

## **BACKGROUND INFORMATION ON SOMERSET BELT PROJECT**

The transformation of Somerset Belt is a key project under the SG Youth Action Plan. As part of the longer term plans for Orchard Road, spaces along Somerset Road will have a stronger youth focus. It will serve their needs and aspirations, bringing youth from all walks of life together in a common space, and enhancing the retail vibrancy of Orchard Road.

MCCY has convened a working panel to work with youth to conceptualise a masterplan by end-2019 to guide the Somerset Belt's development. Co-led by Mr Baey Yam Keng, Senior Parliamentary Secretary, Ministry of Culture, Community and Youth & Ministry of Transport and Ms Dione Song, Chief Commercial Officer of Love, Bonito, the Somerset Belt working panel of 20 members includes youth and representatives from different sectors. They will bring their expertise and experience to guide the Somerset Belt's master plan development.

The Panel will engage youth to co-create the masterplan. All Singaporean youth are invited to share how they would like to shape Somerset Belt at [YoCo.sg](https://www.yoco.sg).

For more information, please visit <https://www.mccy.gov.sg/shapeyoursomerset>

**SOMERSET BELT WORKING PANEL**

<u>Working Panel Co-leads</u>	
Mr Baey Yam Keng	Senior Parliamentary Secretary <i>Ministry of Culture, Community and Youth</i> <i>Ministry of Transport</i>
Ms Dione Song	Chief Commercial Officer <i>Love, Bonito</i>
<u>Working Panel Members</u>	
Ms Addie Tan	Associate Director, CEO's Office <i>Razer Inc.</i>
Mr Adrian Ang	Co-Founder, Chief Creative Officer <i>HEPMIL</i>
Ms Andrea Chong	Digital Influencer <i>DC Creative</i>
Ms Annie Lee	Deputy Chief Executive Officer (Singapore) <i>Perennial Real Estate Holdings Limited</i>
Mr Benjamin Kheng	Artiste <i>FLY Entertainment</i>
Ms Carmen Low	Director <i>Afterglow Concepts Pte Ltd</i>
Mr David Chua	Chief Executive Officer <i>National Youth Council</i>
Mr Den Sabari	Project Director <i>LalooLalang</i>
Mr Dennis Tay	Founder and Chief Executive Officer <i>Naiise</i>
Mr Dinesh Balasingam	Regional Head of Business <i>Chope</i>
Mr Farris Rahman	Professional Athlete <i>Red Bull GmbH, Vans, Stance Socks</i>

Mr Jeff Cheong	President <i>Tribal Worldwide Asia</i>
Mr Kent Teo	Founder and Chief Executive Officer <i>Invade</i>
Ms Lim You Ling	Director, Urban Design (Central Area, North) <i>Urban Redevelopment Authority</i>
Ms Loh Min Lin	Manager <i>Orchard Road Business Association</i>
Ms Ranita Sundramoorthy	Director, Experience Development Group, Retail & Dining <i>Singapore Tourism Board</i>
Ms Rose Tong	Executive Director <i>Singapore Retailers Association</i>
Mr Steve Loh	General Secretary and Chief Executive Officer <i>YMCA</i>