

STB Vietnam: Sponsorship Opportunity with Zalopay – Vietnam’s first tech unicorn	
Background	<p>Zalopay, a subsidiary of VNG - Vietnam's first technology unicorn, has successfully launched its digital payment services in Singapore, marking its first international expansion. With over 16 million users in Vietnam and 120,000 payment acceptance points across Singapore, Zalopay offers a seamless cross-border payment solution with competitive exchange rates of 1.5%.</p> <p>The Singapore Tourism Board in Vietnam (STBVN) is collaborating with Zalopay to enhance Singapore's destination branding in Vietnam through targeted digital marketing campaigns. This partnership leverages Zalopay's extensive user base to showcase Singapore's diverse tourism offerings and facilitate seamless payment experiences for Vietnamese visitors. Through the platform's universal QR compatibility with NETS, Alipay, and GrabPay, businesses in Singapore can easily cater to the growing Vietnamese tourist segment</p> <p>We invite all interested stakeholders to participate in this opportunity with the following benefits:</p> <ul style="list-style-type: none"> • Enhanced visibility through in-app and external marketing channels by Zalopay • Collaborative promotional opportunities (vouchers and giveaways) • Dedicated incentive programmes for travel industry professionals • Complimentary payment system training sessions
Audience	Please download Zalopay’s product deck and audience here
Who can Apply	<p>STBVN is inviting Singapore-based suppliers who are interested in increasing their presence to Vietnamese travellers.</p> <p>Who Can Apply?</p> <ul style="list-style-type: none"> • Airlines • Hoteliers & hotel chains • Attractions • Tour & experience companies • Restaurants • Retail / Shopping Malls
Criteria for inclusion	<p>We welcome Singapore stakeholders who can offer:</p> <p>Co-promotional Opportunities</p> <ul style="list-style-type: none"> • Joint marketing initiatives • Promotional vouchers • Special deals or giveaways for Zalopay users <p>Physical Branding Spaces</p>

	<ul style="list-style-type: none"> • In-store visibility • Display areas for Zalopay promotional materials <p>Training Support</p> <ul style="list-style-type: none"> • Facilities for payment system training sessions
For any queries, please contact	<ul style="list-style-type: none"> • Phuong Nguyen, Senior Manager, STB Vietnam Khanh_Phuong_Nguyen@stb.gov.sg