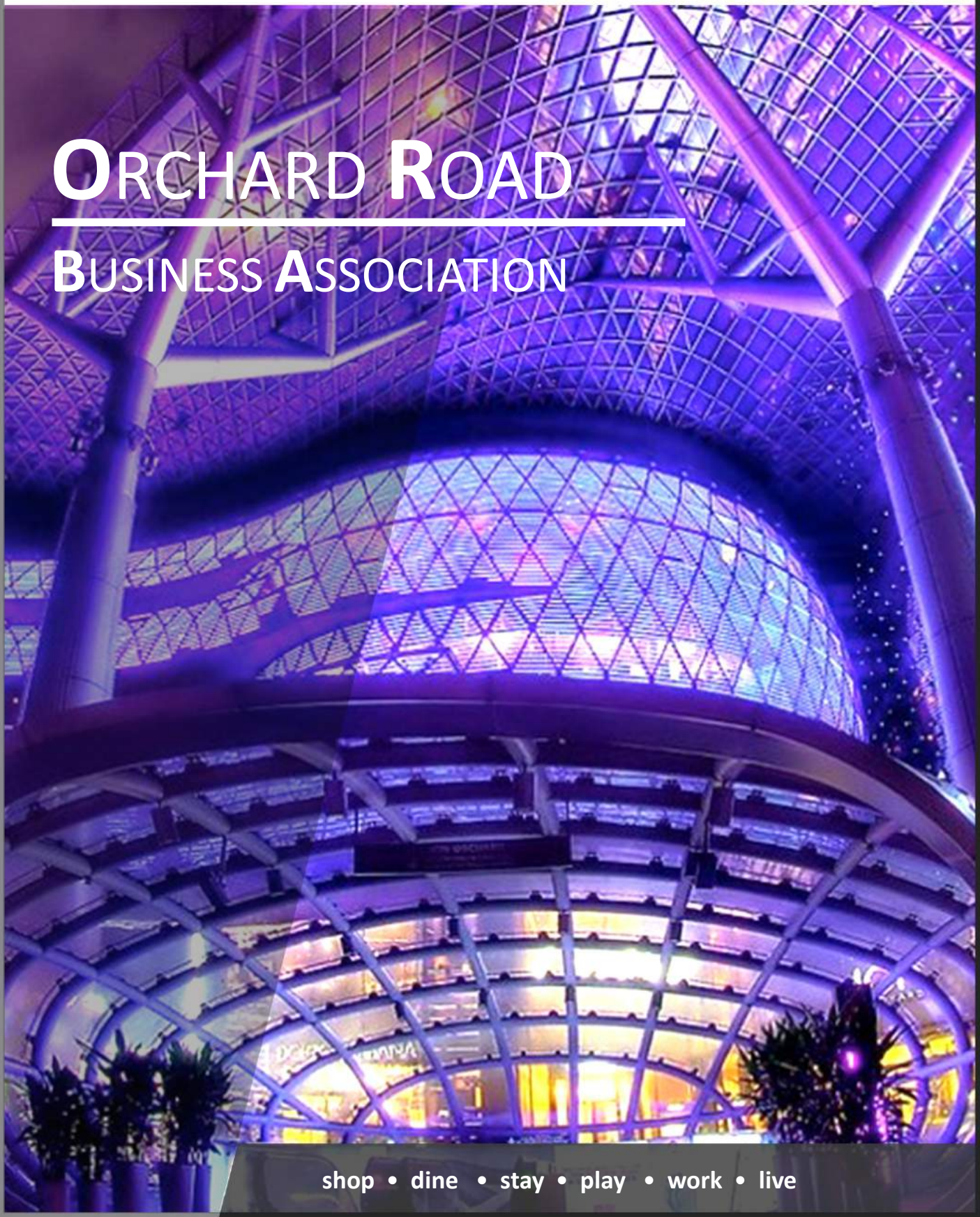
ORCHARD ROAD BUSINESS ASSOCIATION

91 Tanglin Road #04-04 Tanglin Place
Singapore 247918
T (65) 6733 1700 F (65) 6733 1077
info@orchardroad.org
www.orchardroad.org

ORCHARD ROAD
A GREAT
STREET

ORCHARD ROAD
BUSINESS ASSOCIATION



shop • dine • stay • play • work • live

Why do millions of people visit Orchard Road time and again?

Simply because Orchard Road is
one of the great streets of the world.

Fashion fit for every fancy.

Award-winning culinary treats to whet the appetite.

Premier hotels with top of the range services.

And a plethora of day-to-night entertainment choices.

Expect nothing but the best,
and enjoy great moments on *A Great Street*.

www.orchardroad.org • facebook.com/orchardroad.sg • twitter.com/orchardroadsg

Content

About the *street*	Pg 1
About ORBA	Pg 3
What we do	Pg 4
Membership	Pg 6
Exco	Pg 10
Honorary Legal Counsel	Pg 21
Members	Pg 22
Office	Pg 24
Membership Application Form	Last Pg

ABOUT THE *STREET*

Orchard Road had its humble origins as an unnamed country road lined with fruit orchards, nutmeg plantations and pepper farms in the early 1830s. It was home to cemeteries, temples, outdoor hawker centres, wet markets and even an open-air
laundry basin.

Today, Orchard Road has been transformed into Singapore's prime tourist magnet
- a swanky, tree-lined one-way boulevard flanked by distinctive and iconic shopping malls, restaurants and hotels.

