

ZACD launches Wow Singapore in China's fastest-growing cities



The Wow Singapore will be set up at high-footfall locations across three weekends in the selected cities, namely Chongqing, Chengdu, Xian, Wuhan, Changsha and Guiyang. Photo: ZACD

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SINGAPORE — Investment firm ZACD Group has launched the Wow Singapore pop-up store to be showcased in China's fastest-growing cities, bringing together prominent local brands in a collaboration to promote the city-state's products and services to Asia's No 1 economy.

"Wow Singapore is the transformation of multiple storage containers into a mobile gallery showcasing key offerings that make Singapore the world-class city it is today, primarily in investment, healthcare, education, and food and beverage (F&B)," ZACD said on Thursday (Aug 11).

Wow Singapore will be set up at high-footfall locations across three weekends in the selected cities, namely Chongqing, Chengdu, Xian, Wuhan, Changsha and

Guiyang, ZACD said. The pop-up store is expected to engage millions, offering massive visibility and exposure for its partner brands and for Singapore.

Among the brands partnering ZACD are property developer GuocoLand, Singapore Medical Group, F&B companies Prima Taste and Super Group, as well as legal firm Sim Mong Teck & Partners.

"Singapore is a well-respected brand in China as a choice destination for education, investments and immigration. Our bilingual education policy, good legal infrastructure set against a safe environment will continue to be strong pull factors for the Chinese to look at Singapore," said Mr Sim Mong Teck.

"In June, GuocoLand held a preview in Shanghai for Wallich Residence at Tanjong Pagar Centre. We are following through our marketing efforts in China to reach out to a wider audience in some of China's fastest-growing cities like Chongqing and Wuhan," said Ms Dora Chng, General Manager (Property Sales & Marketing), GuocoLand Singapore.

Established in Singapore since 2005, ZACD is a regional investment strategy firm with a real estate heritage and the parent company of property agency SLP International.