



Press release

Chinatown Business Association (CBA) promotes *Rediscover Chinatown*, to attract Singaporeans

19 August 2020 - Chinatown Business Association (CBA), in collaboration with its tenants and stakeholders, is launching a series of programmes; encouraging Singaporeans to Rediscover Chinatown.

As part of its measures to support its tenants and stakeholders, CBA is organising programmes and workshops to attract Singaporeans to experience the local culture and rich heritage at its best.

Examples of culture and heritage rich workshops are Traditional Chinese Medicine (TCM) and Peranakan tiles appreciation.

“We have lined up a host of marketing activities to support our tenants and stakeholders. These programmes are created to attract Singaporeans to explore the many local culture and heritage, art and food highlights in Chinatown,” said Ms Lim Yick Suan, Executive Director, Chinatown Business Association.

In partnership with the Singapore Tourism Board and various community groups, these new initiatives are an extension of CBA’s support measures to tenants. Through highlighting Chinatown’s vibrancy, traditional and cultural heritage, CBA hopes to increase domestic traffic to Chinatown, strengthening its position as a cultural heritage rich hotspot.

----- Activities taking place in the upcoming months

August: *Rediscover the finer details*

Tea Blending Workshop by Ette Tea Boutique: Tea blending or scenting is the art of putting different teas together to produce a final product. During this 1.5 hour course, participants will be able to whip up their own creation and will be able to bring home their own unique blend of tea.

Cultural Cooking Class by Food Playground: For the aspiring chefs, the Cultural Cooking Class delves deep into local recipes that have been passed on through generations during this cultural cooking class. Participants will cook up traditional dishes such as Laksa, Chicken curry and Char Kway Teow using fresh local ingredients.



Crocheting Workshop by Tiny Rabbit Hole: Visitors looking to pick up a new skill should not miss out on this crocheting workshop. Learn the calming skill of crocheting and participants can walk away with a cute thorny cactus done by themselves.

Peranakan Tiles Painting Workshop by Chinatown Business Association with Peranakan Tiles Museum. Participants are invited to paint actual peranakan tiles to take home and display. Each session lasts about 45mins. Limited to 5 pack per session.

Over the next few months, Chinatown Business Association will be organising different activations under different themes to highlight the interesting local businesses that locals can support.

September: Rediscover Family Times

Visitors can revisit the Old times of simple old school games with some carnival food. Sharing good times with your family during the holidays.

October: Rediscover Wellness

Health is wealth, we will explore 2 different workshops to teach people about health foods and medical oils and the benefits of the various products for personal wellness.

November: Rediscover Culture

Take this opportunity to delve deeper into the art of the Chinese culture, with calligraphy and opera related workshops. Curated for people of all ages, November is dedicated to rediscovering traditional art and spread awareness among Singaporeans.

More information can be found on CBA's newly launched website: <https://chinatown.sg/>



About Chinatown Business Association

Chinatown Business Association (CBA) was set up by a group of passionate Chinatown stakeholders drawn from a cross-section of business leaders, grassroots leaders, Chinese clan associations, hoteliers, hawkers, retailers, and more. CBA is a non-profit organisation serving and promoting the business and community interest of stakeholders in Chinatown.