



2020 KEY FOCUS
AREAS & ACTIVITIES
FOR SFMA MEMBERS

20

Key Focus Areas and Projects

20



INTERNATIONALIZATION

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



INNOVATION AND CHANNEL DEVELOPMENT

- Sugar Smart Challenge (with a more health focused theme)
- Monash Innovation Bootcamp 2020 with ESG and Monash University
- Food Waste Management Technologies adoption in collaboration with NEA
- Singapore Food Gifts by SFMA
- Singapore Food Expo and Asia Pacific Food Expo 2020
- Partnerships with retailers
- Digital Marketing to promote business and strengthen branding



PRODUCTIVITY

- Promoting 'Productivity and Digitalization' partnering Singapore Manufacturing Alliance (SMF, SGTech and SIAA)
- Automation Consortium Project with FIRC

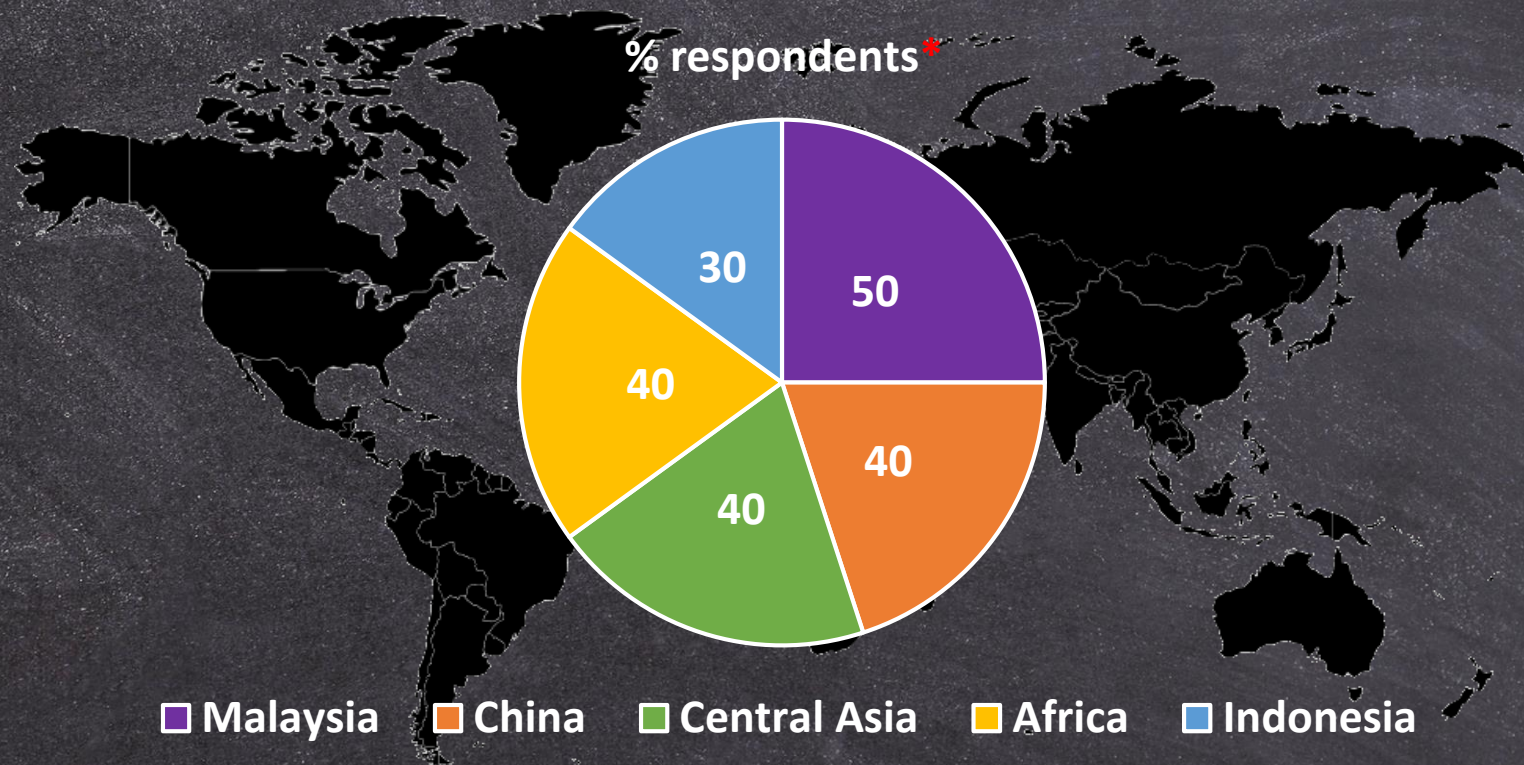


JOBS AND SKILLS

- One-stop service by USME
- 'Global Ready Talent Programme' by ESG
- Assistance and tools by WSG and SSG

Some insights from 2019's Member Survey!

