

The NACS logo features the letters 'NACS' in a bold, sans-serif font. The 'A' is green, while the other letters are blue. A vertical line is positioned to the right of the text.

NACS

Ideas 2 Go.®



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Convenience
Summit Asia

19-21 July 2022 | Singapore

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From customer experiences to innovative foodservice concepts, retailers today are operating the convenience store of tomorrow.

The NACS Ideas 2 Go program showcases leading retailers from around the world that are staying ahead of ever-changing consumer preferences and the retail landscape.

View the latest NACS Ideas 2 Go videos at [convenience.org/Ideas2Go](https://www.convenience.org/Ideas2Go). Also, read the monthly *NACS Magazine* for articles that feature retailers who are putting their best ideas to work.

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Singapore



Singapore Overview

Singapore

Singapore is a city, a nation and a state. It is about 275 square miles, approximately 3 ½ times larger than Washington, D.C., and inhabited by people from four major communities: Chinese (majority), Malay, Indian and Eurasian. As of June 2021, Singapore's population stood at 5.45 million. Of its total population, four million are residents, which consist of citizens and permanent residents (PRs), and 1.45 million are non-residents, which consist of those on various work passes as well as foreign students. There are four official languages in Singapore: English, Malay, Mandarin and Tamil. Malay is the symbolic national language, while English is the main working language.

Since its independence on 9 August 1965, the country has adopted a parliamentary democracy system. Currently, the government and the cabinet are led by Prime Minister Lee Hsien Loong, while President Halimah Yacob is the Head of State.

Singapore is known as a "City in a Garden," and nearly 50% of the island is green space. It is a thriving metropolis offering a world-class infrastructure, a fully-integrated, island-wide transport network, a dynamic business environment, vibrant living spaces and a rich culture largely influenced by the four major communities in Singapore with each offering a different perspective of life in terms of culture, religion, food, language and history.

One of the reasons that Singapore proves to be such an attraction is the ease of living, particularly in terms of its residence, transportation and governance systems. Over the years, Singapore has made significant strides in many areas and has attracted an encouraging number of international accolades that recognize the city as vibrant and world class.



Economy

Singapore has a highly developed and successful free-market economy. It enjoys an open and corruption-free environment, stable prices and a per capita GDP higher than that of most developed countries. Unemployment is very low. The economy depends heavily on exports, particularly of electronics, petroleum products, chemicals, medical and optical devices and pharmaceuticals, and also on Singapore's vibrant transportation, business and financial services sectors.

Singapore's economy is highly industrialised. The industrial sector represented 24.4% of GDP and employed 15.2% of the active population in 2021 (World Bank, 2022). Electronics and petrochemicals dominate the industry, which also includes biomedical sciences, logistics and transport engineering (GuideMe Singapore).

Retail

The services sector contributed 70.9% of GDP and employed 84.1% of the active population in 2021 (World Bank, 2022). It is dominated by trade, business services, transportation, communications and financial services. As a regional commercial hub, the Port of Singapore is one of the most important in the world. It ranks second in total volume of container transshipment traffic after Hong Kong.

So, whether it's the arts and cultural exchanges, the creation of cutting-edge innovation to enrich the lives of the communities at home or abroad, or the coming together of world-class minds to spark new business opportunities locally and internationally, Singapore is simply the place where worlds meet.

Singapore Store Tours

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NTUC FairPrice

Founded by the labour movement in 1973, NTUC FairPrice's social mission is to moderate the cost of living in Singapore.

From one supermarket, it has grown to become a leading retailer in Singapore serving more than half a million shoppers daily through a network of over 370 outlets. It comprises FairPrice supermarkets, FairPrice Finest, FairPrice Xtra, FairPrice Shop, Cheers convenience stores, FairPrice Xpress and Unity pharmacy. Its e-commerce portal draws over 700,000 visitors monthly. NTUC FairPrice also owns a Fresh Food Distribution Centre and a centralised warehousing and distribution company.

Today, with its multiple retail formats serving the varied needs and interests of people from all walks of life, NTUC FairPrice has kept pace with the changing needs of its customers while remaining committed to its social mission and its aspiration to be Singapore's leading retailer with heart.





