

22nd January 2022

Dear Members,

SJA'S E-BOOK – <WITH A NEW NORMAL... ... COMES NEW OPPORTUNITIES>

For the past two years, the world has experienced a global pandemic that irrevocably changed the way we live and conduct our daily activities. For many, this is a time of unprecedented struggle and upheaval.

As we battle with the pandemic, we learnt to get used to practices like health declaration, temperature taking, mask donning, crowd controlling, safe distancing, border restrictions, administration of Antigen Rapid Tests (ART) and implementation of vaccination-differentiated safe management measures etc., Having experienced a long and arduous process of restrictions being tightened, relaxed and then tightened again, all of us have inadvertently adapted to a “new normal” of going online, going cashless, using new ways of greeting one another, having virtual meetings and hybrid working arrangements etc.

Since this 2-year journey is significant and should go down memory lane as a valuable history lesson, SJA embarked on the journey to document how this pandemic has affected our industry and how our industry has taken the opportunity to transform during this difficult period.

You may like to view this special edition of our newsletter by clicking on the e-book “[With A New Normal... ... Comes New Opportunities](#)” (below) which will link you to SJA’s website.



Thank you for your attention.

Regards,

Singapore Jewellers Association



2022 年 1 月 22 日

致：全体会员

商会电子书——新常态 • 新机遇

在过去的两年里，冠病大流行让全世界经历了不能逆转的生活方式和日常活动上的改变。对许多人来说，这是一个前所未有的挣扎和动荡的年代。

在抗疫的过程中，我们需要实施健康申报、测量体温、戴口罩、人群控制、安全距离、边境管制、抗原快速检测（ART）和疫苗接种差异化等措施；经历了二十多个月的封锁、解封而又收紧，我们都已迅速适应了“新常态”下如何在线进行无现金交易、相互交流的礼仪方式、虚拟会议、混合工作和安排课程学习等。

这两年来，大家风雨同舟，积极配合政府的严厉措施，共渡难关的艰巨历程，都是值得铭记在心的珍贵记忆。本会汇集了这场病毒如何影响我们的行业，以及我们如何应对及接受新常态的挑战，与病毒共存，并利用这个机会进行商业转型的过程。

您可以点击 “[新常态•新机遇](#)” 或在下方链接网站浏览本会会讯的电子书。



感谢您的关注

新加坡金钻珠宝商会