

KFE SINGAPORE BADMINTON OPEN

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Super 750



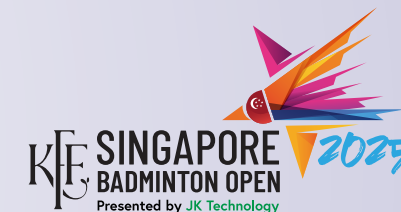
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Past Champions Since 2018



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KFF Singapore Badminton Open 2025 Organising Committee

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Mr Ng Yoke Weng

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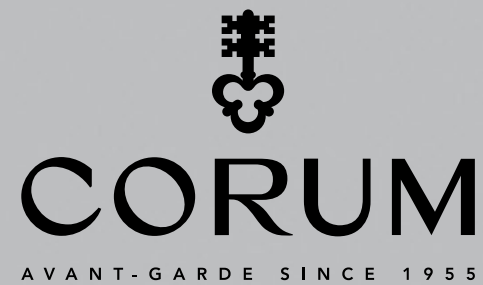
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MESSAGE FROM SPORT SINGAPORE

MR ALAN GOH
CHIEF EXECUTIVE OFFICER, SPORT SINGAPORE

The KFF Singapore Badminton Open is now a key event that we look forward to in our annual sporting calendar, and we are excited to welcome back another edition of world-class badminton at the Singapore Indoor Stadium. Over the next six days, badminton fans can expect many exciting matches as we welcome athletes and officials from our region such as Malaysia, Indonesia and Thailand, as well as those who have travelled all the way here from countries such as France, Denmark and Canada.

As Singapore marks our 60th year of independence in 2025, this edition of the KFF Singapore Badminton Open takes on special significance. The tournament aims to draw an even larger and more diverse audience, showcasing the very best of international badminton. With our homegrown talents comprising Loh Kean Yew, Yeo Jia Min, Jason Teh and Terry Hee in action, this event presents a perfect opportunity for local fans to rally behind Team Singapore, while strengthening community bonds through a shared love for the sport.

Beyond the on-court action, fans can also take part in community activities such as interactive games and attend meet-and-greet sessions with the stars of this game. Other innovative fan engagement initiatives such as the #KFFSBO2025ChaseTheBus campaign have also seen fans put up their most creative selfies on social media to stand a chance to win tickets to the competition.

Through these programmes, we hope that fans can gain a better understanding of badminton and be inspired to pick up the sport. Whether you are new to the sport or an avid fan, we welcome enthusiasts from all walks of life to come and join the festivities.

On behalf of Sport Singapore, I congratulate the Singapore Badminton Association for successfully putting together yet another edition of the KFF Singapore Badminton Open. My appreciation goes out to our valued partners whose contributions have helped to elevate this event to greater heights – one that strengthens Singapore's reputation as a premier destination for international sporting events, and also inspires our next generation of athletes.

To all players, officials and fans – I wish you a most enjoyable and memorable experience at this year's KFF Singapore Badminton Open 2025.



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**Pusarla V. Sindhu (IND)
and Michelle Li (CAN)**
Global Integrity Ambassadors



**i am clean
i am honest
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MESSAGE FROM BADMINTON WORLD FEDERATION

KHUNYING PATAMA LEESWADTRAKUL
PRESIDENT, BADMINTON WORLD FEDERATION

A warm welcome to the Singapore badminton community as we come together once again for the KFF Singapore Badminton Open 2025.

With a legacy that spans nearly a century, this tournament has become one of the region's most respected sporting events. It continues to grow in stature, bringing together elite players and passionate fans in a setting that perfectly blends tradition and excellence.

Singapore has shown impressive progress on the international badminton stage in recent years. Loh Kean Yew's landmark achievement as Singapore's first world champion in 2021 remains a defining moment in the nation's sporting history. Alongside him, Yeo Jia Min has emerged as a determined and talented competitor—her performances on the global circuit have captured attention and reflect the growing depth of talent in Singaporean badminton.