7-Eleven Singapore

7-Eleven is the store of choice, not just for convenience needs but for a range of meals on-the-go, beverages and snacks.

7-Eleven forms the largest chain of convenience stores island-wide. There are 455 7-Eleven stores scattered throughout the country as of the end of fiscal 2021. Stores in Singapore are operated by DFI Retail Group, franchised under a licensing agreement with 7-Eleven Incorporated.

The first 7-Eleven store in Singapore opened along Upper Changi Road in 1983, and in 1986 the first franchised 7-Eleven store (under the Jardine Matheson Group) opened. The license was then acquired by Cold Storage Singapore, a subsidiary of DFI Retail Group, in 1989.

Singapore Store Tours

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Shell Singapore

Shell has operated in Singapore since 1891. Today, besides operating approximately 50 retail locations, Shell continues to be a major player in the energy and petrochemicals sectors, in areas such as manufacturing, trading, gas, chemicals, lubricants, aviation, marine and bitumen. Shell is also growing its New Energies businesses in Singapore with Nature Based Solutions and City Solutions operated from here.

Consumers want more while they are on the move. That is why Shell created Deli by Shell, a proprietary high quality, tasty and fresh food and drink offer to give customers what they need when they need it.





SPC

Founded in 1969, Singapore Petroleum Company (SPC) has interests in oil and gas exploration and production, refining, terminalling and distribution, marketing and trading of crude and refined petroleum products. SPC operates 40 convenience stores across Singapore.

Fueling its growth, in 2009 SPC was proud to join PetroChina, one of the largest oil and gas companies in the world. As a fully owned subsidiary of PetroChina International (Singapore) Pte. Ltd., SPC today taps into a wide range of resources and benefits from a substantially stronger financial position. SPC continues to stay nimble in its approach and, as such, is well placed to fuel Singapore's economy well into the future.

Sinopec Store Tours

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Sinopec

Sinopec, the petrol service station chain owned by China Petroleum & Chemical Corporation (Asia's largest oil refiner), was founded in 2000 and has been serving customers in Singapore since December 2018. Sinopec currently operates four locations offering specially formulated motor fuels. In addition to fuels, the service stations operate as convenience stores, with a wide range of drinks, snacks and fast foods to fuel the daily activities of busy Singaporeans.



VIVOCITY 1 Harbour Front Walk

VivoCity is an iconic retail, entertainment and lifestyle destination that constantly surprises and stimulates visitors with its vibrant mix of retail and entertainment concepts. It features great supermarket, convenience and foodservice offers.

Singapore Store Tours

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Lau Pa Sat Sat Satay 3 & 4 and Food Folks

Lau Pa Sat

Lau Pa Sat (or “old market” in the Hokkien dialect), is a beautifully restored cast iron heritage site. It was Singapore’s first wet market, dating back over 150 years to the time of Sir Stamford Raffles, the founder of Singapore. It was subsequently converted into a famous gourmet paradise and has been gazetted as a national monument since 1973.

Today, Lau Pa Sat Festival Market is one of Kopitiam’s most well-known outlets offering Singaporeans and even tourists the best of authentic local and international cuisines.

Food Folks (FairPrice Group)

Food Folks is an award-winning brand born out of a shared love for food and experiences related to food. Food Folks brings together all things food (F&B, Retail—fresh or cooked), the food community and concepts in vibrant spaces (offline and online) for people to connect over Everything Food. In this space, you will be able to try both familiar and innovative products/foods, as well as engage in educational, multi-sensorial encounters.





Caltex

Since Caltex's arrival in Singapore during the 1950s, the company has worked hand in hand with the government to grow and give its employees opportunities to gain insights from global business practices.

After establishing a strong presence and achieving many breakthroughs with products and services, Caltex remains committed to Singapore and enriching the lives of its customers.

Caltex believes it has an important role to play in contributing to the quality of life in the local communities it serves that are recognized as having the most need. Improving instruction in science, technology, engineering and math (STEM) provides career and technical training that can lead to good-paying jobs. If people and communities are to thrive, nothing is more important than education and job training. That's why Caltex invests in education.

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