



Singapore Businesses Are Moving Beyond Branded Merchandise to Create Experiences People Remember

The Gift Expert highlights how personalisation, live gifting stations and experiential activations are changing corporate gifting

SINGAPORE, SINGAPORE, August 24, 2026 /EINPresswire.com/ -- A corporate gift used to be simple: put a company logo on a useful item, hand it to a client or employee and call it done.

That approach is changing.

Singapore businesses are increasingly looking at [corporate gifting](#) as part of a broader brand experience, with greater attention being placed on personalisation, presentation and the interaction surrounding the gift.

For [The Gift Expert](#), a Singapore corporate gifting company that has worked with businesses since 2015, the shift is reflected in growing interest in customised gifting, live personalisation and event-integrated experiences. The company says it has delivered more than one million branded gifts to more than 3,000 businesses across Singapore.

The change raises a bigger question for businesses: when recipients are already surrounded by branded merchandise, what makes one corporate gift worth remembering?

According to The Gift Expert, increasingly, it is the experience.

When the gift becomes part of the event

Corporate gifting has traditionally been treated as a takeaway. A guest attends an event, receives a branded item and brings it home.

The Gift Expert is taking a different approach through its Live Station activations, where guests can receive real-time personalisation such as bottle engraving, calligraphy and embroidery. At one of the company's featured activations, attendees at a major convention received personalised bottles through a live engraving station.

Instead of simply receiving a finished product, guests become part of the process.

That small change can transform the role of the corporate gift. It becomes something people interact with during an event rather than something that happens at the end of it.

"A gift becomes much more meaningful when the recipient has a role in creating it," says a spokesperson for The Gift Expert. "Personalisation gives businesses the opportunity to make the experience feel more considered, while the live element creates a moment that people can actually participate in."

The company describes its Live Stations as a way to turn passive guests into engaged participants, combining gifting with an on-site brand experience.

The logo still matters, but it is no longer the whole story

Moving beyond conventional merchandise does not mean abandoning branding.

The Gift Expert continues to provide [customised corporate gifts](#) and branded merchandise across categories including bags, drinkware, stationery, apparel and lifestyle products. Its approach is to align gifting with a company's brand values, audience and goals, while incorporating branding and personalised elements where appropriate.

The difference is in how the branding is used.

Rather than treating the logo as the main feature of a gift, businesses can consider how the entire experience reflects the brand, from product selection and packaging through to personalisation and the way the gift is presented.

This can be particularly relevant for businesses hosting launches, appreciation events, internal celebrations and other occasions where the experience itself is part of the brand interaction.

Personalisation puts the recipient back into corporate gifting

There is also a growing distinction between branding something and personalising something.

A company logo identifies the business giving the gift. A recipient's name, initials or personalised detail acknowledges the individual receiving it.

The Gift Expert's current gifting approach places emphasis on customised solutions designed around the recipient, alongside personalised presentation and live personalisation experiences.

That can change the emotional role of a corporate gift.

A branded bottle may communicate who gave it. A bottle engraved for a particular person can

communicate why it was given to them.

"Corporate gifting is ultimately about relationships," says the spokesperson. "The product matters, but so does the thought behind it and how that thought is communicated. When businesses understand who they are gifting to and why, the result can feel much more personal."

From product sourcing to the experience around it

The shift is also changing what businesses expect from a corporate gifting partner.

Rather than sourcing products in isolation, The Gift Expert combines gifting with custom packaging, event planning, experience set-up and live activations. The company says its events arm grew from client work that began with TikTok, where it supported elements including decor and food sourcing before expanding into broader event services.

Its current model brings these services together as one journey, from the initial gifting concept through to the event and final takeaway.

That means a corporate gift can be considered alongside the wider event rather than as a separate item added at the last minute.

For a product launch, for example, the gifting experience can complement the brand's visual identity. At a client event, a live personalisation station can become an interaction point. For an employee celebration, a customised gift can form part of the overall recognition experience.

Why memorable gifting is becoming a bigger conversation

The challenge for businesses is not a lack of corporate gift options.

There are plenty.

The harder question is how to create something that feels relevant when recipients may encounter branded products regularly.

The Gift Expert's answer is to focus on the relationship between the brand, the recipient and the moment.

Its corporate gifting process starts with understanding a client's goals, audience and messaging before moving into design and product selection.

That approach shifts the conversation from: "What should we give them?" to: "What do we want them to remember?"

It is a subtle distinction, but one that can change the entire gifting experience.

The next corporate gift may be something people remember doing

Corporate gifting is not disappearing. The role it plays is evolving.

A branded item can still be useful. A well-designed gift can still reinforce brand recognition. But when businesses combine that gift with personalisation, thoughtful presentation or an interactive experience, the gift can become something more than an object.

It can become a moment.

For The Gift Expert, that is where the future of corporate gifting lies: not simply in what businesses give, but in how they make people feel when they receive it.

As companies look for more meaningful ways to engage clients, employees and event audiences, the corporate gift may no longer be judged only by what is inside the box.

Increasingly, it may be remembered for what happened around it.

About The Gift Expert

The Gift Expert is a Singapore corporate gifting company that has served businesses since 2015. The company provides customised corporate gifts, branded merchandise, curated gift sets, custom packaging, event planning and live personalisation activations. It says it has delivered more than one million branded gifts to more than 3,000 businesses across Singapore.

Through its gifting, event and Live Station services, The Gift Expert works with businesses to create branded experiences that connect products with personalisation, interaction and events. Its Live Stations include on-site personalisation such as engraving, calligraphy and embroidery.

Media Contact

The Gift Expert

84 Genting Lane, #03-05, Singapore 349584

Email: marketing@thegiftexpert.com

Website: <https://thegiftexpert.com/>

The Gift Expert

The Gift Expert

marketing@thegiftexpert.com

Visit us on social media:

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