Top export markets by members in 2019



- **62.5%** respondents **quoted unfamiliarity with rules and regulations with regard to import of food products into SG** and **70%** listed difficulty in identifying suitable partners (e.g. importers, distributors, etc)
- **Overseas Expansion: 45%** are keen to do OEM and sales and **37.5%** are keen to set up foreign sales office
- **Local and Overseas Trade shows** as well as **Overseas Study Missions** are top-of-the-list for our members

*Total no. of respondents, n=~50

Please help us in gathering more information to better serve our members in 2020 by completing our SFMA member survey 2020 via:

<https://forms.gle/9XY3nrfQuiRT9YAE7>



INTERNATIONALISATION- 2020 FOCUS MARKETS



Tasty Singapore Supermarket Promotions and E-commerce

- Food Aisle with FoodHall in **Mumbai**
- Food Aisle with Oriental in **The Netherlands**
- Food Aisle in **Jakarta & Surabaya** partnering Ranch and also Grab Indonesia (e-commerce) **new!**
- Food Aisle in **Ho Chi Minh** partnering Vinmart in Vietnam **new!**



Overseas Mission Trips and Pop-up Promotions

- **Central Asia** Mission Trip (e.g. Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan) + **Moscow** **new!**
- **Melbourne** Mission Trip (Fine Food Australia) **new!**
- **Belgium** SG Food Promotion **new!**



Overseas / Local Tradeshows

- **Gulfood 2020**
- **Food & Hotel Asia 2020**
- **SIAL Paris 2020**

**In 2019, SFMA has completed 11 international tradeshows and 3 retail promotions (Netherlands, India and Japan) which benefitted close to 200 food companies generating a total sales figure of \$190 million.



INNOVATION AND CHANNEL DEVELOPMENT FOCUS

Sugar Smart Challenge 2020

Sugar Smart Challenge is derived to address the national issue on the fight against diabetes. In collaboration with Health Promotion Board, the challenge will focus on developing healthier innovative products in specific categories with the end goal of commercialization in local and overseas retail outlets.

Monash Innovation Challenge

Supporting continuous effort in tapping overseas expertise/think tank to enhance the innovation process of local SMEs. The Innovation Challenge developed by Monash FIC will help local SMEs to think out of the box.

Singapore Food Gifts Part II

Proliferate 'SG Food Gifts Initiative' to other channels. May explore inter TAC collaboration to widen scope and networks.

Digital Marketing

Helping our companies tap on Digital Marketing to enhance their businesses. This also came up as one of the top area of interest from our annual member survey.

Note: More info will be disseminated through SFMA's monthly nugget series and FB updates.



2020 PRODUCTIVITY PLAN

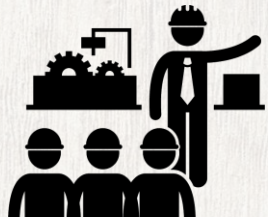
SGTECH



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

**Food Innovation
& Resource Centre**
SINGAPORE POLYTECHNIC

Automation Consortium Project with FIRC to introduce easy-to-implement automation solutions to help streamline production processes.



Continuous efforts in promoting Productivity and Digitalization through events such as seminars, workshops and learning journey.



2020 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.

Equipment

70%*

IT Solutions

50%*

*IT Solutions – (1) Support at 50% or 70% (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 70% (w.e.f 1 April 2019) (2) No pre-qualified vendors (3) Equipment & related specifications to be proposed by sector lead agencies (4) to be used in Singapore only.



JOBS & SKILLS ASSISTANCE



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:

**Enterprise
Singapore**

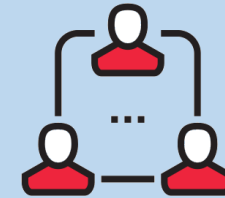
The right people with the right skills gives your business the competitive edge when venturing overseas.
Groom your dream team with the **GLOBAL READY TALENT PROGRAMME**



**RECRUIT PROMISING
YOUNG TALENT**



**GROOM TALENT TO SUPPORT
OVERSEAS EXPANSION**



**ENHANCE EMPLOYER
VISIBILITY AND BRANDING**

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



JOBS & SKILLS ASSISTANCE BY:



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.

