



2021 KEY FOCUS
AREAS & ACTIVITIES
FOR SFMA MEMBERS

20

Key Focus Areas and Projects

21



INTERNATIONALIZATION

- Targeted trade shows in key markets
- Explore new markets
- Partnerships with overseas retailers, Pop-up Showcases
- Regional and global trends sharing workshops *new*



INNOVATION AND CHANNEL DEVELOPMENT

- Innovation Challenge with FIRC and SP (work-and-place programme) *new*
- Food Waste Management Technologies adoption in collaboration with NEA.
- Working closely with Food Waste Management technology vendors to offer a wider range of food waste conversion options
- Working with Channel partners e.g. Shopee, NTUC, SG Food United *new*
- Singapore Food Expo and Asia Pacific Food Expo 2021
- Partnerships with retailers
- Digital Marketing to promote new products and strengthen branding *new*



PRODUCTIVITY

- Promoting the 'Productivity and Digitalization' thrust partnering Singapore Manufacturing Alliance (SMF, SGTech and SIAA)
- Partnership with A*STAR (SIMTech and ARTC) to showcase



JOBS AND SKILLS

- One-stop service partnering USME
- 'Global Ready Talent Programme' by ESG
- Work closely with other Trade Associations and Chambers (TACs) to drive cross-TACs or cross-sector job matching under SGUnited Jobs Initiative.
- Assistance and tools by WSG and SSG (SGUnited Jobs and Skills Package). SFMA is also working with WSG for masterclasses projects to promote upskilling and job redesign *new*

RECAP OF 2020 AND COVID-19 SUPPORT BY SFMA



a Singapore Together initiative

- Covid-19 has impacted various livelihoods and businesses globally, and the various Governments all over the world have implemented various schemes to support and keep businesses going.
- Our Deputy Prime Minister, Mr Heng Swee Keat, has announced various budget packages such as the **SG Jobs united and Traineeship to facilitate job placements, Jobs Support Scheme (JSS) to help bosses retain workers, digitalization booster packages to help companies sell online (e-commerce)** to reach out to more consumers given the social distancing measures etc. SFMA has been supporting in the administration of the above schemes and programmes.
- Domestically, SFMA has been working closely with partners like **SG Food United, Shopee, NTUC Fairprice, Singapore Home Cooks** community to create more channels for our members.

- On the **internationalisation** front, SFMA has brought some of the overseas activities to Singapore by organising the 6 weeks **‘Virtual Monash Innovation Challenge (Melbourne)’** as well as the 10 weeks **‘Virtual Australia Mission Trip’**. **This is part of SFMA’s workplan for 2020, where companies were supposed to travel to Melbourne for these 2 programmes. We have also seen an increase of smaller companies joining our events this year, with the intention to innovate and begin their export footprints**

SFMA had to realign many of the workplan items and work closely with partners during this Covid period to ensure that members’ needs (from small to larger coys) were met and timely updates of the situation were provided via eDMs, our webpage and FB page. The two annual food expos have also shifted online through live Facebook food shows, ‘Singapore Home Cooks’ where consumers can purchase online via SG Food United and get recipe ideas via the live show.

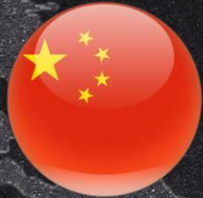


INSIGHTS FROM 2020 MEMBER SURVEY

Top 5 Export Markets In Asia Companies are interested in 2021



Indonesia
36% (17)



China
34% (16)



Japan
32% (15)



South Korea
30% (14)



Vietnam
30% (14)

Top 5 Export Region Outside Asia Companies are interested in 2021



North America
45% (21)



Oceania
43% (20)



Europe
32% (15)



Middle East
32% (15)



Central Asia
(e.g. Kazakhstan)
15% (7)

Top 3 Export Needs

- Identifying suitable partners (e.g. importers, distributors, etc) – 79% (37)
- Unfamiliar with rules and regulations to import food products – 74% (35)
- Access to in-depth market information – 57% (27)

INSIGHTS FROM 2020 MEMBER SURVEY

Top 3 **Capability Development** Areas to improve on:

1. Explore new growth markets
2. Adopt digitalisation and new technologies
3. Innovate new products



Top 3 **Manpower Challenges**:

