

**For Immediate Reporting**

**SENIOR MINISTER OF STATE SIM ANN LEADS RETAIL BUSINESS  
DELEGATION TO CHINA FROM 23 TO 27 APRIL 2018**

1. Senior Minister of State for Trade and Industry, and Culture, Community and Youth Sim Ann is visiting Shanghai, Hangzhou and Zhoushan in China from 23 to 27 April 2018. She is leading a business delegation organised by Enterprise Singapore comprising representatives from the retail industry.
2. On 23 April, Ms Sim visited the HEMA Supermarket in Shanghai, and will visit Starbucks Reserve Roastery, Raffles City Changning and Ruyicang by Forchn Group on 24 April. Raffles City Changning is part of the CapitaLand network of malls and is the newest of its Raffles City-branded developments. Ms Sim will observe front-of-house innovations such as omni-channel and experiential retail, as well as back-of-house transformations such as e-payments, e-commerce logistics and warehousing.
3. In Zhejiang, Ms Sim will visit the Alibaba Xixi Campus and other Alibaba ventures including Ant Financial (Alipay) and HomeTimes in Hangzhou. During her visit, Ms Sim will also call on Zhejiang Governor Yuan Jiajun to reaffirm longstanding and warm relations between Singapore and Zhejiang. Ms Sim will then co-chair the 13th Singapore-Zhejiang Economic & Trade Council meeting in Zhoushan with Zhejiang Vice Governor Zhu Congjiu on 26 April.
4. Ms Sim said, "This trip takes our companies right into the frontier of innovative and high-tech retail concepts in China. I hope that seeing these concepts in action will inspire our Singaporean retailers to try new technologies, and make full use of the strategies set out in the Retail Industry Transformation Map to take their businesses to the next level."
5. Ms Sim will be accompanied by officials from the Ministry of Trade and Industry, Ministry of Foreign Affairs, Enterprise Singapore and National Youth Council.

**Annex A:** Photo of Senior Minister of State Ms Sim Ann with the Business Delegation.

**Ministry of Trade and Industry  
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**Annex A: Photo of Senior Minister of State Ms Sim Ann with the Business Delegation**



Caption: Senior Minister of State Ms Sim Ann with the Enterprise Singapore business delegation at HEMA Supermarket.