

## Food & Beverage August 2013

*Singapore's population of 5.18 million people is reliant on imported food products, which means a large window of opportunity for Nebraska food companies. In 2012, Nebraska agricultural commodities exports totaled over \$4.2 million. The increase in purchases of imported products is due to Singapore's highly educated population and people's incomes quickly growing. Families are decreasing in size, which frees up money to purchase higher quality imported products.*

*Competition will cause some problems when exporting to Singapore. Countries closer in proximity have lower shipping costs which means lower prices in the stores. However, with the increase in western-family style restaurants and familiarity with United States culture, American food products will fare well in Singapore in the upcoming years.*

### SINGAPORE FOOD & BEVERAGE INDUSTRY

Convenience and ready-made products are increasing in popularity in Singapore due to the rise in women in the workforce. High quality foods are in demand currently, especially because personal incomes are on the rise. Most Singapore consumers tend to enjoy Asian flavored foods, however with more Singaporeans traveling to Western cultures, this is slowly evolving. Nebraska food companies can thrive in Singapore if they have quick and easy to prepare products.

**The following products are in high demand in Singapore:**

Snack foods

Processed fruits & vegetables

Dairy products

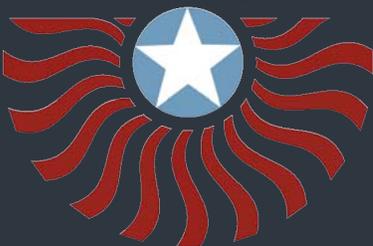
Pet foods

Tree nuts

Fruit



PROUD TO BUY  
**NEBRASKA**



## Here are tips for exporting to Singapore:

### **ANALYZE MARKET POTENTIAL:**

The USDA Foreign Agricultural Service (FAS) has a program called Food Export. Food Export provides food companies resources to help export their food overseas. Analyzing market potential is vital to exporting successfully, and Food Export offers Food Export Helpline and Market Builder for companies who want to export. Go to [www.foodexportalliance.org/eweb](http://www.foodexportalliance.org/eweb) to find out more information on both of these programs.

### **APPOINT A REPRESENTATIVE, AGENT, OR IMPORTER:**

Once you have found the market for your product, the next step is to find a way to get the product into that market. Food Export Helpline can aid you in finding those distributors. Contact the Nebraska Agricultural Trade Office for details.

### **USE A PERSONALIZED APPROACH:**

Developing a relationship with importers can make the process easier. In Singapore, building a relationship is essential to having a successful business and progressive sales. A great way to meet potential buyers is through Food Export Buyer's Missions and Focused Trade Missions. Food Export has Buyer's Missions and Focused Trade Missions which allow you to meet face-to-face with potential buyers.

### **KNOW EXPORT REQUIREMENTS:**

Exporting regulations differ depending on the product and country. Nebraska Agricultural Trade Office staff can provide information regarding regulations and documentation. Also, Food Export provides webinars covering topics such as export documentation and the three "P's" of exporting.

### **LABELING REQUIREMENTS:**

You need to be aware of what the local importer requires as far as languages or nutritional information on labels. Singapore labeling laws are similar to the United States. However, you may need to change your labels to include the "Made in the USA" statement on them. Food Export provides the Branded Program, which is a reimbursement program. The Branded Program allows companies to be reimbursed for marketing endeavors, which includes printed materials. Keep this in mind as you learn more about your importers' expectations and needs for your products.

### **EXPORT ASSISTANCE:**

Nebraska Agricultural Trade Office staff can provide information and assistance for your company in regards to your exporting endeavors. Food Export also has programs specifically designed to help food companies find markets and contacts, learn more about exporting, and become successful in international settings.



**For More Information Contact:**  
Stan Garbacz  
Agricultural Trade Representative  
Nebraska Department of Agriculture  
(402) 471-2341  
[stan.garbacz@nebraska.gov](mailto:stan.garbacz@nebraska.gov)