The energy and enthusiasm of the fans here play a vital role in the tournament's success. Their unwavering support creates a dynamic environment that inspires athletes and adds to the magic of every match. The Singapore Open has long served as a platform not just for great competition, but also for cultivating the sport's development across the region.

As an HSBC BWF World Tour Super 750 tournament, the Singapore Badminton Open 2025 promises yet another week of thrilling action and memorable moments.

My sincere appreciation goes to the Singapore Badminton Association for their outstanding work in organising this event, and to all sponsors, partners, and volunteers whose continued support makes this tournament a standout on the international calendar.



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MESSAGE FROM HSBC

MR WONG KEE JOO
CEO, HSBC SINGAPORE

HSBC welcomes you to the KFF Singapore Badminton Open 2025.

We are proud to be associated with the Badminton World Federation (BWF) as the Principal Global Partner for the HSBC BWF World Tour. This partnership encompasses 31 BWF World tour events across the globe, with a focus on elevating badminton's profile as a global sport.

As a game played in the backyard of many homes, on the streets, and within most schools and neighbourhoods, badminton has deep roots in Asian and Singaporean culture. Our partnership with BWF is a reflection of our commitment to connect with our customers and the communities where we operate in through sport.

Badminton's emergence as a sport on the global platform is a testament to its growing popularity and enhanced acceptance at the grassroots level, with an increasing number of youths picking up the racquet and shuttle to pursue the sport professionally. HSBC, as one of the world's largest banking and financial institutions, has a proud history of supporting sports like badminton, golf, rugby and tennis, and we sincerely believe that we can work closely with the BWF to take badminton to more people and places.

On behalf of the HSBC team, I would like to thank BWF for this partnership. We look forward to providing our customers, employees and the community in Singapore access to top international sporting champions and to showcase Singapore on the global stage.



ETIHAD

MESSAGE FROM SINGAPORE BADMINTON ASSOCIATION

MR LAWRENCE LEOW, PBM, JP
PRESIDENT OF SINGAPORE BADMINTON ASSOCIATION

Welcome to Singapore! This is a special year for us as we celebrate SG60, the 60th year of Singapore's independence.

This year we commemorate SG60 with a special bus journey that recounts Singapore's sporting and political history, and a short film of a young Singaporean men's singles badminton player Jason Teh Jia Heng that showcases his preparations for the Open.

Starting from mid-April, SBS Transit bus service number 7 was adorned with photographs of local players, past winners and top international shuttlers who have previously competed at the Singapore Badminton Open. Bus service number 7 was chosen as it passes the Singapore Badminton Stadium which is now branded as the KFF Badminton Arena when it reopened on National Day last year. On 1 September 1999, the Singapore Badminton Hall at Guillemard became the first sports facility in Singapore to be designated a historic site by the National Heritage Board. The stadium was officially opened in June 1952. It hosted the Thomas Cup in 1955 and 1958, as well as the badminton events at 1983 SEA Games where Wong Shoon Keat won Singapore's first and only badminton men's singles gold medal. In the 1960s, the PAP had also made public speeches at the venue to celebrate their victory in the general elections, and the stadium was the site for the vote-counting for the Referendum on Singapore's merger with Malaya, Sabah and Sarawak on 1 September 1962.

As we reflect on Singapore's history, we also look forward to the future. In this illustrious gathering of talented players and ardent supporters, we come together to honour the essence of badminton – a sport that embodies discipline, sportsmanship and perseverance. This year, we warmly welcome back 2024 Paris Olympic gold medalist An Se Young and men's singles world number one Shi Yuqi who have both returned to Singapore to defend their titles. And the young talents – all under 25 years' old – will be here in full force: world champion Kunlavut Vitidsarn, mixed doubles world number one pairing of Jiang Zhenbang and Wei Yaxin, and the prodigious French talent Alex Lanier.



