

**The Inaugural World Christmas Market Singapore Presents
10,090sqm of Interactive Experiences, Retail Treasures, and Festive Flavours**
*The World Christmas Market Singapore transforms The Promontory at Marina Bay
into a 21-day festive extravaganza championing community and sustainability*



SINGAPORE, 13 November 2024 – From **5 to 25 December 2024**, **World Christmas Market Singapore**—a holiday extravaganza with interactive experiences, retail treasures, and festive flavours—will light up **The Promontory at Marina Bay**, ushering in a new era of festive celebrations where cultures converge, traditions are celebrated, and memories are created. Presented by **DareDreamer**, the brand experience division of Oceanus Media Global (OMG), this event is a vibrant celebration of the true essence of Christmas. Against the backdrop of Singapore’s stunning skyline, this immersive holiday experience is set to become a beloved holiday tradition for the season not just in Singapore but across the region.

Visitors are welcomed into a dazzling Christmas wonderland filled with towering trees, twinkling lights, and carols echoing through the air. Market stalls offer a unique selection of handcrafted treasures, artisanal gifts, and gourmet food hampers, while a special children's area inspired by *Nikolausdorf* (Saint Nicholas' Village) creates magical moments for families with little ones. Guests will embark on a global culinary journey featuring festive classics alongside local and Asian favourites, celebrating the season with diversity and inclusivity. Sustainability and community are at the heart of the market, ensuring the spirit of giving shines throughout the festival.

“We’ve crafted an experience that encapsulates the joy, warmth, and generosity of Christmas, bringing people together to create lasting memories,” shared **Nick GC Tan, CEO of Oceanus Media Global**. “We are also committed to promote eco-friendly practices throughout the market while partnering with like-minded organisations to support both the environment and those in need during this festive season. The World Christmas Market

Singapore offers a truly culturally inclusive celebration with charity and sustainability at its core, enhancing its appeal for conscious holidaymakers seeking both joy and purpose.”

Immerse in a Wonderland of Interactive Experiences



The World Christmas Market Singapore is brimming with festive excitement, creating a magical atmosphere where everyone can celebrate, connect, and create lasting memories. Visitors are immediately welcomed by the whimsical, where giant candy canes stand proudly at the entrance and set the tone for a holiday adventure filled with magic and laughter. Beyond the lane, **The Singing Christmas Tree**, presented by Southeast Asia leading superapp Grab, takes centre stage with a full choir performing beloved carols, spreading the spirit of the season.

Along the path, beautifully decorated Christmas trees light up the Arrival Plaza, creating a beacon of hope and joy for all who enter. Just beyond the Arrival Plaza, the **Christmas Field of Dreams** greets visitors with a breathtaking display of sparkling lights, evoking the beauty of a snow-covered landscape. Visitors can also spread festive cheer worldwide by sending digital postcards and photos taken in the walk-in **Snow Globe Picture Booths**, providing a unique way to create and instantly share holiday greetings with loved ones near and far.



The highlight of the festival's live entertainment, **The Christmas Gift**, a musical specially commissioned for the World Christmas Market Singapore, will enchant audiences nightly with its heartwarming performances, combining classic carols, lively dance, and theatrical acts to capture the holiday spirit. Alongside the musical, the main stage will feature a vibrant lineup of talented local bands and entertainers such as [O.K READY!](#), [Reverie](#), and [Jukuleles](#), offering current chart toppers, soulful renditions and festive performances that elevate the atmosphere. With a continuous array of entertainment, the World Christmas Market promises evenings filled with joy and unforgettable moments.

In the **Season of Hope**, guests can cast their heartfelt wishes in magical wishing wells whilst spreading joy to those in need. Meanwhile, the **Season of Dreams** invites children to pen their aspirations while capturing special moments with Santa, creating cherished keepsakes that inspire hope for the future. Together, the Seasons of Hope and Dreams remind of the true meaning of Christmas—giving, wishing, and believing.

Children can enjoy the market's enchanting **Saint Nicholas' Village**, where storytelling comes alive through pantomime and song. They can participate in Christmas cookie decorating and popsicle making workshops, hop on the Christmas train and afterward, the little ones can bounce into the whimsical **Gingerbread House Bouncy Castle**, surrounded by a **Candy Wonderland** with curated pop-up shops offering sweet treats.

