



FOR IMMEDIATE RELEASE

**An Xing Tech alleviates Pandemic Paranoia with Regional Snacks e-Commerce platform**  
A gastronomic relief for the Conservative Singaporean Traveller's collective restlessness

**SINGAPORE, 11 April 2022** – In 2020, Tech incubator, An Xing Technology Pte. Ltd launched GaiGai Singapore with the vision of becoming Singapore's consolidated shelf for the region's highly-raved snacks. In the height of the pandemic then, GaiGai Singapore worked hard to alleviate the Consumer's growing pandemic fatigue.

The consumer's anticipation for normalcy then fluctuated with the government's toggle between stricter travel restrictions and their decision to relax them. This led to a mounting pandemic fatigue and wanderlust for a different environment. With the ease of travel not plausible then, GaiGai Singapore alleviated the Consumer's built-up restlessness with regional snacks imported and delivered to their doorsteps. With Singapore finally opening travel lanes, this restlessness will only intensify for residents who refuse to travel beyond known safety.

Known to follow where the food cravings lead them, travel-deprived Singaporeans have taken to e-commerce platforms to order snacks from countries they would have, otherwise, travelled to. Singapore's major e-commerce platforms may not carry the Consumer's item which results in their hopping from one e-commerce platform to the next. This leads to an unconsolidated tracking of purchases. Should the product be available offline, the snack is often sold out and Consumers must check its availability across grocery outlets. If Consumers decide to purchase from specialised but huge marketplaces like TaoBao, they must be wary of potential sellers known to hawk counterfeit products on top of the less than accurate language web translation.

Importing a country's trending snacks, those frequently out-of-stock across instore and major e-commerce platforms, GaiGai's shelves also bring in the rarer snacks that are hard to find in Singapore. GaiGai stands out from major e-commerce platforms with the lowest prices, free island wide delivery and no imposed minimum spend. We reinvent the way online shelves are stocked because our shelves are updated from Product requests gathered through GaiGai's User polls. For these reasons, GaiGai Singapore may well boast the most extensive Regional snack inventory amongst major e-commerce platforms.

This dedicated regional snack platform offers competitive prices and eliminates the Consumer's possible miscommunication and cumbersome navigation with international suppliers, due to the language barrier. With China, Japan, Korea, Thailand, Indonesia onboarded, the Singapore Tech incubator will assess the demand for international snacks as a temporary relief for the avid yet more conservative Singaporean-traveller, before onboarding snacks from European countries and the wider region. Downloadable from Appstore or Google Play Store, a glimpse of Singapore's first Regional snacks eCommerce platform is available [here](#).

GaiGai Singapore empowers locals to enjoy a taste of the Region in a more instantaneously-gratified manner without the wait for an in-store or online shelf restock. To ease the stifling pace of a reopening world, GaiGai Singapore will continue to follow the User's cravings and bring the edible portion of a foreign country to her Users in Singapore.



**安兴科技有限公司**  
**ANXING TECHNOLOGY PTE. LTD.**

An Xing Technology Pte. Ltd.  
1 Marina Boulevard #25-06  
Singapore 018989  
+65 6256 6666

---

####

#### **About An Xing Technology Pte Ltd**

Incorporated in 2019, An Xing Technology Pte. Ltd. is an IT development company known for her mobile application capabilities that serve the global user. The company attributes her rapid scale-up to the growing demand in remaining digitally-connected. With the Team's unwavering integrity and reliability, An Xing Technology is committed to providing mobile application services that deliver results. With remaining relevant in the evolving tech landscape as a priority, An Xing Technology takes pride in her team of highly-skilled digital natives. An Xing Technology creates the next breakthrough. Everyday, they push beyond their boundaries and own what they deliver. The Mission is to secure a standing in the technological landscape as an in-house incubator for novel applications of emerging technologies.

#### **For more information:**

Valerie Adele Leong

[valerie.leong@anxingtech.com](mailto:valerie.leong@anxingtech.com)