Let us also rally behind Singapore's own athletes at this Open – Loh Kean Yew, Jason Teh, Yeo Jia Min, Terry Hee and Jin Yujia – as they proudly represent our nation at this Super 750 event.

To the players who have worked and trained tirelessly, we commend you for your unwavering pursuit of excellence. To the Karim Family Foundation, I would like to say a big thank you for renewing the title sponsorship of the Open for the third year running and for your ardent support for the development of our national team. To JK Technology, may I convey our heartfelt appreciation for being the presenting sponsor again, and for your continued contribution to our pathway and post-career gratuity programmes. To all our sponsors, I'm grateful for your partnership with us on this momentous occasion as we celebrate SG60 and the spirit of sportsmanship in the badminton fraternity.

From the exhilarating on-court action at the Singapore Indoor Stadium to the festivities at Kallang Wave Mall and OCBC Square – I hope you will be able to experience it all! See you back here in 2026!

May the games begin!

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COUNTDOWN TO THE OPEN JASON TEH

Eagle Brand proudly presents a tribute to Singapore's unstoppable spirit with the latest film featuring national shuttler Jason Teh.

Jason's story of resilience reflects our unwavering commitment since 1916 to champion the well-being of every Singaporean.

As we celebrate **SG60**, we remain dedicated to deliver trusted wellness solutions that keep you moving forward, in sports and in life, together.



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MESSAGE FROM ORGANISING CHAIRMAN

MR BRYAN LONG
CHAIRMAN OF KFF SINGAPORE BADMINTON OPEN
2025 ORGANISING COMMITTEE

A very warm welcome to the KFF Singapore Badminton Open 2025. This is the third year that the Open has been designated a HSBC BWF World Tour Super 750 tournament, and the total prize pool has been increased to US\$1 million.

I hope this SG60 edition of the Open is going to be the one of the most memorable ever as Singapore celebrates its 60th year of independence. We had planned to bring this year's Open to the people of Singapore, and we wanted everyone in Singapore to follow the journey of SBS Transit Bus Service Number 7 as it travels from Bedok through Orchard Road to Clementi, passing the historic Guillemard site that is presently home to the KFF Badminton Arena. At the same time, we also wanted to be the first to produce a short film of a player in his preparation for his debut at a Super 750 tournament on home soil.

Titled "COUNTDOWN TO THE OPEN: JASON TEH", this ten-minute film is presented by Eagle Brand to celebrate its long history in Singapore that dates back to pre-independence days, and it would premiere on YouTube in June. Jason Teh's dogged determination to win his first BWF World Tour title saw him battle through seven finals before his emotional triumph on his eighth attempt at the Thailand Masters Super 300 in February 2025. His dogged determination, remarkable resilience and perseverance are values that resonate with many Singaporeans and his fans around the world.

We are also unveiling a new crystal trophy this year with the star emblem – inspired by the stars on the Singapore flag – taking centrestage in this stunning design. The new experiential Champion Club that was launched last year is back again! The Champion Club – exclusive to just over thirty individuals – offers a unique up-close-and-personal access to the players' acclimatisation session, priority meet-and-greet sessions with players and a post-finals party on the field and play. In addition, our shuttlecock mascots are available for purchase as plush toys and bag charms, as well as KFF Singapore Badminton Open 2025 t-shirts and tote bags.

Our Singapore Badminton Carnival at the Kallang Wave Mall and OCBC Square will have a few surprises this year too! You will still have your chance to compete with your friends at the Smash Challenge, test your racket skills

against Singapore's national athletes and grab selfies and autographs with your favourite players at the Meet & Greet Sessions. But keep your eyes peeled for the daily giveaways as the tournament unfolds over the week.

I must thank the Karim Family Foundation (Title Sponsor) and JK Technology (Presenting Sponsor) for their continued and unwavering support of badminton in Singapore – from the pathway to the post-career gratuity programmes, from the badminton facilities at Guillemard to this very tournament. I am also grateful to all the sponsors who have come onboard this year and the many volunteers who are working tirelessly behind the scenes. Your friendship and partnership are vital to the growth and success of the sport of badminton.