Guests can also look forward to enchanting Augmented Reality (AR) video experiences powered by Singtel 5G, taking place at two giant AR video stations for a unique photo opportunity to create memories with loved ones. Visitors can then also enjoy the **Christmas Tree Farm**, a one-stop shop for real Christmas trees, beautiful ornaments, and thoughtful gifts, ensuring a magical holiday experience.

Savour the Season with Global Flavors at Grab Feast Street



What is Christmas without a grand feast? At the **Grab Feast Street**, visitors can indulge in a festive spread of global delights and enjoy the true flavours of the season. Grab merchants will be at the heart of this feasting experience, offering traditional favourites like baked ham, turkey, and bratwurst, sweet treats like Hungarian chimney cakes, and classic holiday drinks such as mulled wine and creamy eggnog, adding a cosy touch to the festivities. This lineup invites everyone to come taste the flavours of Christmas from around the world, all in one vibrant setting.

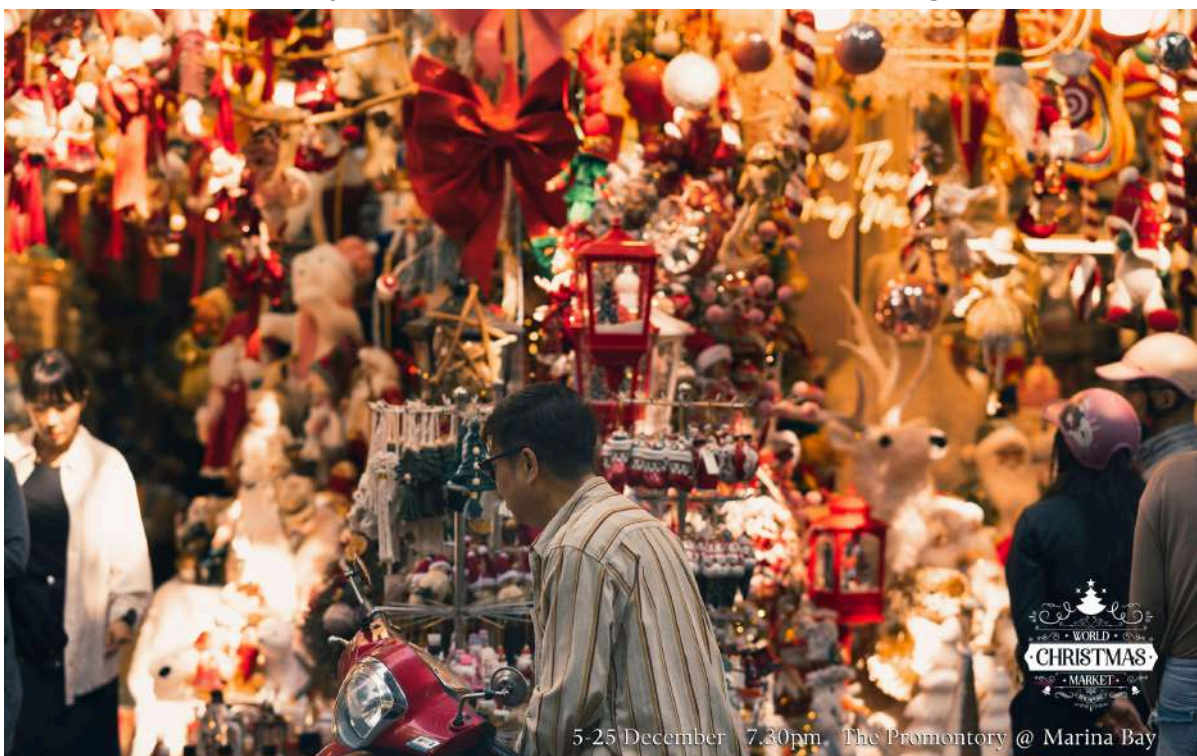


The feast doesn't stop at the borders of Europe. Singapore's diverse culinary heritage shines through as local vendors infuse a local flavour to the festive fare. Indulge in a variety of local and regional delights, from flavourful *Lok Lok* skewers and freshly grilled seafood. Those with a sweet tooth can relish dessert choices like *ondeh ondeh* Swiss rolls or more traditional bites like soy milk, soy bean desserts, crispy *You Tiao* and *Shao Bing* that add a comforting charm. It's a unique holiday feast here at the World Christmas Market Singapore, blending familiar holiday fare with Singapore's diverse culinary culture.