1. Hiring of staff (68%)
2. Retaining staff (36%)
3. Lack of right skillsets (53%)

**Training programmes in the area of new business development, product innovation and productivity are top of the wish list*

2021 - INTERNATIONALISATION



Tasty Singapore Supermarket Promotions and E-commerce

- Food Aisle with Oriental in **The Netherlands**
- Food Aisle in Jakarta partnering 'Grand Lucky'. Retail launch promotion to be in **July 2021**
- Food Aisle in **Ho Chi Minh** in Vietnam partnering SBF **new!**



Overseas Mission Trips and Pop-up Promotions

- **China:** Shanghai Retail Promotion **new!**
- **[end 2021] Central Asia Mission Trip** (e.g. Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan) + Moscow **new!**
- **Retail Promotion Australia + Oceania Mission Trip** (Australia and NZ) **new!**



Overseas / Local Tradeshows

- **Gulfood 2021** (Dubai, UAE)
- **ANUGA 2021** (Cologne, Germany)
- **Food & Hotel Asia 2022** (Singapore)

Note: Overseas trips / promotions is subjected to the COVID-19 situation in the host country and may have to be converted to virtual ones in the event that our SG companies are unable to travel overseas



2021 - INNOVATION & CHANNEL DEVELOPMENT



Innovation Challenge 2021 x FIRC, supported by HPB

Innovation challenge in the area of alternative protein with healthier choice as a component. Companies can tap on the Healthier Ingredient Scheme (HIDS), SFMA lead commercialisation grant or WSG grant to support the masterclasses.

**Food Innovation
& Resource Centre**
SINGAPORE POLYTECHNIC

SINGAPORE
POLYTECHNIC | **SP**



Digital Marketing

- Utilise media materials developed by partners e.g. The Smart Local to promote SG Food brands
- Work with platform partners to develop in-platform marketing campaigns to drive platform traffic



Channel Partners

- **E-commerce:** SG Food United, Shopee
- **Offline retailers:** NTUC, Sheng Siong (run SG Brand Fair)

 **Shopee**

 **Singapore
Food United**

 **FairPrice**

 **SHENGSIONG**

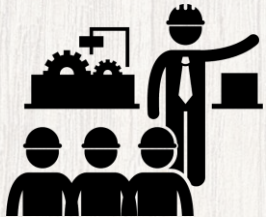


2021 - PRODUCTIVITY PLAN & DIGITALISATION

SGTECH



SFMA is appointed as the supporting association representing the Food Manufacturing Industry under the Singapore Manufacturing Alliance formed between SMF, SGTech and SIAA.



Continuous efforts in promoting Productivity and Digitalization. SFMA will be curating a network of vendors in the area of ERP, CRM HRM etc for our members to tap on as well as to look at digital marketing under the Innovation pillar as well to help our companies strengthen product positioning and branding.



Working closely with research partners such as A*STAR (SIMTech and ARTC) as well as Food Innovation Resource Centre (FIRC) to understand food manufacturers' production issues and devise new and handy methods to streamline processes to achieve high productivity gains



2021 - PRODUCTIVITY TOOL

Enterprise Singapore

Tap on the **Productivity Solutions Grant** to help defray the cost of your 'off-the-shelf' automation solutions!

To assist businesses in their **transformation journey** via proven IT solutions and equipment.

CONDITIONS

- 30% local shareholding.
- Registered and operating in Singapore.
- SME (Group annual revenue ≤ S\$100 million OR Group size ≤ 200).
- Cap of S\$20,000 in PSG per entity per year (eg: Apr 2019 – Mar 2020)
- Prospective applications only

APPLICATION PROCESS

- Visit **Tech Depot** on **SME Portal**
<https://www.smeportal.sg/content/tech-depot/en/home.html>
to access the list of supportable solutions and identify relevant solutions that best suit your business needs.
- **For IT solutions:** Get a quotation from the pre-approved vendor.
- **For Equipment:** Source for the equipment and get a quotation from the vendor.
- Submit an application on the Business Grants Portal (BGP). You will need to register for a CorpPass account to transact on the portal.

IT Solutions

80%*

<https://govassist.gobusiness.gov.sg/productivity-solutions-grant/itsolution/foodmanufacturing/>

Equipment

80%*

<https://govassist.gobusiness.gov.sg/productivity-solutions-grant/equipment/foodmanufacturing/>

As announced under the Resilience Budget, PSG's maximum support level has been enhanced until 30th September 2021.