The shopping belt offers nearly 800,000 sqm of retail and dining options to please
any taste or budget - from opulent brands to high street fashion, and exclusive restaurants to fast food joints. The 2.88 km thoroughfare is also immaculately landscaped with flowers and greenery, remaining true to its natural roots.

Orchard Road offers the ultimate fashion and lifestyle experience. It is truly *A Great Street*.

Orchard **R**oad **B**usiness **A**ssociation creates exceptional experiences for every man on the Street through the strategic development of the Orchard Road brand around six brand experience pillars - Shop; Dine; Stay; Play; Work; and Live.

SHOP

The street is flanked with over 20 of the Republic's top shopping malls boasting a high-low mix of retail offerings capable of satiating any desire –little wonder that Orchard Road is widely known as a shopper's paradise.

DINE

Offering a gastronomic array of food to suit the palate and pocket of any shopper, Orchard Road is not only a shopper's haven, but also a foodie's heaven. Choose from quick bites or elegant restaurants which showcase cuisines from all over the world.

STAY

Business travellers and holiday-goers alike will be pleased to discover that the over 10,000 rooms on Orchard Road cater to every purpose and budget. The prime location of Orchard Road's hotels will be appreciated by all, especially shoppers drained after a long day of retail therapy.

PLAY

A host of entertainment choices are offered on Orchard Road. Youth hangout place, *SCAPE, is a space for young people to call their own. The four cineplexes, housing a total of 35 screen halls including the city's first IMAX theatre, feature the latest blockbusters and offer the best movie-going experience in the country. In addition, nightclubs, bars, pubs and lounges contribute to the heart-pumping urban pulse of nightlife along Orchard Road.

WORK & LIVE

The Orchard Road address is also a highly sought-after commodity. The precinct houses an exclusive selection of residential developments occupied by a vibrant community comprising locals and expatriates. It is also the second home to many office-goers.

ABOUT ORBA

Orchard Road Business Association (ORBA) was formed in 1998 under the auspices of the Singapore Tourism Board (STB). Since inception, ORBA has dedicated itself to enhancing the street's position as one of the world's premier shopping and lifestyle destinations. The Association has been working relentlessly to bring together stakeholders, non-stakeholders, government agencies, and various groups to share a common goal of building and maintaining Orchard Road's position as *A Great Street*.

Our objectives

We initiate change with the aim to continually excite people with exceptional experiences, be it for tourists, regular shoppers, retailers or building owners.

The Association aims to:

1.Study and improve the business environment of Orchard Road, through the creation of activities, business development, promotion and marketing.

2.Facilitate new business collaborations and/or alliances between both stakeholders and non-stakeholders.

3.Assist with Orchard Road's development, activities, and other public issues.

4.Promote the welfare of businesses on Orchard Road.

5.Represent members and deal with matters concerning the Association.

Accolades

1.2007 – Listed as one of the Top 10 Shopping Streets in the World by Swiss Magazine

2.2010 – Frommers' World's Best Holiday Lights: 10 Decorated Cities

3.2011 – Lonely Planet's Top 10 Christmas Markets of the World

4.2012 – Ranked no. 1 in the International Presence Survey 2011/12 "The Most Beautiful Avenues of the World"

5.2012 – IDA Achievements – Merit Award Winner (for Christmas Light-Up @ Orchard 2011)

6.2012 – Top Christmas Lights Display of the World 2012 (reported by Reuters)

7.2012 – Top Shopping Destinations Worldwide (reported by AAP – in relation to Christmas shopping)

8.2014 - IDA Achievements - Merit Award Winner (for Fashion Steps Out @ Orchard 2014)

9.2016 – IDA Achievements – Merit Award Winner (for Pedestrian Night on Orchard Road)

WHAT WE DO

Key Events and Initiatives

In line with our objectives, ORBA organises and participates in key annual events such as Fiesta on *A Great Street*; Great Singapore Sale; Rev-Up @ Orchard during the Grand Prix Season Singapore; and Christmas on *A Great Street*.

In recognition of the urgent need for corporate organisations to respond to pressing environmental issues, ORBA is also actively involved in eco-projects, such as The Butterfly Trail @ Orchard in partnership with the Nature Society (Singapore), and Celebrate Earth Hour @ Orchard.

ORBA also supports a wide variety of fringe events such as Stage Without Borders @ Orchard, Red Bull Speed Street 2011 and Standard Chartered Marathon Singapore to make Orchard Road THE place to be seen and heard.

2018

February	ORBA Annual Lo Hei
April - May	Fiesta on *A Great Street*
May - July	Great Singapore Sale
November	Christmas on *A Great Street*
December	Standard Chartered Marathon Singapore
All-Year	Work Great on *A Great Street*

MEMBERSHIP

How to join

Membership is open to all who own, operate and have any affiliation to any business along Orchard Road. Simply log onto our website to download a membership form, fill it up and then fax it to us.

ORBA offers two different categories of membership:

1. Stakeholders

   Developers, building owners, retailers, food & beverage operators, entertainment establishment operators, and non-profit organisations that own or have a place of business along Orchard Road.

2. Associate (no voting rights)

   Any person, business or firm that neither owns nor has a place of business along Orchard Road. All membership applications are subject to the approval of the Executive Committee.

