

TRADE
DEVELOPMENT
VISIT

Singapore

WHEN
19th-23rd
November 2023

KEY SECTORS
Food and Drink



Llywodraeth Cymru
Welsh Government

WHY SINGAPORE?

Welsh food and drink businesses are known to be selling into these markets and report positive feedback.

Importing about 90% of its food and drinks consumption, Singapore is a country with great potential for Welsh food and drinks exports!

Due to its strong relationship with the United Kingdom, and as being part of the Commonwealth, there is awareness of Welsh products and appreciation of British food and culture.

Singapore is a getaway to other South-East Asia markets, and with an economic growth of 7.6% in 2021 and a GDP per capita reaching £58,725, locals have high purchasing power so there is a market for high-end and artisan Welsh products.

Singapore should appeal to those already serving Hong Kong or other Far East Asian markets but also to those interested in operating there.

THE HIGH POTENTIAL CATEGORIES?

Our market experts believe the following categories have particular great potential:

- ◆ Fine Foods
- ◆ Meat and Seafood
- ◆ Beverages

If you have these products, we want to talk to you!

WHAT TO EXPECT?

A Trade Development Visit to the Singapore will consist of:

- ◆ Market webinar
- ◆ Consultations with in-market consultant
- ◆ Trade mission to the market
- ◆ Travel organised, *there is a cost of participation (max 2 delegates per business)*
- ◆ In-market briefing with key speakers
- ◆ Store visit programme
- ◆ Schedule of meetings in-market with buyers
- ◆ Networking activity
- ◆ Visit to an appropriate trade show (if timing coincide)
- ◆ In-market support / translation

WHICH ARE THE KEY DATES

Application deadline:
8th September 2023.

Virtual 1-2-1 meetings with the appointed in-market team **week commencing September 11th.**

A virtual Market Briefing will take place in early **November 2023.**

The physical visit will take place **19th to 23rd November 2023.**

WHO IS ELIGIBLE FOR THIS TDV?

All Food and Drinks producers operating in Wales can apply for this Trade Development Visit.

WHAT IS THE COST?

The cost of this Trade Development Visit is **£1,800.00 plus VAT.**

HOW TO APPLY?

Please use this link for the online application form:

https://kineticcubed.formstack.com/forms/food_and_drinks_wales_trade_development_visits_2023_24_singapore