Lastly, I would like to commend my organising committee members and the SBA secretariat team for their indefatigable enthusiasm, amazing spirit and incredible teamwork in putting this event together.

I hope you will all enjoy everything that the Open has to offer over the week, and I look forward to seeing you again next year.



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TERMS & CONDITIONS APPLIES

SINGAPORE BADMINTON OPEN PAST CHAMPIONS SINCE 2018

The Singapore Open, as it was initially known, made its debut in 1929, decades before Singapore gained its independence in 1965. In 1990, the Singapore Open joined the International Badminton Federation Grand Prix for the first time. In 2007, the Open became part of the BWF Super Series. In 2018, it was designated a BWF World Tour Super 500 event. In 2023, the Singapore Badminton Open, with the Karim Family Foundation (KFF) as the title sponsor, joined the league of the HSBC BWF World Tour Super 750 series.

Year	Men's Singles	Women's Singles	Men's Doubles	Women's Doubles	Mixed Doubles
2018	Chou Tien-chen (TPE)	Sayaka Takahashi (JPN)	Mohd Ahsan / Hendra Setiawan (INA)	Ayako Sakuramoto / Yukiko Takahata (JPN)	Goh Soon Huat / Shevon Jemie Lai (MAS)
2019	Kento Momota (JPN)	Tai Tzu-ying (TPE)	Takeshi Kamura / Keigo Sonoda (JPN)	Mayu Matsumoto / Wakana Nagahara (JPN)	Dechapol Puavaranukroh / Sapsiree Taerattanachai (THA)
2022	Anthony S Ginting (INA)	P. V. Sindhu (IND)	Leo Rolly Carnando / Daniel Marthin (INA)	Apriyani Rahayu / Siti Fadia Silva Ramadhanti (INA)	Dechapol Puavaranukroh / Sapsiree Taerattanachai (THA)
2023	Anthony S Ginting (INA)	An Se-young (KOR)	Takuro Hoki / Yugo Kobayashi (JPN)	Chen Qingchen / Jia Yifan (CHN)	Mathias Christiansen / Alexandra Bøje (DEN)
2024	Shi Yuqi (CHN)	An Se-young (KOR)	He Jiting / Ren Xiangyu (CHN)	Chen Qingchen / Jia Yifan (CHN)	Zheng Siwei / Huang Yaqiong (CHN)



KOKO (幸々) infuses Japanese culture into a delightful experience of artisanal coffee, doughnuts and pastries. Also pronounced and interpreted as “here” and “happiness” in Japanese, KOKO aims to be “the place to be” where people can pause, connect, and enjoy life’s simple pleasures while immersing in the modern and minimalist interior.



DESSERTS & PASTRIES

Helmed by our talented Japanese pastry chef, Chef Mei Kubota, our pastry kitchen is a celebration of craftsmanship and creativity.

With a passion for fine ingredients and delicate flavors, she brings her vision to life through exquisite creations like our buttery Curry Doughnut, delicate Yam Mont Blanc, and indulgent Okinawan Rum Chocolate Sand.

Each pastry is thoughtfully made to bring joy in every bite.



PUMPKIN DOUGH

Our doughnuts are freshly made with dough mixed with Japanese pumpkin puree, a healthier option rich in nutrients, vitamins and many other benefits. Whether you select our hot or cold-piped doughnuts, taste the soft, fluffy texture that will keep you wanting more.



All-New Brunch Menu

Gather over our new brunch menu with a Japanese twist. Indulge in our signature Asa Gohan Set, a traditional breakfast with with 10 assorted sides of grilled fish, healthy veg and pickles, in addition to other delicious brunch items such as KOKO's Big Brekkie, Tsukune Burger and more.