Fees

	Stakeholder	Entrance Fee	Annual Membership Fee
a)	Building Owners, Developers	$400	$2,000
b)	Department Store, Hotel	$200	$1,000
c)	Retailers, F&B, Entertainment	$200	$1,000
	Area per sq metre*		
	2,000 and above		
	500 – 2,000	$100	$500
	500 and below	$50	$250
	Associate	$50	$250

** Area based on cumulative space of all outlets (if there is more than one outlet).*

^Membership fees will be billed quarterly.

Benefits

a. Participation in Orchard Road events and joint promotions

Apart from fringe events, members get to be a part of other iconic and signature events including Fiesta on *A Great Street*, Rev-Up @ Orchard and Christmas on *A Great Street*.

b. Forging relationships

Members will have their business network enlarged simply through mingling within the Orchard Road business community or being in the know through our regular Orchard Road updates electronic mailer.

c. Advocacy and Representation

At ORBA, we ensure that your voice is heard. From lobbying to grassroots advocacy, ORBA seeks to represent the many stakeholders in important policy issues.

d. Study trips and continuing education

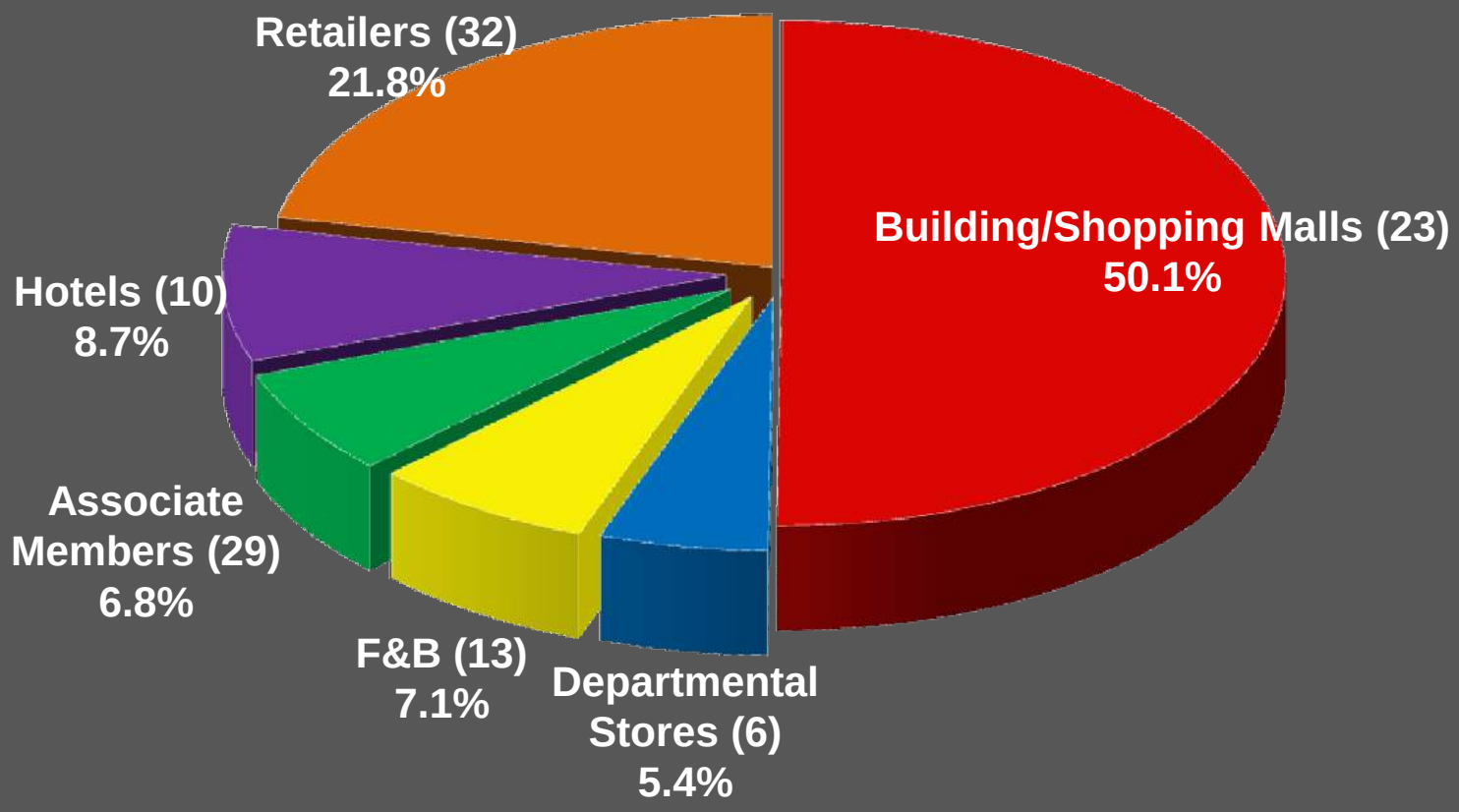
ORBA organises mission trips to notable retail destinations around the world. Luncheon talks and semina delivered by distinguished speakers are also organised periodically.

e. Marketing

As a member, you enjoy benefits tailored to accentuate your services:

- Complimentary directory listing on the official Orchard Road website: www.orchardroad.org and OneOrchard mobile application
- Complimentary up-to-date promotion blitz through the website, regular electronic mailers, and social media portals
- Mentions and priority advertising at member's rates on The Orchard Road Tourist Map (published twice yearly with a circulation of 100,000 copies) distributed at key tourist touchpoints