Visitors to Grab Feast Street can also enjoy a 15% discount by redeeming the Grab Dine Out deals available in the app. Grab Feast Street is a vibrant reflection of both global and local culinary heritage, allowing visitors a chance to savour the world on a plate, with food stalls offering a culinary journey that spans continents.

"We're excited to be the Title Presenter for this year's World Christmas Market," said **Yee Wee Tang, Managing Director of Grab Singapore**. "This event is about sharing the festive spirit and supporting local merchants, and we're delighted to offer visitors exclusive Grab Dine Out deals, giving them 15% off festive treats. We look forward to creating a season filled with joy and purpose, as we celebrate and uplift our community together."

Discover Unique Holiday Treasures at World Christmas Market Singapore



The **Decor and Gift Bazaar** showcases an extraordinary selection of festive offerings, featuring traditional and handcrafted items alongside locally curated gifts, offering visitors an array of intricate ornaments, from delicate glass baubles, intricately carved wooden figurines, to even artisanal teas from all around the world.



Homegrown brands will also curate their own unique take on Christmas gifts, showcasing Singapore's rich cultural tapestry. Explore **The Fashion Pulpit**, a local social enterprise aiming to promote environmental awareness, encouraging consumers to extend the lifespan of fashion items and minimise textile waste. Look forward to discovering curated Christmas gift shops and other local brands that bring Singapore's cultural diversity to life with handcrafted leatherwear and artisanal items ideal for unique presents. For those looking to celebrate with a toast, the on-site bottle shop offers a variety of wine and spirits.



The **Fur Friends Bazaar & Play Pen** invites our furry companions to join in on the festivities. This pet-friendly market features a delightful range of Christmas gifts for pets, along with shows and other fun activities in the play pen exclusively during the weekends, for both humans and their four-legged friends to create joyful memories together.

Whether it is intricate décor to adorn your home or meaningful gifts to share with loved ones, the market's retail wonderland offers an eclectic, carefully curated selection that celebrates the festive spirit while supporting local and international craftsmanship.

Embracing the Spirit of Giving: A Commitment to Community and Giving Back



The World Christmas Market Singapore wholeheartedly embraces the season of giving with an emphasis on unity, sustainability, and giving back to the community. Through eco-friendly initiatives like waste reduction, supporting sustainable vendors, and hosting interactive workshops promoting green habits, the market aims to redefine the meaning of Christmas with a modern sensibility. This ethos is brought to life through partnerships with like-minded organisations.

Singtel also joins as the event's Network Connectivity Partner, bringing the brand's "Hello Possibilities" platform to life through the event. This partnership underscores Singtel's commitment to empowering Singaporeans to explore new possibilities through seamless connectivity. Through the giant AR video stations, attendees can step into the magic of World Christmas Market Singapore, experiencing the wonder and imagination of the season right here on our sunny shores.

Gorental SG, Singapore's leading green energy solutions provider, has also partnered with World Christmas Market Singapore to help minimise its carbon emissions by utilising solar power and renewable energy throughout the market.

"We are thrilled to partner with the World Christmas Market Singapore on this meaningful event," shared **Colin Peh, Managing Director at Gorental SG**. "With the season's focus on mindfulness and sustainability, it's more important than ever to embrace eco-friendly

practices. At the World Christmas Market Singapore, we estimate that a whopping 7.2 tonnes of carbon emissions can be reduced with the shift to our green energy solutions. Through this partnership, we hope to encourage the adoption of sustainable habits that help protect our environment during the holidays and beyond.”

This partnership with Gorental SG enables the debut of SG’s first solar powered Singing Christmas Tree and Christmas Field Of Dreams, showcasing the festival’s commitment toward achieving our sustainability goal and aligning closely with Singapore’s Green Plan 2030. Providing clean energy during the festival directly supports the transition to renewable sources and enhances urban energy efficiency, reflecting Singapore’s commitment to lowering its carbon footprint and fostering a more sustainable and resilient urban environment in Singapore.

World Christmas Market Singapore will further enhance this spirit of giving in collaboration with their Community Impact Partner, non-profit organisation **Brands For Good**. Together, they aim to bring hope and joy to those in need during the festive season while raising awareness for their beneficiary charities, such as **Helping Joy, EPWorth, Kampung Senang, Extraordinary People, Caregivers Alliance**, amongst others.