Available on weekends and public holidays from 10:00am to 3:00pm, only at our Tras Street outlet.

**Launching 1 June onwards.*

FIND US

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WEBSITE: <https://gyutantan.com/koko/>

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The Black Pearl is a one-of-a-kind rooftop dining destination that seamlessly merges modern sensibilities with classical Chinese inspirations.

Taking inspiration from the Qing dynasty and its imperial feasts, The Black Pearl brings contemporary ‘Yue’ fine dining to new heights of epicureanism, incorporating regional Cantonese influences to provide a feast for the senses.



THE BAR

Beneath a stunning chandelier, our sleek bronze bar—wrapped in warm grey and blue textures—sets the stage for an elegant evening with fine wines and signature cocktails.

PRIVATE DINING ROOMS

Our three private dining rooms, adorned in rich aubergine and plum tones, transform seamlessly into a larger space, while the striking astrolabe chandelier—woven with celestial myths and Zodiac influences—infuses the ambiance with mystery, elegance, and avant-garde sophistication.



THE CHEF

Born in Hong Kong, Chef Dee is one of the Singapore’s youngest executive chefs in Chinese cuisine.

Inspired by his father who was a Chinese cuisine chef with decades of experience, Chef Dee moved to Singapore at the age of 16, where he later joined W Hotel as a cook. He was then introduced into Tung Lok Seafood where he honed his skills and went on to specialise in local cuisine at Conrad Centennial Hotel.

Today, Chef Dee helms The Black Pearl as Executive Chef, bringing his culinary expertise to the new contemporary Cantonese fine dining concept.



DINE WITH US

A LA CARTE MENU

A creative take on classics, featuring refined flavors, original creations, and acclaimed dishes.

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Saturdays & Sundays - Dim Sum Brunch: 10am to 3pm (last order 2.30pm), Lunch: 11.30am to 3pm (last order 2.30pm), Dinner: 5.30pm to 10pm (last order 9.30pm)

