

New initiatives to help Singapore food manufacturers catch overseas buyers

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The first is a website developed by the Singapore Manufacturing Federation (SMF) and Innovative Media to bring the Singapore Pavilion at industry tradeshow Food & Hotel Asia 2018 (FHA 2018) to the Alibaba portal, and to help connect local businesses and overseas buyers beyond FHA 2018.

The second is the launch of the SMF SMART app, an online business-to-business (B2B) platform developed by SMF and technology company i-Sprint Innovations, which consolidates orders for overseas buyers and has features like traceability and authentication of products through QR code and IT security technology.

Dr Koh also added that the Info-communications Media Development Authority (IMDA) is working with major food suppliers like Australian Fruit Juice, Globe Mart, Indoguna, Vismark, and Win Sin to guide their food and beverage SME clients through the digitalisation process using a B2B e-sourcing platform developed by Zeemart.

"These examples clearly how strong partnerships can multiply our strengths, and provide better support for our local SMEs to improve capabilities and capture opportunities overseas," Dr Koh said, adding that strong partnerships must continue to be formed between the government, industry stakeholders and trade associations and chambers (TACs).