

About SFMA

Established in 1967, SFMA has 421 members today and organises more than 60 industry activities annually. The association in the past few years has championed several industry initiatives that are aligned to the Food Manufacturing Industry Transformation Map to help food manufacturers innovate, internationalise and create new channels for business growth.

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Emerging Skills in the FM Industry



Productivity & Automation

- Use of big data, IoT and robotics solutions for job/process redesign to support industry 4.0 transformation



Product & Process Innovation

- Use of novel and alternative ingredients for innovation
- HPP & microwave-assisted thermal sterilisation for new product development
- Active/Smart packaging for freshness and moisture control
- Elderly nutrition



New Market Development

- Conduct market feasibility study for market penetration
- Interpret FTAs and regional PACTs
- Understand rules and regulations for export/import requirements



Examples of capability building courses

Productivity & Automation Business Process and Systems Integration

IoT, automation, robotics and cloud solutions for Industry 4.0 transformation

Advanced Manufacturing Data Analytics

Digital Confidence Connectivity Technology

Operational Excellence (Lean Six Sigma, Kaizen..)

Job & Workflow Redesign

Product & Process Innovation

Product Innovation for functional, RTE/RTC, food gifts and elderly products

Product and Market Testing, Product Launch, Market Feedback, After-Sales Services

Active/Smart Packaging Innovation & Solutions

Advanced processing technology: HPP, microwave assisted thermal sterilisation

Application of novel and functional ingredients for food innovation and re-formulation

Business Model Innovation

New Market Development

Developing New Markets for Business Growth

International Trade

Interpreting FTAs and regional PACTs

Brand Development and Digital Marketing for Export

Product Labelling for Export

Foreign Exchange Hedging

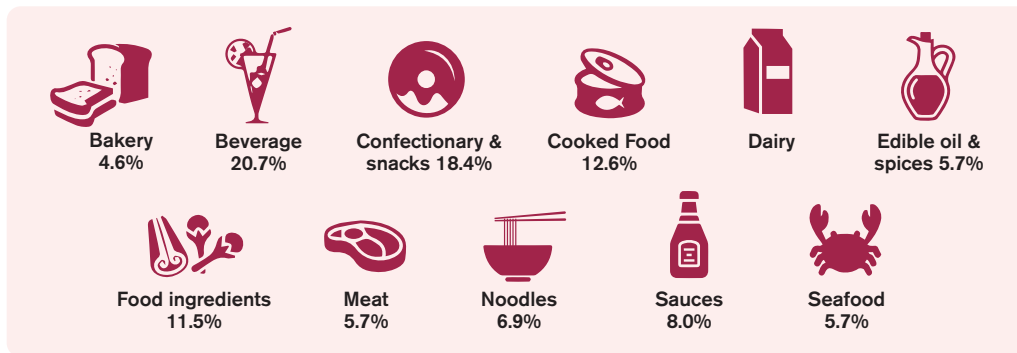


SFMA MEMBER SURVEY 2018

* List is non-exhaustive

Member Profile

SFMA members are spread across all the 11 industry sub-sectors



Industry Transformation Map

The Food Manufacturing Industry Transformation Map (ITM) was launched on November 2016 to help food manufacturers upgrade and innovate to keep pace with changing consumers' tastes and advancing technology. The national plan to revamp industries will see productivity grow an average of 4.5% and create 2,000 new jobs for the industry by 2020. The ITM also aims to develop Singapore into a leading food and nutrition hub in Asia by 2025.

Capability areas that our members are keen to develop

- Productivity **43%**
- Innovation **43%**
- Internationalisation **72%**
- Jobs & Skills **21%**

Source: SFMA Member Survey 2018. n=87

Industry Focus & Projects for 2018-2019



Capability Building: Monthly thematic workshops under the SFMA Capabilities Series on market insights, productivity, workflow redesign, packaging innovation, food regulations, branding and marketing, etc. SFMA will also roll out industry-wide initiatives such as cluster security, food waste digester and treatment, logistics aggregation and other IoT solutions to support industry 4.0 transformation.

Internationalisation: Overseas tradeshows (e.g. Gulfood, Anuga, SIAL Paris, Food Hotel China, etc), overseas Tasty Singapore supermarket promotions and trade/business missions to help members export to new markets.

#SGFoodMakers Build Business Capabilities

Top 5 business challenges

- Rising business cost **84%**
- Finding overseas partners **78%**
- Manpower shortage **58%**
- Unfamiliar with overseas rules & regulations **58%**
- In-depth market information **46%**

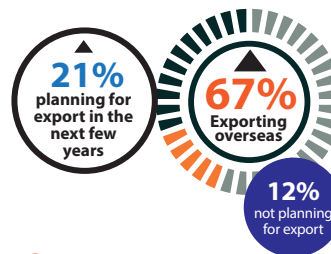
Capability development areas that members would like to improve in 2018



Source: SFMA Member Survey 2018. n=87

#SGFoodMakers Go Global

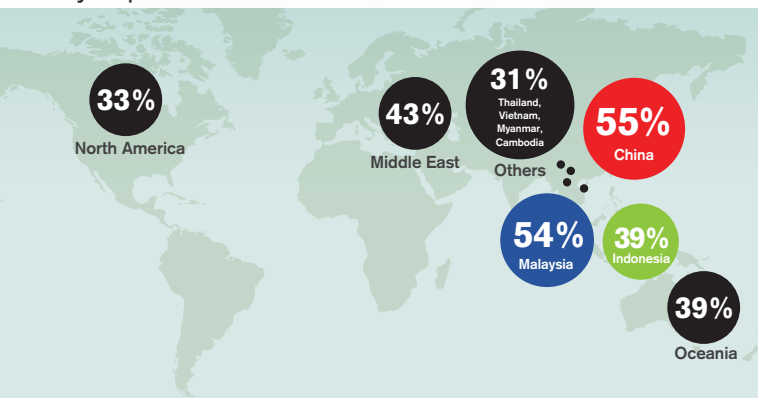
Internationalisation



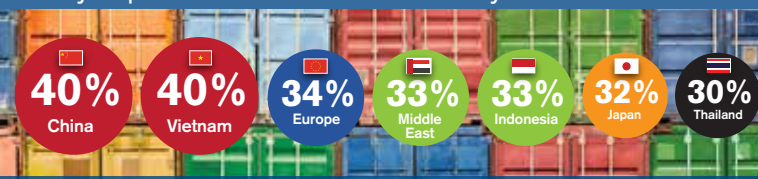
Overseas expansion strategy (beyond appointing distributors)

- New Market Development **69%**
- Innovate New Products **62%**
- Adopt Digital Technology **44%**
- Productivity & Automation **42%**
- Branding & Marketing **42%**
- Business Model Innovation **41%**
- HR: Attract & Retain Talent **24%**

Key Export Markets



Key Export Markets for the next few years



Cambodia (29%), Oceania (28%), Myanmar (24%), India (24%), South Korea (22%) and North America (21%)