

ORCHARD ROAD BUSINESS ASSOCIATION *Membership Kit*



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*.

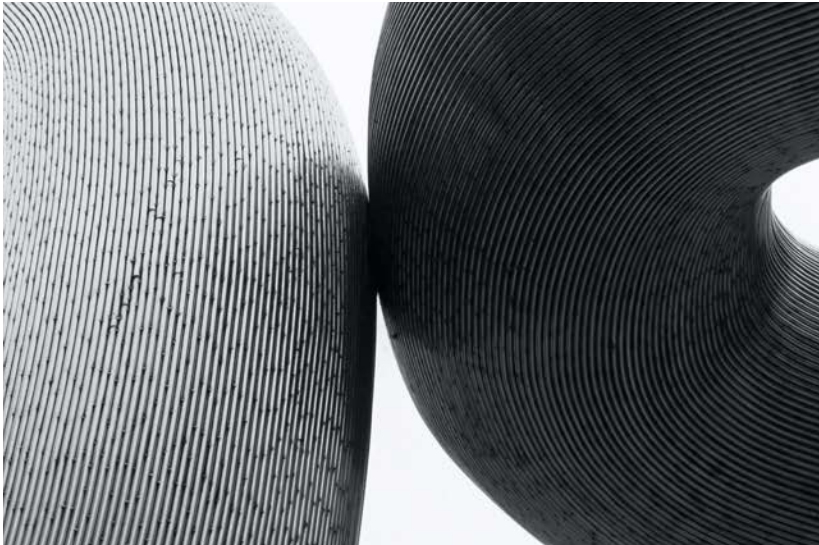
4 - 5 About the Street	10 Fees	19 Honorary Legal Counsel
6 About ORBA	11 Benefits	20 - 21 ORBA Members
7 What we do	12 Members' Profile	22 Office
8 2022	13 - 18 23rd Executive Committee	23 Membership Application Form
9 Membership		



Image courtesy of Singapore Philatelic Museum

ABOUT OUR GREAT 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 Road Business Association 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

2007 – Listed as one of the Top 10 Shopping Streets in the World by Swiss Magazine

2010 – Frommers' World's Best Holiday Lights: 10 Decorated Cities

2011 – Lonely Planet's Top 10 Christmas Markets of the World

2012 – Ranked no. 1 in the International Presence Survey 2011/12 "The Most Beautiful Avenues of the World" 2012 – IDA Achievements – Merit Award Winner (for Christmas Light-Up @ Orchard 2011)

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

2012 – Top Shopping Destinations Worldwide (reported by AAP – in relation to Christmas shopping)

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

2016 – IDA Achievements – Merit Award Winner (for Pedestrian Night on Orchard Road)

2017 – Christmas on *A Great Street* voted Travel of WeMedia Awards - Best Overseas Travel Destination amongst 500+ competing destinations

2018 – We Media Premium Travel Awards - Best Travel Destination (for Christmas on *A Great Street* 2018)

2019 – TripExpert Experts' Choice Awards

2019 – We Media - Premium Travel Award

2020 – IDA Achievements – Policy and Advocacy Award of Excellence (for Work Great on *A Great Street*)

2021 – TripExpert Experts' Choice Awards

WHAT WE DO

KEY EVENTS AND INITIATIVES

In line with our objectives, ORBA organises and participates in key annual events such as March March More; Thank Orchard It's Black Friday; Great Singapore Sale; Rev-Up @ Orchard during the Grand Prix Season Singapore; Work Great on *A Great Street* 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 the annual Standard Chartered Marathon Singapore to make Orchard Road THE place to be seen and heard.





2022

Sep	Online Great Singapore Sale
Nov – Dec	Christmas on <i>A Great Street</i>
July	Fiesta on <i>A Great Street</i>
Nov	Thank Orchard It's Black Friday
All-Year	Work Great on <i>A Great Street</i>

MEMBERSHIP

HOW TO JOIN

Membership is open to all who own, operate and have any affiliation to any business along Orchard Road. Simply complete the form [here](#).

ORBA offers two different categories of membership:

ORDINARY

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.

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.



F E E S

STAKEHOLDER	ENTRANCE FEE	ANNUAL MEMBERSHIP FEE
Building Owner, Developers	\$400	\$2,000
Department Store, Hotel	\$200	\$1,000
Retailers, F&B, Entertainment Area per sq metre *		
2,000 and above	\$200	\$1,000
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

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 March March More; Thank Orchard It's Black Friday; Great Singapore Sale; Rev-Up @ Orchard during the Grand Prix Season Singapore; Work Great on *A Great Street* and Christmas on *A Great Street*.