The market will welcome beneficiaries from these various charities, inviting them to join in the festive cheer with a comforting dinner, lively entertainment, and meaningful celebration. This initiative aligns with Brands For Good’s mission to shine a light on Singapore’s lesser-known charities, offering them support through the event. This partnership fosters inclusion and community, highlighting the importance of giving back and ensuring the festive celebrations leave a lasting impact beyond the market. The funds raised from the Season of Hope wishing wells will also help bring joy to the underprivileged by inviting welfare recipients to experience the magic of the market each evening.

“As the Impact Partner of the World Christmas Market Singapore, we are excited to bring the true spirit of giving to life in a way that creates lasting, positive change, well beyond the holiday season” shared **Garry Lam, Chairman - Designate at Brands For Good**. “Through this partnership, we aim to inspire a culture of compassion, sustainability, and community support, encouraging all to embrace the importance of giving back.”

For **A Green Christmas**, World Christmas Market Singapore has commissioned a stunning 5m sustainable cardboard Christmas tree, nutcrackers and wishing wells to be displayed in the Wish Plaza. Wishes from less fortunate children will then be hung on this green Christmas tree, encouraging visitors to grant these heartfelt requests. Guests can also participate in workshops to craft festive wreaths and decor from recycled materials, celebrating the season with joy and responsibility.

Have Yourself a Meaningful Christmas at World Christmas Market Singapore

The inaugural World Christmas Market Singapore promises a spectacular holiday celebration, blending global traditions, local culture, and community spirit. With enchanting attractions, delectable culinary offerings, and heartwarming charitable initiatives, this vibrant event invites visitors of all ages to experience the true essence of Christmas. Join us in creating lasting memories and embracing the spirit of giving in a dazzling holiday setting!

More information can be found on World Christmas Market's [website](#) and social media platforms ([Instagram](#), [Facebook](#), [TikTok](#), and [Youtube](#))!

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About World Christmas Market Singapore

World Christmas Market Singapore is a premier festive celebration that brings the true meaning of the holiday season to life in the heart of Marina Bay. Presented by DareDreamer, this inaugural event goes beyond festive lights and treats, focusing on authenticity and the values of the season. Offering a curated selection of handcrafted gifts and international holiday treats, each element is designed to create an immersive, enchanting atmosphere. With a mission rooted in sustainability and community in this season of giving, the market champions eco-friendly practices and charitable initiatives, staying true to Christmas's spirit of compassion and generosity. Poised to become a holiday cornerstone in Singapore and beyond, the World Christmas Market Singapore is where cultures converge, traditions are celebrated, and lasting memories are made.

About DareDreamer

DareDreamer is the newly launched brand experience services division of Oceanus Media Global (OMG), a leading Immersive Media & Virtual Production specialist in Singapore and the region. With access to OMG's AR/VR studios in Singapore and Malaysia, DareDreamer crafts immersive brand stories through cutting-edge solutions such as real-time 3D set mapping, broadcast Augmented Reality, interactive live-streaming, and virtual/hybrid event activations. Backed by OMG's full virtual production ecosystem, DareDreamer brings expertise in immersive media and experiential marketing, shaping industry trends and delivering impactful experiences that captivate audiences across markets.

Address

The Promontory@Marina Bay
11 Marina Blvd, Singapore 018940

Event Period & Operating Hours

5 to 25 December 2024
Monday to Thursday: 5pm - 11pm
Friday to Sunday: 4pm - 11pm

Website

<http://wcm-sg.com>

Social Media

Instagram: [@wcm.sg](https://www.instagram.com/wcm.sg)
Facebook: [World Christmas Market Singapore](https://www.facebook.com/WorldChristmasMarketSingapore)
Tiktok: [@wcm.sg](https://www.tiktok.com/@wcm.sg)
Youtube: [@wcmsingapore](https://www.youtube.com/@wcmsingapore)

For media enquiries and further information, please contact:

Mervyn Lee Mad Hat Asia Tel: +65 9030 1357 mervyn@madhat.asia	Nadhirah Salemi Mad Hat Asia Tel: +65 9764 3977 nadhirah@madhat.asia	Lucas Kwok Mad Hat Asia Tel: +65 8180 6262 lucas@madhat.asia
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