*IT Solutions – (1) Support at 80% with grant cap (2) Using pre-qualified vendors by IMDA (3) Solutions determined by proposed by lead agencies (4) to be used in Singapore only.

*Equipment – (1) Support at 80% with grant cap (2) No pre-qualified vendors (3) Equipment & related specifications to be proposed by sector lead agencies (4) to be used in Singapore only.

Administered by Enterprise Singapore



JOBS & SKILLS ASSISTANCE



*Partners of USME applying for Enterprise Development Grant may be entitled to an additional 10% funding *T&Cs apply*

PROGRESSIVE HR PRACTICES

Working with SMEs to develop and enhance their human resource capabilities through:

- Closed-door dialogue sessions
- Tripartite briefings on amendments to employment legislations
- Learning journeys
- Business seminars and workshops

BUSINESS ADVISORY

Through NTUC's network of affiliated industrial unions, associations and tripartite relationship with government agencies, U SME provides business advisory on productivity and placement grants to assist SME business leaders in transforming their businesses. In partnership with industry partners i.e. associations, U SME also aims to work with companies on the implementation of specific Industry Transformation Maps.

TRAINING

Partnering recognised institutes of higher learning for exclusive leadership and business development programmes, designed to help business leaders maximise their potential and stay at the forefront of business management practices

JOBS & SKILLS ASSISTANCE BY:



SG JOBS & SKILLS

CREATING OPPORTUNITIES FOR EVERYONE



SGUNITED JOBS VIRTUAL CAREER FAIR



SGUNITED TRAINEESHIPS PROGRAMME



MYCAREERSFUTURE.SG



VIRTUAL WORKSHOPS AND SEMINARS



SGUnited Jobs and Skills Package

- 1) SGUnited Mid-Career Pathways Programme
- 2) SGUnited Jobs and Skills Centre
- 3) SGUnited Jobs Virtual Career Fair
- 4) SGUnited Traineeships Programme

- 5) MyCareersFuture Job Portal
- 6) Virtual Workshops & Seminars
- 7) Get Career Advice and Guidance

For more Info: <https://www.wsg.gov.sg/SGUnited.html>



JOBS & SKILLS ASSISTANCE BY:

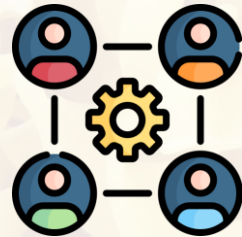


Addresses Manpower Issues by

- Providing **training and wage support**
- **Access to Local Jobseekers**

Programmes & Initiatives:

- 1) Career Trial
- 2) P-Max Programme
- 3) Professional Conversion Programmes
- 4) Rank-and-File Programmes
- 5) Jobs Growth Incentive
- 6) SGUnited Jobs (MyCareersFuture)
- 7) SGUnited Mid-Career Pathways Programme – Company Attachments



Spurs Workforce Productivity through

- **Job redesign**
- **Building new capabilities**

Programmes & Initiatives:

- Job Redesign
- Capability Transfer Programme
- Senior Worker Early Adopter Grant
- Part-time Re-employment Grant



Workforce Singapore's (WSG) key focus is to help workers meet their career aspirations and secure quality jobs at different stages of life, WSG will also address the needs of business owners and companies by providing support to enable manpower-lean enterprises to remain competitive. It will help businesses in different economic sectors create quality jobs, develop a manpower pipeline to support industry growth, and match the right people to the right jobs.

JOBS & SKILLS ASSISTANCE BY:



The right people with the right skills gives your business the competitive edge when venturing overseas.

Groom your dream team with the **GLOBAL READY TALENT PROGRAMME**

Local and Overseas Internships

- **Supports Singapore enterprises offering:**
 - Internships locally
 - Internships in their overseas markets, with focus on Southeast Asia, China and India
- **Up to 70% funding support on monthly stipend**
- **Additional funding for students on overseas internships:**
 - Monthly subsistence allowance
 - Lump sum travel allowance

Management Associate Programme

- **Supports Singapore enterprises offering overseas work placements in Southeast Asia, China and India.**
- **Up to 70% funding support for:**
 - Monthly basic salary
 - Cost of Living Allowance
 - Accommodation
 - Airfare
 - Pre-trip administrative costs



Scan QR code for more information on GRT!
or visit www.enterprisesg.gov.sg/GRT

HR Portal



HR • PORTAL

Managed by the **NTUC LearningHub Pte Ltd (LHUB)**, in partnership with **Enterprise Singapore** and the **Chartered Institute of Personnel and Development (CIPD)**, this HR portal provides a wide range of HR resources to support HR operations. Accessible from your workplace or mobile device, the HR portal is easy to navigate and provide useful tips, pointers, tools and guides on how to manage specific HR matters.