Members' Profile



19th EXECUTIVE COMMITTEE

Chairman	Mr Mark Shaw	The Shaw Organisation Pte Ltd
Honorary Advisor	Mrs May Sng	Immediate Past Chairman
Vice-Chairman	Mrs Wong Sioe Hong	Metro Pte Ltd
Vice-Chairman	Mr Jamie Teo	Ngee Ann Development Pte Ltd
Honorary Secretary	Mr Chris Chong	Orchard Turn Developments Pte Ltd
Honorary Treasurer	Mrs Helen Khoo	Wing Tai Retail Pte Ltd
Exco Member	Mr Allen Law	Park Hotel Group
Exco Member	Mrs Chng Chet Siew	CapitaMalls Asia Limited
Exco Member	Mr Christophe Cann	Robinson & Co. (Singapore) Pte Ltd
Exco Member	Mr Lionel Chua	City Developments Limited
Exco Member	Ms Mavis Seow	Far East Organization
Exco Member	Mr Richard Paine	Lend Lease Investment Management Pte Ltd
Exco Member	Mr Ricky Chew	Fish & Co. Restaurants Pte Ltd
Exco Member	Mr Sean Tang	C.K. Tang Ltd
Exco Member	Ms Stephanie Ho	Frasers Centrepoint Limited
Exco Member	Ms Tan Bee Kim	Wheelock Properties (Singapore) Limited
Exco Member	Ms Tay Ai Hoan	Hotel Properties Limited
Exco Member	Mr Thoo Kah Fah	Tang Holdings Pte Ltd
Exco Member	Mr Vincent Soh	OCBC Property Services Pte Ltd
Exco Member	Ms Jaylyn Ong	SPH Retail Property Management Services Pte Ltd

EXECUTIVE COMMITTEE

Chairman
Mr Mark Shaw
Director, The Shaw Organisation Pte Ltd

Mr Mark Shaw, Director of The Shaw Organisation Group of Companies has been with the Shaw Organisation since 1992 and was involved in the final stages of the construction of Shaw House on Orchard Road as well as the subsequent retrofitting of Lido Cineplex in 2010/11. Mr Shaw has brought Singapore's first IMAX digital cinema to the Lido Cineplex.

Mr Shaw was also involved in the development of Shaw Plaza in Balestier Road and the former Jurong Entertainment Centre in Jurong East.

Mr Shaw is also the Vice-Chairman of the National Fire and Civil Emergency Preparedness Council.

Concurrently, he holds the Chairman position of Orchard Road Business Association.

Honorary Advisor and Immediate Past Chairman
Mrs May Sng

Mrs Sng was the Executive Director, of SPH Retail Property Management Services Pte Ltd, a wholly owned subsidiary of SPH Group that owns and manages Paragon Shopping Centre and Paragon Medical/Office Towers. Concurrently, she is the Honorary Advisor of Orchard Road Business Association.

Mrs Sng holds a Master of Science from University of Singapore.

EXECUTIVE COMMITTEE

Vice-Chairman
Mrs Wong Sioe Hong
Executive Chairman, Metro Pte Ltd

As Managing Director of Metro (Pte) Limited since 1994, Mrs Wong has overall responsibility for all of the operations of the retail division of the Metro Group in Singapore and Indonesia. She also serves as the Vice President of the Singapore Retailers Association as well as the Vice Chairman of the Orchard Road Business Association.

Mrs Wong first joined Metro's retail organization in 1971. Prior to her appointment as Managing Director, she was the Director of Merchandise for 15 years. She has played an instrumental role in transforming the Metro retail arm into a major retail operator in Singapore and continues to oversee the Group's retail expansion in the region.

Vice-Chairman
Mr Jamie Teo
Director, Ngee Ann Development Pte Ltd

Jamie is the Chief Executive Officer of Singapura Finance Ltd. He volunteers his time with Ngee Ann Kongsi and has been appointed to Board of Ngee Ann Development.

He started his career in Ernst & Young Consultants in 1997, working with many Singapore's SMEs to plan their next lap of growth. Subsequently, he joined Singapura Finance Ltd as Corporate Planner where he worked with the Board to drive a re-branding of the company and other projects to to continue to build on the foundations of SFL.

Jamie also serves as a fourth generation director at his family's holding and operational companies in Singapore and Malaysia. The family's businesses involve commodities, and property development and leasing.

Jamie holds a B.Arts in Psychology and Asian Studies and a MBA in International Business. He is married with a son, and enjoys the single-mindedness of mountain biking.

Honorary Treasurer
Mrs Helen Khoo
Wing Tai Retail Pte Ltd

Mrs Helen Khoo heads Wing Tai Retail Pte Ltd, a wholly-owned subsidiary of Wing Tai Holdings Limited. Prior to joining Wing Tai in 1995, she was based in Hong Kong as senior executive with a diversified portfolio in a transnational corporation. With close to 30 years of experience in the retail and F&B businesses, Mrs Khoo is instrumental to Wing Tai's growth and expansion in its portfolio of retail brands.

Wing Tai manages a total of 18 fashion and lifestyle brands (and still growing) across Singapore and Malaysia. With a total of 180 retail outlets, Wing Tai has successfully established its reputation in the market place as a leading retail giant in S.E. Asia within a short span of 10 years.

Besides winning various industry awards for the company, Mrs Khoo was herself awarded the International Management Action Award (IMAA) in March 2007 for excellence in people management and the Retail Leadership Award by Asia Retail Congress in 2008. In 2011, Mrs Khoo was also awarded by WDA as Singapore Workforce Skills Qualifications Champion and she is chairing WDA's Retail Industry Skills and Training Council in the new term of 2011.