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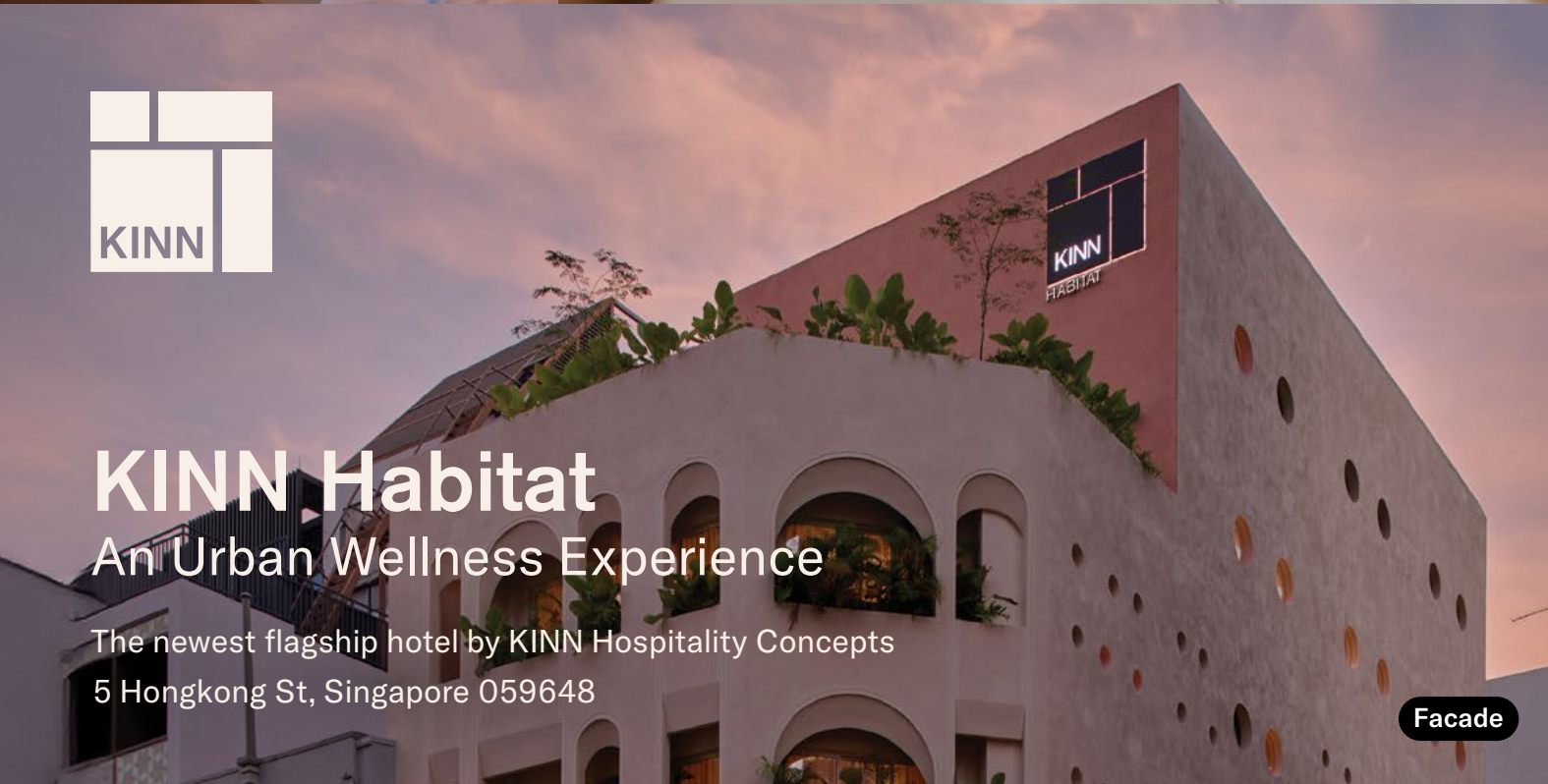
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Exclusive to this location, an afternoon tea experience awaits, presenting a curated selection of Japanese-inspired bites—a delightful interlude amid the city's energy.



GYUTAN-TAN TRAS STREET

Following an exciting revamp, Gyutan-Tan at Tras Street unveils a brand-new izakaya concept, bringing an elevated dining experience to the heart of Tanjong Pagar. The refreshed space exudes warmth and authenticity, setting the stage for a menu that highlights the rich flavours of beef tongue alongside an expanded selection of Japanese delicacies.

Guests can also look forward to a curated range of sake and highballs, great for an evening of relaxed indulgence.

FIND US

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+65 8321 3359
Mondays to Sundays
11am to 10pm

