



PRESS RELEASE

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DESIGN: THE SOLUTION TO KEEPING SINGAPORE'S CORPORATE GIFTS INDUSTRY RELEVANT AND AHEAD OF THE GAME

- The Singapore Gifts Show Returns from 29 June to 1 July with an extensive showcase from over 100 exhibitors -

Singapore, 23 June 2016 – When the Singapore Gifts Show (SGS) returns this year at Suntec Singapore Hall 401 – 403, attendees will notice Singapore exhibitors who are making design and innovative gifts and services the core of what they have to offer. With many buyers' expectations for corporate gifts shifting away from run-off-the-mill products, exhibitors are also stepping up their game at this year's show in terms of product design, innovation and services.

Mr Ooi Peng Ee, General Manager of TTG Events said that quality and innovative designs have helped clients differentiate their offerings, and reinforce their brand identities in a way that makes marketing merchandising work the way it was intended. Suppliers in the gifts industry cannot continue to rely on run of the mill offerings if they intend to move up the value chain, and be a part of their brand positioning.

Buyers, especially marketers, are more design-conscious and are challenging the industry to step up. "We want SGS to inspire the industry. A well-designed corporate gift balances creative thinking with practical needs and transcends their everyday functions. It can make the product and organisation unique and memorable by standing out from the crowd," Mr Ooi said.

Obsession with design

Design has gained tremendous importance in recent times especially since Singapore was awarded the UNESCO Creative City of Design back in 2015. The gifts industry has also been sent into creative overdrive as companies look for ways to satisfy the demand for products that are unique in materials, shape and even function.

This year's SGS will be the first for Antalis Singapore, a leading distributor of paper, packaging solutions and visual communication products for professionals. Apart from providing paper consultation services, Antalis offers customers advice pertaining packaging design.

A spokesperson from Antalis said, "There is a whole consideration behind selecting a packaging design – from the shape of the package to the functionality of the package and also the materials used. We offer the materials that address the aesthetic, sensory and functionality requirements for good packaging design."

Noting the demand for well-designed packaging, Antalis have begun collaborating with end users, design and packaging agencies to become more involved in the entire process. Not only that, The company also seeks to engage the design community and bring more exposure to their customers'



works through self-funded initiatives implemented across Asia such as the Antalis 10-20-30 project, The Paperweight Awards and Conqueror Design Contest.

But it's not just Singapore companies who are building on a culture of design and innovation. Also at SGS 2016 is the Thailand's contingent of 12 strong gifts design talents. Exhibitors from Thailand have participated for 10 years as they found SGS a rare opportunity for them to meet with customers who appreciate their creative talents.

"Thailand's leadership in creative gifts design stems from its industry ability to harness its creative talents across all segments of its society," said Khun Jirabool, President of Thai Gifts and Premiums Association (TGP).

SGS continued support of Social Innovation Park, PaTH initiative have help provide access to the industry of Singapore's own wider pool of creative talents. Ms. Penny Low, founder of SIP, said, "Since our collaboration in 2010, 106 members have benefitted from their participation in SGS and we are pleased that our members are able to contribute in a meaningful way to the positive development of the industry".

Changing the corporate gifts industry with design

The practical use of an item received can be what keeps it from getting thrashed or given away. This is why when it comes to gift merchandising, design can be a gamechanger.

Chia Eng Kiat managing director of Tredan Connections Pte Ltd has made functionality a key factor of his product design. In 2014, he debut his patented USB Traveller Plug which received an initial 20,000 orders from corporate buyers. Today the list of products Tredan Connections offers include a cleverly designed water bottle integrated with pillbox as well as a display kit to aid doctors in diagnosing erectile dysfunction which was designed and developed by Mr Chia himself.

"When you design your own product, it holds a special DNA familiar to the designer and the company it belongs to. Even when others try to replicate them, they may not hold the same meaning or value. The industry is amassed with similar products that end up becoming commodities – they have lost their value and price often turns into a key factor," Mr Chia shared.

Admission to SGS 2016 is free for anyone holding a business card. This year's show will feature a total of 112 booths with exhibitors from Singapore, Malaysia, Thailand, Indonesia and USA.

About Singapore Gifts Show (SGS)

Singapore Gifts Show (SGS) is a leading international trade event dedicated to showcasing innovative gifts, premiums and lifestyle products and services from around the region and beyond. Attended by ready local and international trade buyers and corporate visitors, SGS boasts an audience of purchasers, corporate and marketing professionals from around the world. Established in 2006 as the Singapore Gifts and Stationery Show, SGS's annual showcase includes a 3-day exhibition and industry seminars.



Singapore Gifts Show is organised by TTG Events, a business group of TTG Asia Media. It is proudly partnered by the Gifts Association Singapore (SGA), Singapore Innovation Park (SIP), and supported by the Malaysian Gifts & Premium Entrepreneur Association (MGPA), Taiwan External Trade Development Council (TAITRA), Thai Gifts Premiums and Decorative Association (TGP), International Enterprise (IE) Singapore and Conversion Hub Marketing.

Please visit www.singaporegiftsshow.com for more details.

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