Honorary Secretary
Mr Chris Chong
Chief Executive Officer, Orchard Turn Developments Pte Ltd

Mr Chris Chong has taken on the position of Chief Executive Officer, Orchard Turn Developments Pte Ltd since 1 October 2013. In this role, Mr Chong is responsible for the management of the ION Orchard shopping mall and The Orchard Residences luxury home sales. Mr Chong was previously the Senior Vice-President and Head of Asset Management at
YTL Starhill Global Reit Management. He has held senior positions with Itochu Singapore, Asia Pacific Breweries, Moet Hennessy Louis Vuitton LVMH where he was based in Paris and Hong Kong, as well as the Economic Development Board where he was based in Paris as the country director.

He holds a Master in Financial Management (ESSEC, Paris) and a Master of Science in Information Networking (Carnegie Mellon University, USA).

Exco Member
Mr Allen Law
CEO, Park Hotel Group

Park Hotel Group owns and manages 16 hotels across Singapore, Malaysia, Indonesia, Maldives, Hong Kong, China, South Korea, Japan and Australia. As Chief Executive Officer, Allen leads the strategic management and expansion of the Group's properties under the luxury "Grand Park", upscale "Park Hotel" and select service midscale "Destination" brands. Since joining Park Hotel Group in 2004, Allen has been focused on growing the Group's portfolio, building its brands and strengthening its talent and operational capabilities.

While the Group expands through acquisitions and hotel management services, the hotels seek to extend the service philosophy of providing "Loving Hospitality" through service delivered from the heart to all customers, guests and the community. In recognition of its business and service excellence, Park Hotel Group was honoured Best Regional Hotel Chain for five consecutive years from 2012 to 2016, amongst other accolades.

Exco Member
Mrs Chng Chet Siew
Senior Vice President, Regional Investment & Asset Management (Leasing)
CapitaMalls Asia Ltd

Mrs Chng is Senior Vice President of Regional Investment & Asset Management (Leasing) in CapitaMalls Asia Limited. Her responsibility covers the planning, design, positioning and tenant mix of more than 90 projects across five countries. She brings with her more than 33 years of real estate experience in residential, commercial, retail and hospitality. She plays key roles in project development, asset management, retail management and centre management.

Mrs Chng was formerly the Centre Director for two mixed-used developments, Raffles City and Millenia Singapore. She has the insights of developing, launching and helming these two prestigious mixed-used properties occupying more than eight million square feet. These days, she plays a key role consulting on the development of other Raffles City mixed-used projects across the region.

Mrs Chng's professional track record is with some of the most established real estate companies in Singapore such as DBS Land, Far East Organization, Raffles Holdings, Pontiac Land and CapitaLand.

Exco Member
Mr Christophe Cann
Managing Director, Robinsons Singapore

Born and raised in France, Mr Christophe Cann started his career as a Deputy Manager of the Nouvelles Galeries and Galeries Lafayette stores in 1991.

In 2012, Christophe rose to the position of Deputy General Manager for the Galeries Lafayette and BHV Department Stores, where he managed 12,000 staff in over 70 stores worldwide. He also took full responsibility for the development of the turnover and results of the Galeries Lafayette stores, including its flagship store, the 60 provincial stores and the BHV stores.

Christophe was the Deputy General Manager in January 2012 up until he was invited to take up the position of Managing Director at Robinsons Singapore under the private conglomerate, Al Futtaim Group. As the new Managing Director of Robinsons Singapore from 19 May 2014, Christophe is keenly focused on rejuvenating Robinsons' shopping offerings. He will also continue to meet the shopping needs of Robinsons' existing loyal customers by bringing back the concept of affordable luxury to all Robinsons' stores.

Exco Member
Ms Jaylyn Ong
General Manager, SPH Retail Property Management Services Pte Ltd
Ms Jaylyn Ong joined SPH Retail Property Management Services Pte Ltd as General Manager in August 2017, overseeing SPH's retail portfolio, namely Paragon and The Clementi Mall (owned by SPH REIT) as well as The Seletar Mall. She has more than 20 years of experience in shopping centre management and leasing of various key malls. Prior to joining SPH, she was Director, Group Retail Management of Mapletree Investments Pte Ltd.

Exco Member
Mr Lionel Chua
Vice President (Leasing), City Developments Limited

Mr Lionel Chua is Vice President (Leasing) in City Developments where he oversees the marketing and leasing of the company's investment retail properties in Singapore and Thailand.

Exco Member
Ms Mavis Seow
Director & Chief Operating Officer, Retail Business Group, Far East Organization

Mavis joined Far East Organization as Deputy Director of the Retail Business Group in 2008. In January 2014, Mavis assumed the appointment of Chief Operating Officer of the Retail Business Group with an overall purview of the business and operations of Far East Organization's portfolio of 30 retail developments across Singapore and in Australia.

Prior to joining Far East Organization, Mavis was with CBRE as the Executive Director for Retail Services where she headed a team of consultants providing expertise in planning and formulating retail concepts, and the positioning and marketing of shopping and leisure developments for landlords, developers and government agencies in the local and global real estate arena.

Mavis holds a Bachelor of Science degree in Estate Management (Hons) from the National University of Singapore.

Exco Member
Mr Richard Paine
Head of New Business, Asia
Lend Lease Retail Pte Ltd

Mr Richard Paine has 23 years of property industry experience and has worked on numerous high profile projects in the Asia Pacific region.