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.

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.

Study trips and continuing education

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

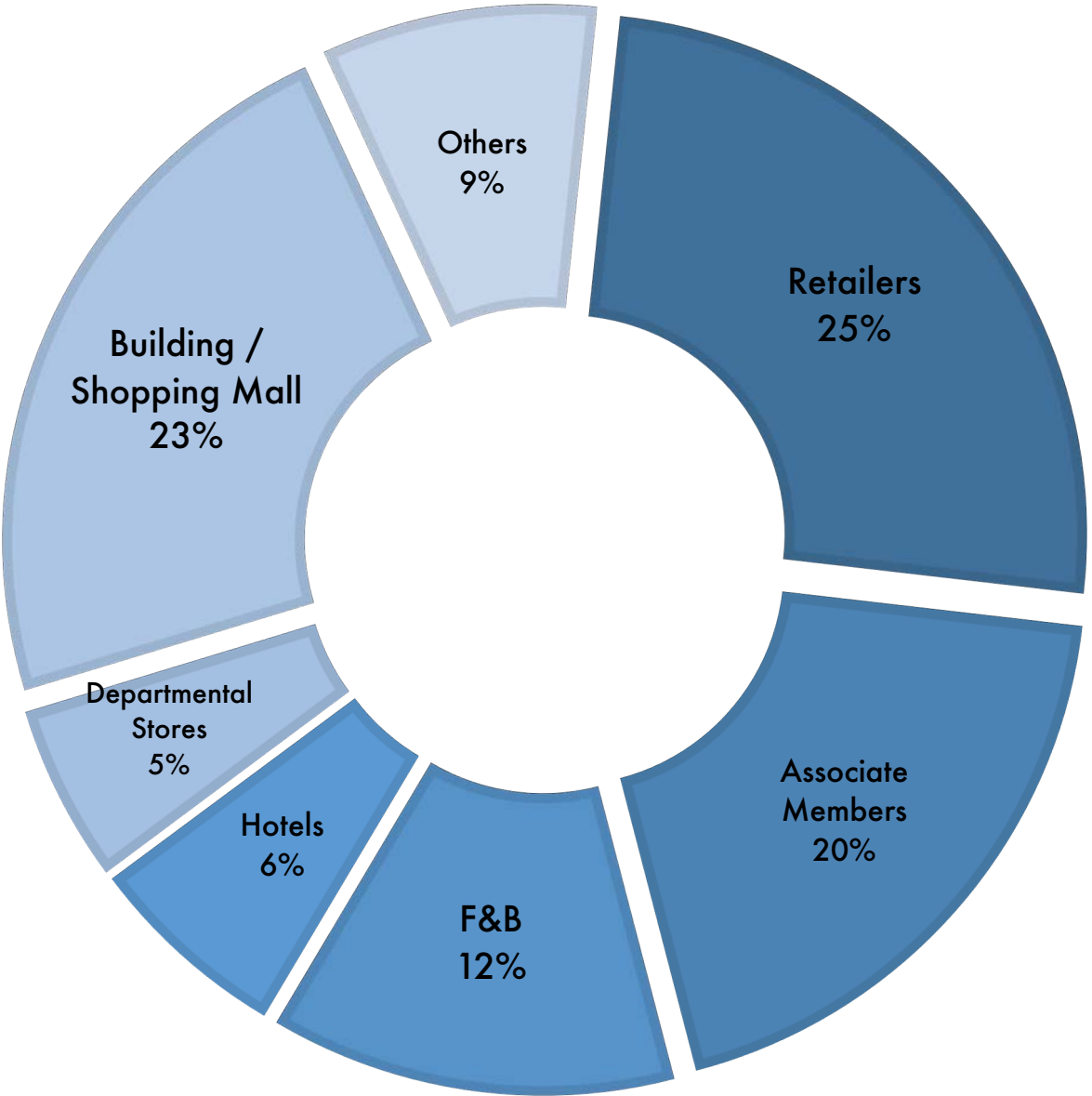
Marketing

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

- Complimentary directory listing on the official Orchard Road website: www.orchardroad.org
- Complimentary up-to-date promotion blitz through the website, regular electronic mailers, and social media portals



