

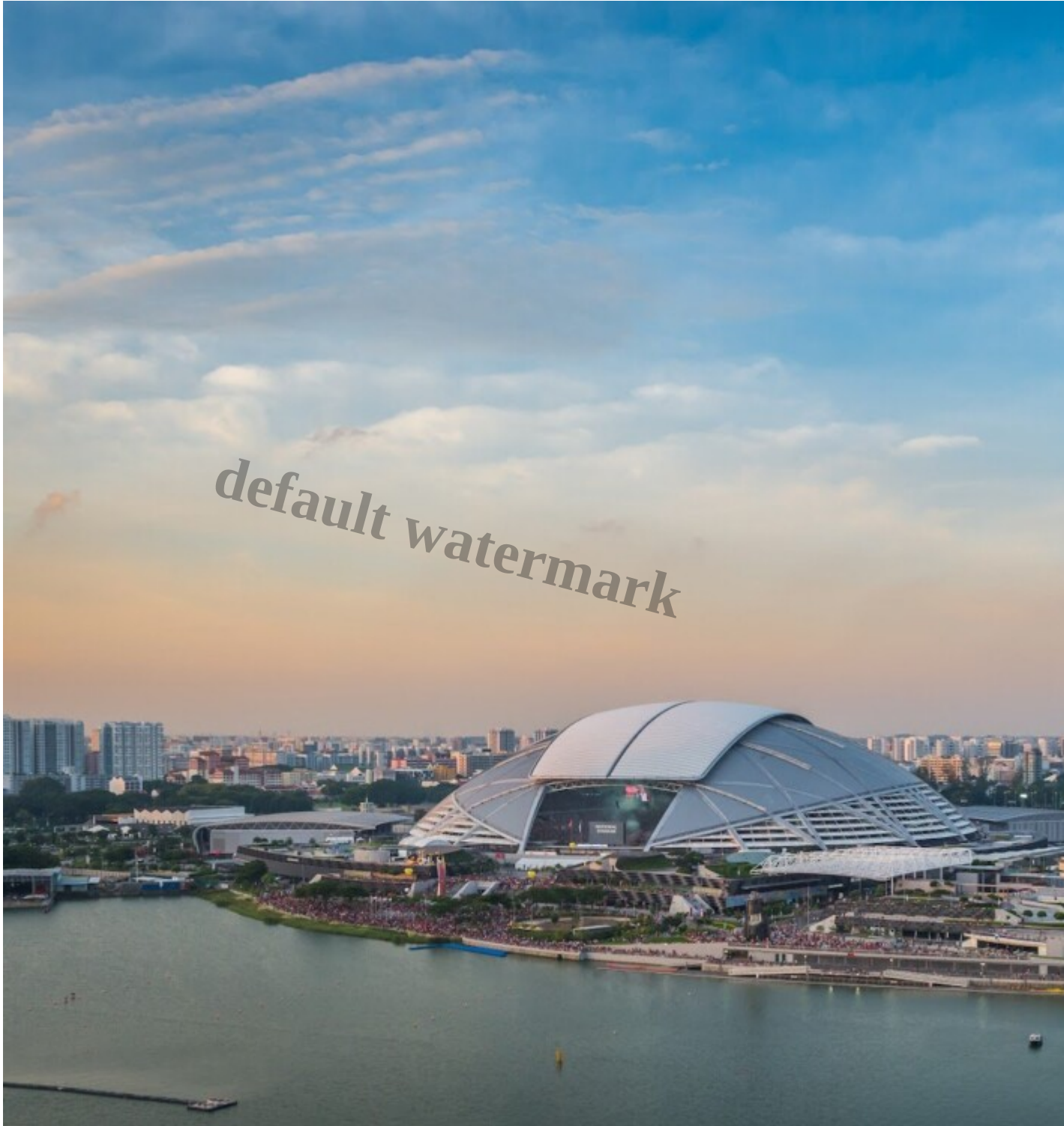


The Kallang Group and Samsung Singapore Team Up to Power Active Communities

Description

Two of Singapore's biggest names in sport and technology are joining forces. **The Kallang Group** and **Samsung Electronics Singapore** announced a multi-year partnership on 9 September 2026 that blends sport, community and technology, with the aim of creating more engaging experiences across the Kallang precinct and encouraging more active living.

As the official consumer electronics partner of The Kallang Group, Samsung will bring its expertise across mobile, smart wearables, displays and connected AI appliances to the precinct, from major events at the National Stadium to everyday visits.



The Kallang precinct brings together national athletes and everyday Singaporeans. Image:
The Kallang

Technology that gets more people moving

Central to the tie-up is a shared goal of building healthier communities by making sport and wellness more accessible, engaging and inclusive. The two partners say they will explore programmes that encourage greater participation in sport and wellness for all ages and fitness levels, while showing how

technology can enrich the visitor experience.

“More consumers today are taking a proactive interest in managing their health and wellness, and technology can make that journey more engaging, accessible and rewarding,” said Jeffrey Hahn, President, Samsung Electronics Singapore. “Through our partnership with The Kallang Group, we are excited to bring Samsung’s innovative technology to visitors across the precinct, especially those participating in sporting and community events.”



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Programmes such as the Samsung Galaxy Walkathon aim to get more people moving.
Image: Samsung

A precinct built for everyone

For The Kallang Group, the partnership is part of a broader digital push. “The Kallang is a vibrant shared space that brings together national athletes and everyday Singaporeans in their pursuit of excellence and healthier, more active lifestyles,” said Daryl Yeo, Chief Operating Officer and Chief Experience Officer, The Kallang Group. “This partnership with Samsung complements our broader digital journey and reflects our commitment to creating innovative experiences that inspire participation, strengthen community connections and make every visit to The Kallang meaningful and memorable.”

Fans can expect the collaboration to surface across marquee moments on the calendar, from the National Stadium Experience to the Singapore Tennis Open 2026, as well as community initiatives such as the Samsung Galaxy Walkathon.

What it means for visitors

For the everyday Singaporean, the promise is a smoother, more connected day out at Kallang, whether that means better displays at a live event, wearables that track a community run, or AI-enabled touches around the precinct. It is another sign of how Singapore’s sporting heart is leaning into technology to keep people active.

For more of what is on around the Kallang precinct, catch our coverage of the [Singapore Premier League opener](#), and for heritage and culture across town see the [TF-NUS Heritage Champions showcase](#).

The multi-year partnership between The Kallang Group and Samsung Electronics Singapore was announced on 9 September 2026.

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