In the last 14 years, Richard has developed expertise in the retail sector and has overseen Lend Lease's involvement in over 30 key retail projects across Asia.

Richard currently leads Lend Lease's new business and retail operation in Asia, where there is active involvement in retail property development, retail leasing and ongoing property management. Lend Lease is currently involved in over eight significant retail projects across Asia.

Richard has developed a very good understanding of the unique success factors for successful projects in Asia and is viewed as one of the market's experts.

Exco Member
Mr Ricky Chew
Managing Director, Fish & Co. Restaurants Pte Ltd

Mr Ricky Chew is the Managing Director of the Fish & Co. Group and the man behind the brand name of the reputable chain of fish restaurants, Fish & Co.

Known for his keen entrepreneurial spirit, Mr. Chew embarked on his journey of vision and passion for the food and service business in December 1998. Under his leadership, Fish & Co. has seen an impressive growth both in Singapore and overseas, namely Malaysia, the Middle East, the Philippines, Indonesia and Hong Kong. The business is franchised in Malaysia, Indonesia, Dubai, the Philippines, Bangladesh and Cambodia.

In April 2002, he started Oceana Seafood Pte Ltd - a subsidiary company. Oceana Seafood is the trading arm of the Group, which handles all procurement of fish and seafood items. This strategic development puts in place a synergistic business integration for the Group. Fish & Co. Express opened in October 2008. It is a fast casual restaurant, offering a wide selection of seafood choices at value prices. F.I.S.H., a new venture that dishes out a variety of meat selections in addition to the familiar fish and seafood choices, opened in April 2009. Sweet Spring, another innovative concept, is dedicated to desserts, ice-blends and all time fare dim sum and welcomed its first customers in June 2009.

Exco Member
Mr Sean Tang
Chief Executive Officer, C.K. Tang Limited

Mr Sean Tang is the Executive Director and Chief Exective Officer of C.K.Tang Limited, a wholly owned subsidiary of Tang Holdings Pte Ltd.

He is also the Executive Director and the Chief Operating Officer of Tang Holdings Pte Ltd and is responsible for the day-to-day management and operation of the Group.

Exco Member
Ms Stephanie Ho
General Manager, Retail Properties, Frasers Centrepoint Limited

In 1991, Stephanie began her career as a retail executive with global property consultancy firm, Jones Lang Wootton. Primarily involved in leasing and site search for key international and local retailers, her network and outreach were further strengthened with her involvement in the project marketing of suburban malls like Northpoint in Yishun Central and Junction 8 in Bishan.

Against the backdrop of a flourishing retail scene, Stephanie joined the licensee of renowned sports brand, Puma. In its Singapore office, she was part of the team overseeing the operations, merchandising, marketing communications and advertising of Puma's seven retail shops. Stephanie rejoined the Retail Consultancy business at DTZ Debenham Tie Leung in 1996. She spent the next 8 and a half years working in the Retail Consultancy and Marketing Department. Some key projects included the consultancy and leasing of Compass Point, Great World City, Cathay Cineleisure and The Cathay as well as retail consultancy in Bangkok.

In 2004, Stephanie joined Asiamalls Management Pte Ltd as Senior Manager, heading the Group Marketing (Leasing) function. She was promoted in 2007 to General Manager. Stephanie also led the centre management team that took over and saw through the greenfield site development of Tampines 1 mall which was completed and opened in April 2009. In January 2015, Stephanie was promoted from General Manager to Deputy CEO and was re-designated Executive Director wef September 2015. After 12 years at Asiamalls, Stephanie joined Frasers Centrepoint Limited in November 2016 as its General Manager, Retail Properties overseeing the operational management of a portfolio of 9 malls; six of which are in the Frasers Centrepoint Trust REIT.

Exco Member
Ms Tan Bee Kim
Senior Executive Director, Wheelock Properties (Singapore) Limited

Ms Tan has over 28 years of real estate experience and is the 1st female appointed to the Wheelock Properties (Singapore) Board on 26 May 2006. Wheelock Properties (Singapore) Limited is a subsidiary of Wheelock and Company Limited. Together with listed subsidiary The Wharf (Holdings) Limited, the Group has an extensive real estate portfolio in Hong Kong and China with iconic properties like Harbour City, Chengdu International Financial Square, Wheelock Square in Shanghai.

Ms Tan started her career at Overseas Union Bank, in Premier Banking. She also gained invaluable experience in CB Richard Ellis both in Singapore and Hong Kong, specialising in the marketing of commercial properties as well as corporate real estate. Subsequently during her tenure in Singapore Land, she strategized and successfully managed a commercial leasing portfolio of over 1 million sq ft.

Ms Tan joined the Company in 1996 to spearhead the successful launch of Ardmore Park. She was responsible for the revamp of Wheelock Place following the exit of Lane Crawford. Over the years, she has conceptualised and marketed the Group's luxury development portfolio as well as commercial investment properties in addition to other responsibilities. Since 2012, she has assumed responsibility for Singapore.

Ms Tan graduated from the National University of Singapore with Bachelor of Science (2nd Class Honours, Upper) in Building.

Exco Member
Ms Tay Ai Hoan
General Manager, Hotel Properties Ltd

Ms Tay Ai Hoan is the General Manager of Hermill Investments Pte Ltd and HPL Properties Pte Ltd, both wholly owned subsidiaries of Hotel Properties Limited. She oversees the overall centre management of Forum The Shopping Mall and the shopping galleries located at Hilton Singapore and Four Seasons Hotel Singapore.

