

Annex D

Upcoming *Made With Passion* Partnerships

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| <p>Shopee (<i>20 November 2020 to February 2021</i>)</p> <p>Shopee will partner with <i>Made With Passion</i> to house the brands on its platform, and launch the ‘Local Gifts from the Heart’ campaign, coinciding with important gifting festivals such as Christmas, Chinese New Year and Valentine’s Day. It includes a Shopee microsite and livestreams that spotlight stories and products of the <i>Made With Passion</i> brands, exclusive bundles, and lucky draws to provide Singaporean users with an added incentive to continue supporting local brands.</p> |
| <p>NTUC FairPrice (<i>from December 2020</i>)</p> <p>NTUC FairPrice will extend its Support Local initiatives to several <i>Made With Passion</i> brands by retailing them in selected FairPrice Finest stores over the next few months.</p> |
| On Offline Platforms |
| <p>Design Orchard (<i>from January 2021</i>)</p> <p>In partnership with Textile and Fashion Federation (TaFF), <i>Made With Passion</i> brands will be spotlighted in a pop-up showcase at Design Orchard, a one-stop experience for the public. Visitors can learn about the carefully selected brands, their product offerings and shop on the spot.</p> |
| <p>Retail Food Hall at Lau Pa Sat (<i>details to be announced</i>)</p> <p>A retail showcase of ten <i>Made With Passion</i> packaged F&B brands at a brand new upcoming Retail Food Hall at Lau Pa Sat</p> |
| On Online Platforms |
| <p>Visa and Singapore Tourism Board (<i>details to be announced</i>)</p> <p><i>Made With Passion</i> will also further partner with Visa and STB on their collective effort to encourage Singaporeans to shop at local retailers and support the domestic economy as part of the synergy of their respective #WhereYouShopMatters and #SingaporeRediscovered campaigns.</p> |
| <p>Online marketplaces (<i>from 21 November onwards</i>)</p> <p><i>Made With Passion</i> brands will be featured in online marketplaces such as Boutique Fairs’ online platform, eBoutiques, KrisShop and OneOrchard.Store.</p> |