales growth and profitability for Singtel which won him the Best Sales Director for FY2014/2015.

## **YOUNG EXECUTIVE OF THE YEAR**

### **Mr Chew Wei Kean, Senior Pharmacist, Watsons**

Wei Kean rose from a Pre-Registration Pharmacist to Senior Pharmacist in just 2.5 years. Creative, passionate and resourceful, he is not only committed to being a top-notch pharmacist, but also constantly goes the extra mile to exceed customers' expectations and improve operational efficiencies at Watsons. Through his own initiative, he used his self-acquired IT knowledge to improve communication and productivity by developing several web-based tools including WePharm which gives the stores immediate access to all medications available in Singapore. He also shared his knowledge at a national seminar, and is now involved in drafting Telepharmacy Guides for the Pharmaceutical Society of Singapore. His commitment to improving information access for the benefit of all, makes him a role model to his peers, and a great asset to Watsons' retail business and the pharmaceutical industry in Singapore.

## **About the SRA Retail Awards**

Launched by the Singapore Retailers Association in 2000, the SRA Retail Awards are presented annually to the industry's best in honour of the impact they have each made on the retail scene in Singapore.

Supported by SPRING Singapore and the Singapore Tourism Board, the annual SRA Retail Awards seek to raise the standards, profile and image of the retail industry in Singapore by promoting innovation, creativity and retail excellence, so as to constantly add new and exciting dimensions to retail and take the industry to new heights.

All the winners of the SRA Retail Awards 2016 were presented with a trophy each. In addition, the winners of the 'Manager of the Year' and 'Young Executive of the Year' also received a \$4,000 educational reward from the SRA, while the finalists received a \$500 reward each. The rewards are part of the SRA Membership Rewards Programme, introduced in 2002 to recognise, reward and upgrade deserving individuals within SRA member companies.

## **SRA Shopping Centre Awards & National Retail Scholarships**

As part of SRA's annual industry recognition efforts, SRA also paid tribute to the winners of the SRA Shopping Centre Awards 2016 and recipients of the National Retail Scholarships at the SRA Ball 2016.

Please see Annex for details.

**Issued by the Singapore Retailers Association. For more information, please contact Mr Anthony Gan, Executive Director, at Tel: 6334 5223 or Email: [info@sra.org.sg](mailto:info@sra.org.sg).**

## Annex

### **SRA SHOPPING CENTRE AWARDS 2016**

Launched by the Singapore Retailers Association in 2004, the annual SRA Shopping Centre Awards pay tribute to the shopping centres that score the highest average ratings relative to the number of votes cast by their tenants who are SRA members, in the annual SRA Shopping Centre Scorecard.

The SRA Shopping Centre Awards 2016 were presented at the SRA Ball 2016 to:

- nex - For outstanding efforts in Advertising & Promotions
- ION Orchard – For outstanding efforts in Centre Management

### **NATIONAL RETAIL SCHOLARSHIPS (MASTERS) 2015**

The National Retail Scholarships were first introduced in 2007.

Tranche 1 of the National Retail Scholarships (2007 - 2011) was a joint-initiative by the Singapore Retailers Association (SRA), SPRING Singapore and the Singapore Workforce Development Agency (WDA) to professionalise the retail workforce, raise retail standards and maximise career opportunities for Singaporeans in the retail industry.

From 2007 to 2011, a total of 78 scholarships were awarded under the National Retail Scholarships, comprising 23 scholarships for the Diploma in Retail Management, 37 scholarships for the Bachelor of Arts (Honours) Degree in Retail Marketing, and 18 scholarships for the MBA in Retailing. The Undergraduate and MBA degrees were conferred by the University of Stirling, UK, while the Diploma was awarded by The Retail Academy of Singapore and validated by the Institute of Retail Studies, University of Stirling, UK.

Tranche 2 of the National Retail Scholarships (2012 - 2015) saw SRA and SPRING Singapore continuing the legacy of profiling retail as a career of choice, retaining key talents for the sector as well as raising the level of professionalism and image of the industry by grooming future industry captains through the National Retail Scholarships (Masters) Programme for the MBA / Masters in Retailing.

The National Retail Scholarship (Masters) Programme was offered to middle and senior managers who strive for greater responsibilities and bigger roles, who have shown a soundness of character and the potential to lead, and who possess an unwavering dedication to impact the retail industry.

A total of 27 Masters scholarships were offered over a four-year period from 2012 to 2015.

For 2015, six retail professionals were awarded the National Retail Scholarships (Masters) Programme. The scholarships for the Masters in Retailing were presented by SRA and SPRING Singapore at the SRA Ball 2016.

The six scholarship recipients will go through the Masters programme facilitated by The Retail Academy of Singapore (TRAS).

The National Retail Scholarships 2015 recipients are:

- Mr Denesh Kumar Sreetharam, Operations Manager, Cold Storage Singapore (1983) Pte Ltd
- Ms Tan Wei Lin Adelene, Director, Craftmark (Singapore) Pte Ltd
- Mr Tng Say Hian (Victor), Head, Learning & Development (HR Department), Dairy Farm Singapore
- Mr Chua Kim Leng Mervyn, General Manager, Retail Operations, M1 Limited
- Mr Gabriel Tan Tian Lok, Managing Director, Tintin Singapore Pte Ltd
- Ms Goh Shiar Yin (Sharene), Cluster Pharmacy Manager, Watson's Personal Care Stores Pte Ltd