Prior to joining HPL, Ai Hoan's experience was predominantly in the areas of leasing of office and retail space. The properties that she was involved in include Raffles City Shopping Centre, Raffles City Tower, Tampines Mall, Thomson Plaza, Paragon, and Sun Plaza.

Exco Member
Mr Thoo Kah Fah
Executive Director / Chief Executive Officer, Tang Holdings Pte Ltd

Mr Thoo Kah Fah is an Executive Director and the Chief Executive Officer of Tang Holdings Pte Ltd. He is a Board Member of the Singapore Hotel Association and is the Chairman of IRAS Taxpayer Feedback Panel.

Mr Thoo started his career with Ernst and Young. Over the years, he has been involved in the hospitality business, property investments, corporate finance, corporate restructuring and other investments in Singapore and overseas.

Mr Thoo graduated from the National University of Singapore with a Bachelor of Accountancy and he obtained his Master in Banking and Finance from the Nanyang Technological University. He is a member with the Institute of Singapore Chartered Accountants.

Exco Member
Mr Vincent Soh
Managing Director, OCBC Property Services Pte Ltd

Mr Vincent Soh is the Managing Director of OCBC Property Services Pte Ltd, a wholly owned subsidiary of OCBC Bank. He is responsible for managing OCBC Group's real estate portfolio. He has held senior level positions in the public and private sectors. Mr Soh holds a Master of Science (Property & Maintenance Management) and Master of Public Policy, both from the National University of Singapore. He is also an Associate Member of the Royal Institution of Chartered Surveyors, UK.

HONORARY LEGAL COUNSEL

Mr Tony Yeo
Director, Drew & Napier LLC

Tony is a Director in Drew & Napier LLC, and head of its Biomedical Sciences Practice Group, for which the firm was recently named Life Sciences Firm of the Year in *Asian-Counsel's Representing Corporate Asia Survey 2010*.

Tony is consistently recognised as a leading individual in his practice by various international legal publications:

The International Who's Who of Business Lawyers 2011 lists Tony as a leading Life Sciences lawyer. *Practical Law Company's Which Lawyer? Yearbook* recommends him for "patent disputes in the pharma and engineer[ing] industries", and names him as a leading lawyer for Intellectual Property in 2011 and 2012.

From 2007 to 2010, *AsiaLaw Leading Lawyers* has hailed Tony as one of the most highly-acclaimed legal experts in the Asia-Pacific region, for a rare double win of awards in two separate categories – for intellectual property and employment law.

Asia Pacific Legal 500 has consistently ranked Tony as a leading Intellectual Property and Litigation lawyer, praising him for being "diligent, sound in judgment and pragmatic in approach" (2011/2012). *Chambers Asia 2011* recommended Tony as a leading individual in Intellectual Property.

He has been with Drew & Napier for the past 21 years, became a Partner in 1997, then a Director after Drew & Napier corporatised on 1 May 2001.

Tony is a member of the Law Society's Inquiry Panel and Disciplinary Tribunal, and a member of the Examination Committee of the Intellectual Property Office of Singapore (IPOS) for registered patent agents. He is co-author of the Singapore chapter of Global Pharmacovigilance Laws & Regulations: The Essential Reference, which has been described as a "groundbreaking book" and a "landmark guide" published by the US based Food and Drug Law Institute. Tony also co-wrote the article "Legislating medical devices in Singapore" in Financier Worldwide: Biotechnology & Life Sciences e-Book 2010.

Ordinary Members

Active World Pte Ltd
Altas Eye Specialist Centre Pte Ltd
Bounce Singapore Pte Ltd
BreadTalk Group Ltd
Burberry (Singapore) Distribution Company Pte Ltd
C.K. Tang Limited
CapitaMalls Asia Limited
City Developments Limited
Club 21 Pte Ltd
Cortina Watch Pte Ltd
Creative Food Concept Pte Ltd
Cuscaden Properties Pte Ltd
DFS Venture Singapore (Pte) Ltd
Dreamweave Concepts Pte Ltd
Escentials Concepts Pte Ltd
Far East Management Pte Ltd
Fish & Co. Restaurants Pte Ltd
FJ Benjamin (Singapore) Pte Ltd
Follicle Pte Ltd
Four Seasons Hotel Singapore
Frasers Centrepoint Limited
Grand Hyatt Singapore
Hard Rock Cafe Pte Ltd
Hardy Hardy Pte Ltd
Healthscience International Pte Ltd
Hennes & Mauritz Pte Ltd
Hotel Jen orchardgateway Singapore
Hotel Properties Limited
House of Hung Pte Ltd
House of Teak (Singapore) Pte Ltd
Isetan (S'pore) Limited
Japan Food Town Development Pte Ltd
Jay Gee Enterprises Pte Ltd
Lawry's the Prime Rib Singapore Pte Ltd
Lend Lease Retail Pte Ltd
LIULIGONGFANG (S) PTE LTD
Lucky Plaza MCST Plan No. 651
M&C Reit Management Limited
M.F.J.S. Corporation Pte Ltd
Management Corporation Strata Title Plan No. 1259
Mandarin Orchard Singapore
Metro Pte Ltd
NAVA 1872 Pte Ltd
New Park Property Pte Ltd
Ngee Ann Development Pte Ltd
OCBC Property Services Pte Ltd
Onward Kashiyama Singapore Pte Ltd
Orchard Turn Retail Investment Pte Ltd
OUE Hospitality Real Estate Investment Trust c/o OUE Property Management Pte Ltd
Paediatric Optometry Pte Ltd ("IGARD")
Pan Pacific Orchard, Singapore
Park Hotel Group
PAUL Singapore Pte Ltd
Peranakan Place Complex Pte Ltd
Prada Singapore Pte Ltd
Proof Living Pte Ltd
Pu Tien Restaurant Pte Ltd