For more information: <https://www.hrportal.sg/>



RECRUIT PROMISING
YOUNG TALENT



ENHANCE EMPLOYER
VISIBILITY AND
BRANDING



GROOM TALENT TO
SUPPORT
OVERSEAS EXPANSION



JOBS & SKILLS ASSISTANCE BY: **SKILLS**future SG



Skillsfuture (SSG) is a national movement to provide Singaporeans with the opportunities to develop their fullest potential throughout life, regardless of their starting points. SSG also brings together synergies in continuing education and training (CET) and pre-employment training (PET), so skills requirements will continue to meet the demands of different sectors of the economy.

1. [SkillsFuture Study Awards](#)
2. [SkillsFuture Work-Study Programmes](#)
3. [iN.LEARN 2020](#)
4. [SkillsFuture Work-Study Certificate](#)
5. [SkillsFuture Work-Study Post-Diploma](#)
6. [P-Max](#)
7. [SkillsFuture Employer Awards](#)
8. [SkillsFuture Employer Awards](#)
9. [SkillsFuture for Digital Workplace](#)
10. [SkillsFuture Leadership Development Initiative](#)

11. [Skills Framework](#)
12. [TechSkills Accelerator\(TeSA\)](#)
13. [Training and Adult Education Sector Transformation Plan \(TAESTP\)](#)
14. [Hiring Incentive](#)
15. [Enhanced Hiring Incentive](#)
16. [National Centre of Excellence for Workplace Learning](#)
17. [SkillsFuture Mid-Career Support Package](#)
18. [Productivity Solutions Grant \(SkillsFuture Training Subsidy\)](#)



SFMA EVENT CALENDAR 2021

FEBRUARY

[Tradeshow] **Gulfood** (21 – 25 February) – Dubai, UAE

MARCH

[Tradeshow] **104 China Food & Drinks Fair** (25 – 27 March) – Chengdu, China

APRIL

[Tradeshow] **Anufood** (21 – 23 April) – Shenzhen, China

[Retail Promotion] **Jakarta & Surabaya** (TBC)

[SFMA Activity] **SFMA EXCO Election**

MAY

[Tradeshow] **HOFEX** (12 – 14 May) – Hong Kong

JUNE

[Tradeshow] **Food & Hotel Myanmar** (9 – 11 June) – Yangon, Myanmar

[Study Mission] **Food Taipei and Propak Taipei** (TBC)

[Industry Project] **Innovation Challenge X FIRC** (TBC)

Note: The event dates are subject to change due to the COVID-19 situation.

SFMA EVENT CALENDAR 2021

JULY

[Tradeshow] **Food & Hotel Indonesia** (28 – 31 July) - Jakarta, Indonesia

[Industry Project] End of **Sugar Smart Challenge 2020** with potential product launches

SEPTEMBER

[Tradeshow] **Food & Hotel Malaysia** (21 – 24 September) - Kuala Lumpur, Malaysia

[Tradeshow] **World Food Moscow** (21 – 24 September) - Moscow, Russia

[Study Mission] Mission Trip to **Russia** (TBC)

OCTOBER

[Tradeshow] **Anuga** (9 – 13 October) - Cologne, Germany

[Retail Promotion] **Netherlands** Retail Promotion (Opening 15 October)

NOVEMBER

[Tradeshow] **Yummex** (7– 9 November) – Dubai, UAE

[Tradeshow] **Food & Hotel China** (9 – 11 November) – Shanghai, China

Note: The event dates are subject to change due to the COVID-19 situation.



ABOUT SFMA



Established in 1967



430 Members and counting
as of Mar 2020



23 elected and 16 co-opted
members representing 11
sub-sectors



Organized more than 60
industry activities annually

CONTACT US



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