TRAS STREET
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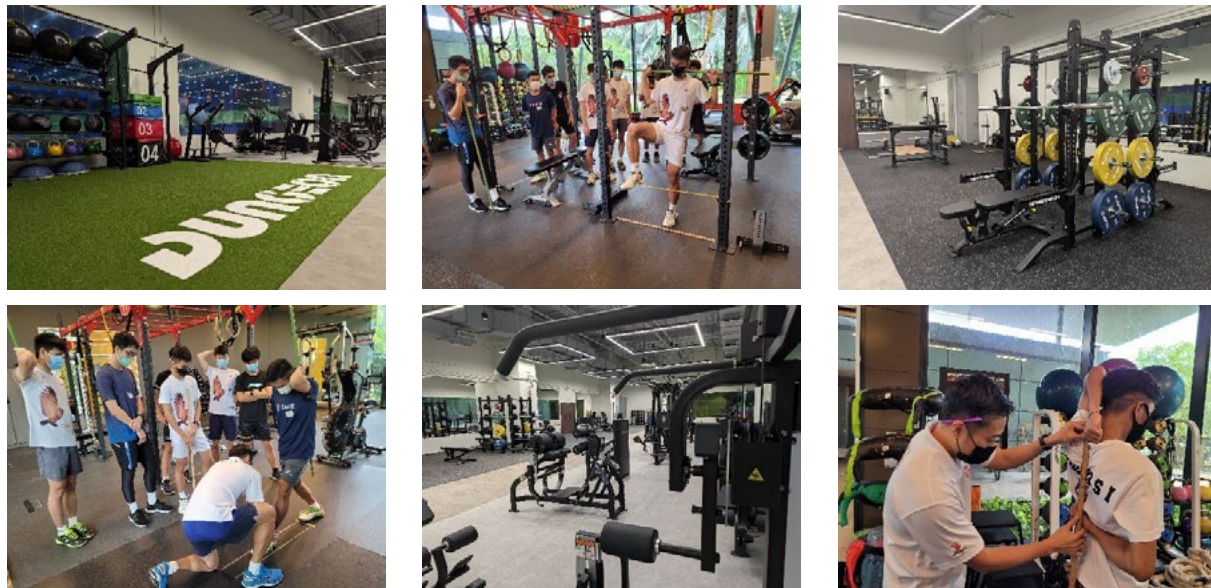
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Singapore Pools has been a steadfast supporter of Singapore's sporting landscape, through our partnerships with sporting bodies and events. From contributing to the construction of the former National Stadium to supporting a wide range of national and community sporting events, we are proud to play a part in fostering a vibrant sporting culture.

We believe in the power of sports in bringing the community together. Our signature annual football fundraiser Football with a Heart has raised more than \$7.5 million for charity since 2012 and is into its tenth edition this year.



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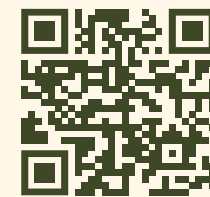
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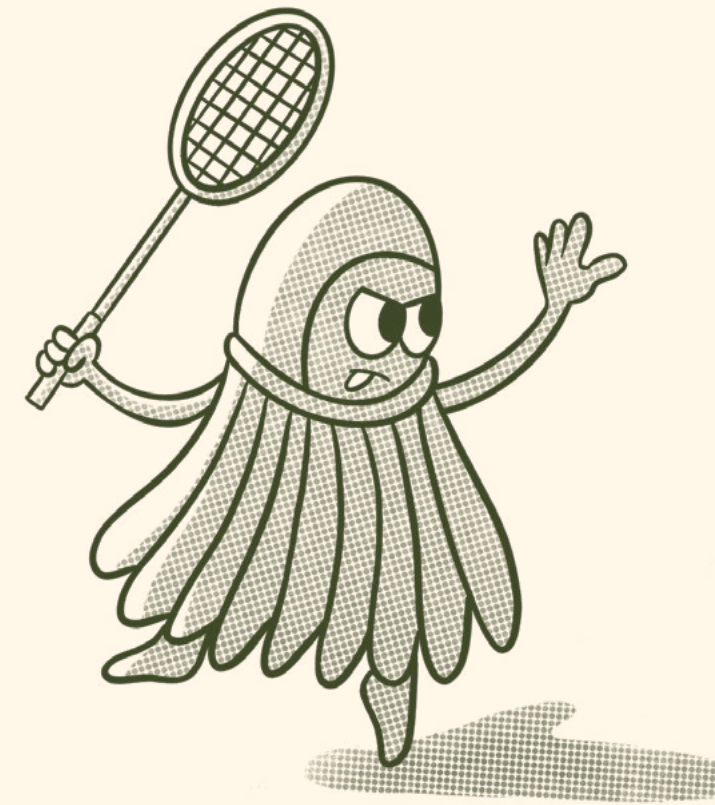
Singapore's First Badminton Village

fernvale village — the newest gem nestled in the heart of Fernvale, Sengkang, is a sustainable badminton village that is home to a state-of-the-art and air-conditioned badminton hall, curated dining and retail stores and serves as a gathering space for all things health, wellness and community.

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