



SFMA likes to extend the expertise of the consultative panel to help the members. The 3 options are:

1. One - time meeting/ talk (FOC not exceeding 2hrs)
 - Meeting with panel member for individual company or a classroom session on specific subject
2. Project consultation (at a cost mutually agreed between the panel expert and the members)
 - Working with panel member for individual company on specific project for a period of time
3. Clinical consultation (FOC with design company, with grant up to \$70,000 for use of Design)
 - Meeting with design specialist for individual company on use of Design for your company

Consultative Panel

Representing	Name	Specialisation	Options
DesignSingapore Council	Mr Jeffrey Ho	Use of Design to Differentiate your product & services / Packaging Design / Design Innovation / Design Thinking / Grant given for adoption of Design	Option 1 & 3
Formerly from Agri-Food & Veterinary Authority	Dr Chua Sin Bin	Food supply/ food safety/ food import & export/ food security	Option 1 & 2
Health Promotion Board	Dr Annie Ling	Nutrition/ healthy living/ functional food/ food labelling	Option 1
International Enterprise, Singapore	Ms Nor Azlina Sulaiman	As far as the matter is relevant and within the purview of IE Singapore	Option 1
National University of Singapore	Assoc Prof Lee Yuan Kun	Food spoilage/ food micro-biology/ fermentation	Option 1 & 2
National University of Singapore Food Science and Technology Programme	Professor Zhou Wei Biao	Food technology/ food processing/ food engineering /functional food	Option 1 & 2
NTUC Fairprice Co-Operative Ltd	Mrs Mui-Kok Kah Wei	Consumers' trend/ food retail	Option 1
Singapore Polytechnic Food Innovation & Resource Centre	Mrs Ngan Loong Mann Na	Food product, process and packaging development including shelf life and sensory evaluation	Option 1 & 2
SPRING Singapore	Ms Loh Soi Min	As far as the matter is relevant and within the purview of SPRING Singapore	Option 1
Yian Poh Associates	Mr Lim Yian Poh	Advising on bank facilities, debt restructuring and IPO	Option 1 & 2

If any of our members is interested to seek expert advice, please complete the form in Annex 1 and email to apletheo@sfma.org.sg or fax to 62237235. This form can also be downloaded at www.sfma.org.sg





Annex 1

Profile:

Name	
Designation	
Company Name	
ROC No.	
Tel/ Hp	
Fax	
Email	

Queries pertaining to:

- Design innovation/ design thinking
- Food supply/ food safety/ food import & export/ food security
- Nutrition/ healthy living/ functional food/ food labelling
- Overseas growth of Singapore-based companies - international trade / overseas investment etc
- Food spoilage/ food micro-biology/ fermentation
- Food technology/ food processing
- Consumers' trend/ food retail
- Food development/ packaging development
- Growth of local enterprises/ capability and management development/ innovation, and productivity etc.
- Financial management/ banking/ corporate advices
- SOPs and policies of retailing of Products in FairPrice
- Any other matters: _____

Which method do you prefer (please refer to Annex 1 for relevant details):

- One - time meeting/ talk (FOC not exceeding 2hrs)
- Consultation/ project (at a cost mutually agreed between panel and members)
- Clinical consultation (applicable to DesignSingapore Council ONLY)

Your queries (this will be forwarded to the relevant panel member for their review before meeting/ consultation if applicable):



新加坡食品製造商協會