MEMBERS' PROFILE



23RD EXECUTIVE COMMITTEE

Chairman	Mr Mark Shaw	The Shaw Organisation Pte Ltd
Vice-Chairman	Mrs Wong Sioe Hong	Metro Pte Ltd
Vice-Chairman	Mr Jamie Teo	Ngee Ann Development Pte Ltd
Honorary Advisor and Exco Member	Mrs May Sng	Legacy (Tang Plaza) Pte Ltd
Honorary Secretary	Ms Tay Ai Hoan	Hotel Properties Limited
Honorary Treasurer	Mrs Helen Khoo	Wing Tai Clothing Pte Ltd
Exco Member	Ms Teresa Teow	CapitaLand Ltd
Exco Member	Ms Tan Pei Cheng	City Developments Limited
Exco Member	Mr Lionel Chua	Far East Organization
Exco Member	Mr Ricky Chew	Fish & Co. Restaurants Pte Ltd
Exco Member	Ms Molly Lim	Frasers Property Retail
Exco Member	Ms Jenny Khoo	Lendlease Retail Pte Ltd
Exco Member	Mr Tan Kim Seng	OUE Limited
Exco Member	Mr Peng Wei Lun	OCBC Property Services Pte Ltd
Exco Member	Ms Yeo Mui Hong	Orchard Turn Developments Pte Ltd
Exco Member	Mr Allen Law	Park Hotel Group Management Pte Ltd
Exco Member	Ms Jaylyn Ong	SPH Retail Property Management Services Pte Ltd
Exco Member	Mr Tan Zing Yan	Wharf Estates Singapore Pte Ltd
Exco Member	Mr Tan Boon Piin	YTL Starhill REIT Management Limited



MR MARK SHAW

Chairman
The Shaw Organisation Pte Ltd



MRS WONG SIOE HONG

Vice-Chairman
Metro Pte Ltd



MR JAMIE TEO

Vice-Chairman
Ngee Ann Development Pte Ltd



MRS MAY SNG

Honorary Advisor and Exco Member
Legacy (Tang Plaza) Pte Ltd



MRS HELEN KHOO

Honorary Treasurer
Wing Tai Clothing Pte Ltd



MS TAY AI HOAN

Honorary Secretary
Hotel Properties Limited



MS TERESA TEOW

Exco Member
CapitaLand Ltd



MR RICKY CHEW

Exco Member
Fish & Co. Restaurants Pte Ltd



MS MOLLY LIM

Exco Member
Frasers Property Singapore



MS JENNY KHOO

Exco Member
Lendlease Retail Pte Ltd



MR TAN KIM SENG

Exco Member
OUE Limited



MR PENG WEI LUN

Exco Member
OCBC Property Services Pte Ltd



MS YEO MUI HONG

Exco Member
Orchard Turn Developments Pte Ltd



MR ALLEN LAW

Exco Member
Park Hotel Group Management Pte Ltd



MS JAYLYN ONG

Exco Member, SPH Retail
Property Mgt Services Pte Ltd



MR TAN ZING YAN

Exco Member
Wharf Estates Singapore Pte Ltd

**MR TAN BOON PIIN**

Exco Member, YTL Starhill
REIT Management Limited

MR LIONEL CHUA

Exco Member
Far East Organization

MS TAN PEI CHENG

Exco Member
City Developments Limited



MR TONY YEO

Director

Drew & Napier LLC

ORDINARY MEMBERS

67 Pall Mall Singapore Ltd
 ABC Cooking Studio Singapore Pte Ltd
 Adecco Personnel Pte Ltd
 APM Property Management Pte Ltd
 Aryans Consulting Group Singapore Pte Ltd
 Bounce Singapore Pte Ltd
 BreadTalk Group Limited
 CapitaLand Ltd
 City Developments Limited
 Club 21 Pte Ltd
 Cortina Watch Pte Ltd
 Creative Food Concept Pte Ltd
 Cuscaden Properties Pte Ltd
 Deelish Brands Pte Ltd
 DFS Venture Singapore (Pte) Ltd
 Dreamweave Concepts Pte Ltd
 Far East Management Pte Ltd
 Fish & Co. Restaurants Pte Ltd
 FJ Benjamin (Singapore) Pte Ltd
 Four Seasons Hotel Singapore
 Frasers Property Retail
 Fullerton Healthcare Group Pte Limited
 Global Tax Free Pte Ltd
 GLP Pte Ltd
 Graff Diamonds (Singapore) Pte Ltd
 Grand Hyatt Singapore
 Hard Rock Café Pte Ltd
 Hotel Jen Orchardgateway Singapore
 Hotel Properties Limited
 House of Hung Pte Ltd
 House of Teak (Singapore) Pte Ltd
 Isetan (S'pore) Limited
 Jay Gee Enterprises Pte Ltd
 JCB International Asia Pacific Pte Ltd
 Jumbo Group of Restaurants
 Lawry's The Prime Rib Singapore Pte Ltd
 Legacy (Tang Plaza) Pte Ltd
 Lendlease Retail Pte Ltd
 LIULIGONGFANG (S) PTE LTD
 Lucky Plaza MCST Plan No. 651
 Luxasia Pte Ltd
 M&C REIT Management Limited
 Management Corporation Strata Title Plan No. 1259
 Metro (Private) Limited
 NAVA 1872 Pte Ltd
 New Park Property Pte Ltd
 Ngee Ann Development Pte Ltd
 OCBC Property Services Pte Ltd
 Oday Pte. Ltd.
 OG Private Limited