Assess a job-seeker's job fit through a short-term work trial before employment

Career Trial

Receive up to \$42,000 of salary support to hire skilled and experienced PMETs

Career Support Programme

Hire and train mid-career PMETs while receiving course fee grant and salary support

Professional Conversion Programme

Assist SMEs to better recruit, train and manage newly-hired PMETs

P-MAX

Adapt and Grow for Employers

Career Matching Services

Enjoy direct referrals of job seekers and participate in career events

W Adapt & Grow

FOR INDIVIDUALS

Provide Job, Salary & Skills Support
Match Jobs with Local Jobseekers

W Transform & Grow

FOR EMPLOYERS

Help Enterprises Innovate to be Manpower-Lean & Productive
Develop Quality Jobs and Good Careers



JOBS & SKILLS ASSISTANCE BY: SKILLSfuture 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.



Productivity Solutions Grant (SkillsFuture Training Subsidy) **new!**

From 1 July 2019, companies with approved PSG applications can apply for the Productivity Solutions Grant (SkillsFuture Training Subsidy) via the Business Grants Portal (BGP).

The subsidy, which is part of the enhanced PSG, allows companies to upskill employees and claim up to 70% of out-of-pocket training expenses, capped at \$10,000 per eligible company. This is provided on top of existing government course fee subsidies, and in addition to the sector-specific grant cap for the PSG pre-scoped productivity solutions.

Companies have up to 31 March 2023 to submit their applications. For more information, as well as the list of suggested training courses, please visit www.skillsfuture.sg/psgtrainingsubsidy



Findings from **SME Development Survey 2018** show that:

- **70% of SMEs are keen to embark on digital transformation journey**, with focus in Business Operations (37%), Customer Service (29%) and Marketing of Products & Services (39%), amongst others
- **SMEs intend to tap on Industry Transformation Map (ITM) programmes** for assistance and direction, including to Improve Industry's Manpower Skillsets (39%), Ways to Innovate & Improve Business Model (31%), amongst others

SFMA EVENT CALENDAR 2020

LEGEND

- SFMA Activities
- Trade Show / Consumer Show
- Study Mission Trip
- Industry Project (Innovation / Internationalisation)
- Capability Series Workshop

January	
● Winter Fancy Food 2020 (San Francisco, US)	19 – 21 Jan
February	
○ Chinese New Year 2020 Luncheon	08 Feb
● Gulfood 2020 (Dubai, UAE)	16 – 20 Feb
● Vietnam Buyers' Reverse Mission	TBC
March	
● Launch of 'Sugar Smart Challenge' in partnership with HPB	06 Mar
● 102nd China Food & Drinks Fair (Chengdu, China)	26 – 28 Mar (TBC)
● FHA 2020	31 Mar – 03 Apr
April	
● 'Understanding Indonesia Market 2020' Workshop	16 Apr
● Productivity Workshop with FIRC	End Apr
● Food Waste Management Workshop with NEA / WMRAS	End Apr
○ SFMA AGM	26 Apr
● Anufood China 2020 (Shenzhen, China)	15 – 17 Apr (TBC)
May	
● Digital Marketing Workshop	Mid May
● Seoul Food 2020 (South Korea)	19 – 22 May
● Singapore Food Expo 2020	28 May – 1 Jun

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June	
● Food & Hotel Myanmar 2020 (Myanmar)	3 – 5 Jun
● Summer Fancy Food 2020 (New York, US)	28 – 30 Jun
● (TBC) Workshop on exports into Australia	Mid / End June

July	
● Hotelexpo Indonesia 2020 (Jakarta, Indonesia)	22 – 24 Jul
● Workshop on Jobs and Skills with USME	Mid / End Jul

August	
● Indonesia Retail Promotion with Ranch supermarket	Aug – Sep
● Launch of Vietnam Aisle Promotion	TBC

September	
● Gourmet Asia / Restaurant Bar HK / Natural & Organic Asia (Hong Kong)	01 – 03 Sep
● (TBC) Melbourne Mission Trip + Fine Food Australia	TBC

October	
● Sharing on Kazakhstan + Moscow Market	TBC
● Belgium Retail Pop-up and Promotion partnering Oriental Supermarket @ Antwerp	Oct – Dec
● SIAL Paris 2020 (Paris, France)	18 – 22 Oct

November	
● Yummex, Seafex & Gulfood Manufacturing (Dubai, UAE)	03 – 05 Nov
● Food & Hotel China 2020 (Shanghai, China)	10 – 12 Nov
● Asia Pacific Food Expo 2020	16 – 29 Nov

ABOUT SFMA



Established in 1967



460 Members and counting
as of Mar 2019



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



Organized more than 60
industry activities annually

CONTACT US



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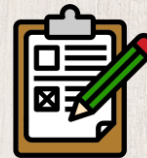
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SFMA MEMBER SURVEY 2020

We are conducting a member survey to understand your business needs in areas such as business capabilities, exports, manpower planning and skills upgrading.

Your feedback will enable us to better plan future events and services that will meet your needs.

To do the survey, please scan the QR Code
or visit www.sfma.org.sg/membersurvey