Ordinary Members (cont'd)

Richemont Luxury (Singapore) Pte Ltd
Robinson and Company (S) Pte Ltd
Royal Plaza on Scotts
Samsui Supplies & Services Pte Ltd
Select Group Limited
Shangri-La Hotel, Singapore
Singapore Marriott Tang Plaza Hotel
SMRT Commercial Pte Ltd
SPH REIT Management Pte Ltd
SPH Retail Property Management Services Pte Ltd
Starbucks Coffee Singapore Pte Ltd
Sunrise & Co. (Pte) Ltd
Swee Cheng Management Pte Ltd
Takashimaya Singapore Ltd
Tang Holdings Private Limited
The Hour Glass Limited
The Shaw Organisation Pte Ltd
Tiffany & Co. Pte Ltd
Toshin Development Singapore Pte Ltd
True Yoga Pte Ltd
TWG Tea Company Pte Ltd
Uniqlo Singapore
Wheelock Properties (Singapore) Limited
Wild Honey Pte Ltd
Wing Tai Retail Management Pte Ltd
World of Watches II
Yat Yuen Hong Co Ltd
YTL Starhill REIT Management Limited

Associate Members

Adecco Personnel Pte Ltd
CBRE Pte Ltd
City Life Advertising Pte Ltd
Colgate-Palmolive (E) Pte Ltd
Cosmoprof Academy Pte Ltd
Embraer Asia Pacific Pte Ltd
GFK Asia Pte Ltd
Global Blue Singapore Pte Ltd
Global Logistic Properties Limited
Gough Recruitment
IShopAt Pte Ltd
JCB International Asia Pacific Pte Ltd
JCDecaux S'pore Pte Ltd
Jones Lang Lasalle Property Consultants Pte Ltd
Knight Frank Pte Ltd
Kingsmen Exhibits Pte Ltd
Komoco Motorcycles Pte Ltd
MediaCorp Pte Ltd
ModernAge Design & Communications Pte Ltd
Nexans Singapore Pte Ltd
Partex International Pte Ltd
Premier Tax Free & Fintrax Payments (Asia) Pte Ltd
Raffles Design Institute
Resorts World at Sentosa Pte Ltd
Rich-Art Enterprises Pte Ltd
Secom (Singapore) Pte Ltd
Space Arena Pte Ltd
Tourego Pte Ltd
Unearthed Productions Private Ltd
Vanguard Mobile Tech Pte Ltd

OFFICE

ORCHARD ROAD BUSINESS ASSOCIATION

EXECUTIVE DIRECTOR
MR STEVEN GOH
D: (65) 6357 9288
E: steven@orchardroad.org

DEPUTY EXECUTIVE DIRECTOR
MS ADINE LOH
D: (65) 6357 9287
E: adine@orchardroad.org

SENIOR MANAGER, PLACE MANAGEMENT
MR BOBBY LU
D: (65) 6357 9283
E: bobby@orchardroad.org

SENIOR MANAGER, ADVERTISING & PROMOTIONS
MS JULIANA FAN
D: (65) 6357 9286
E: juliana@orchardroad.org

MANAGER, PLACE MANAGEMENT
MS KRIS SIM
D: (65) 6357 9281
E: kris@orchardroad.org

ASSISTANT MANAGER, PLACE MANAGEMENT
MS LOH MIN LIN
D: (65) 6357 9280
E: minlin@orchardroad.org

SENIOR MANAGER, FINANCE
MS SERENE CHAN
D: (65) 6357 9282
E: serene@orchardroad.org

ACCOUNTS & ADMIN ASSISTANT
MS WONG MEE LEE
T: (65) 6733 1700
E: meelee@orchardroad.org

ORCHARD ROAD BUSINESS ASSOCIATION
91 Tanglin Road #04-04 Tanglin Place
Singapore 247918
T (65) 6733 1700 F (65) 6733 1077
info@orchardroad.org www.orchardroad.org

ORCHARD ROAD A GREAT STREET

Membership Application Form

To Orchard Road Business Association
Attn Ms Juliana Fan
Fax +65 6733 1700
Email juliana@orchardroad.org

We wish to apply for membership as a Stakeholder / Associate Member* of Orchard Road Business Association (ORBA). *(* Please delete as applicable.)*

Please tick:
O Stakeholder (Building Owner, Developer)
O Stakeholder (Department Store, Hotel)
O Stakeholder (Retailers, F&B, Entertainment - *2,000 and above sqm)
O Stakeholder (Retailers, F&B, Entertainment - *500 to 2,000 sqm)
O Stakeholder (Retailers, F&B, Entertainment - *500 sqm & below)
O Associate

** Area based on cumulative space of all outlets (if there is more than one outlet).*

Company Name	
Company Address	
Please describe your company's business activity	
Year of Establishment	

	Main Representative	Alternative Representative
Name		
Designation		
Office Tel.		
Mobile No.		
Email		

Name of Authorised Signatory | Signature | Date & Company Stamp