Orchard Turn Retail Investment Pte Ltd
 OUE Hospitality Sub-Trusts/o OUE Property
 Management Pte Ltd
 OUE Limited
 Paediatric Optometry Pte Ltd ("IGARD")
 Park Hotel Group Management Pte Ltd
 PAUL Singapore Pte Ltd
 Peranakan Place Complex Pte Ltd
 Perennial (Somerset) Pte Ltd
 Poh Heng Jewellery Pte Limited
 Prada Singapore Pte Ltd
 Richemont Luxury (Singapore) Pte Ltd
 Royal Plaza on Scotts
 *Scape Co. Ltd.
 Samsui Supplies & Services Pte Ltd
 Select Group Limited
 Shangri-La Hotel, Singapore
 Shaw House Pte Ltd
 Singapore Marriott Tang Plaza Hotel
 Singapore Medical Specialist Centre
 Singtel Recreation Club
 SMRT Commercial Pte Ltd
 SPH REIT Management Pte Ltd
 SPH Retail Property Management Services Pte Ltd
 Starbucks Coffee Singapore Pte Ltd
 SUTL Sports (PG) Pte Ltd
 Swee Cheng Holdings Pte Ltd
 Takashimaya Singapore Ltd
 TDSL SG PTE LTD
 The Hour Glass Limited
 The Providore Singapore Pte Ltd
 Tiffany & Co. Pte Ltd
 Toshin Development Singapore Pte Ltd Tourego
 Pte Ltd
 Trillion Wellness Group
 TWG Tea Company Pte Ltd
 UOB Ltd (Faber House)
 United Overseas Bank (Shaw Centre)
 UNIQLO (Singapore) Pte Ltd
 Vista F&B Services Pte Ltd
 voco Orchard Singapore
 Wah Chan Consolidated Pte Ltd
 Wharf Estates Singapore Pte Ltd
 Wild Honey Pte Ltd
 Wing Tai Clothing Co Pte Ltd
 WL&H Medical Services Pte Ltd
 X-BOUNDARIES PTE. LTD
 Xiao Long Kan OSC Pte Ltd
 Yat Yuen Hong Co Ltd
 YTL Starhill REIT Management Limited

ASSOCIATE MEMBERS

AEi Global Solutions Pte Ltd
 CBRE Pte Ltd
 Cosmoprof Academy Pte Ltd
 Cosmose Pte Ltd
 Dezign Format Pte Ltd
 Drea Asia Pte Ltd
 Flex-Solver Pte Ltd
 Freeman Pte Ltd
 Fruits Vending Pte Ltd
 Global Blue Singapore Pte Ltd
 iDA'SG PTE LTD
 Jones Lang Lasalle Property Consultants Pte Ltd
 Kingsmen Exhibits Pte Ltd
 Komoco Motorcycles Pte Ltd
 Knight Frank Pte Ltd
 Live Nation Singapore Concerts Pte Ltd
 ModernAge Design & Communications Pte Ltd
 NUS Yong Loo Lin School of Medicine
 PARCO (SINGAPORE) PTE LTD
 Partex International Pte Ltd
 Plastics Recycling Association Singapore (PRAS)
 Raffles College of Higher Education Pte Ltd
 Rich-Art Enterprises Pte Ltd
 The Activation Group Pte Ltd
 Unearthed Productions Private Ltd



OFFICE

ORCHARD ROAD BUSINESS ASSOCIATION

MANAGING DIRECTOR

MR STEVEN GOH

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HEAD,

PRECINCT PROJECTS

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FINANCE

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*Join us as a
member today!*

Complete the form [here](#).

ORCHARD
ROAD
A GREAT STREET