

Award-Winning OMO Lifestyle Superapp - Didigo leads Globalisation in 4-Nations Livestream Ecosystem partnership

Didigo.app preludes Livestream base partnership with iPhone 17 Pro pre-orders on 18 September 2025.

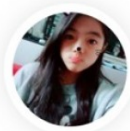


全球唯一團購 iPhone 隨機返還購物金

NTD 39900 ~~\$39900~~

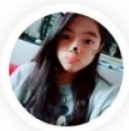
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跟團送  1197 ~ 7182



All money back me
home

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All money back me
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蒐藏



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錢包



獎勵



通知



推薦碼



購物

Taipei Shih / Taipei Hsien, Taiwan Sep 18, 2025 ([IssueWire.com](https://www.issuewire.com)) - **Didigo.app**, the Award-winning OMO (Online-Merge-Offline) Lifestyle SuperApp, has partnered with Singapore-based Brand & Media consultancy - DGZ ASIA and Taiwan's ODOS Integrated Marketing to launch one of Asia's first and largest cross-border livestream commerce initiatives.

The pre-lude campaign begins on September 18 at 0000hrs (GMT+8) with the limited release of Apple's iPhone 17 Pro (256GB and 512GB models), available exclusively through Didigo.app. Consumers who purchase will receive random cashback shopping credits to spend on daily essentials and groceries, reinforcing Didigo's positioning as a platform that merges premium tech with everyday living.

At the forefront is **Max Kee, Founder of Lian Huat Seafood, dubbed Asia's "most trusted livestreamer"**. Kee is widely recognized in Southeast Asia especially in Singapore for converting livestreams into high-volume sales, famously selling out an entire campaign with the Mayor of Tainan, Taiwan in under minutes earlier this year.

"This collaboration will see Livestreamers and Artistes from at least Four countries gathering at our Tamsui Livestream base in Taipei" said **Haifeng, CEO of ODOS Integrated Marketing**

Jane Ng, DGZ Asia's Founder & CEO added on: *"With this initiative, we will also be able to gather Brands and Products from our Global resources, creating a Global OMO Marketplace which begins in Taiwan"*

A Strategic Pivot in Livestream Commerce

The collaboration underscores how livestream is evolving from short-term sales gimmicks to sustainable OMO ecosystems. By integrating cross-border logistics, local communities, and brand partnerships, Didigo aims to transform livestreaming into a repeatable retail channel with both entertainment and daily utility.

"This is not only a product launch but a case study in the globalization of OMO commerce," **said Cooper Lee, CEO of Didigo.app.** *"As an award-winning platform, Didigo.app is pushing the boundaries of how online engagement translates into offline value."*

Why It Matters

Livestream commerce in Asia is projected to exceed USD 170 billion by 2026, according to industry analysts. By aligning Singapore's influencer economy with Taiwan's retail infrastructure, Didigo and its partners are positioning themselves at the forefront of this growth curve, bridging cross-border shopping, community economies, and digital-first consumer behavior.

Key Events:

September 18, 00.00hrs - iPhone 17 Pro Limited Sales on Didigo.app

November 5, 21:00hrs -

(Tamsui, Taiwan) – Double 11 International Goods Livestream Extravaganza

Link here:

didigo.app

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Who is Didigo.app

Global's First Award-Winning Lifestyle OMO Superapp of its kind.

Shop authentic products & get rewarded while shopping or running daily errands both online & offline!



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Source : Didigo.app

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