

Organic food & beverage: European producers to introduce their products to South East Asia market

Increasing consumer confidence in European organic food & beverage

PRESS RELEASE

For immediate use

MEDIA CONTACT

For more information on EU Business Avenues in South East Asia programme:

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SINGAPORE, April 27, 2018 – Over 40 European organic food and beverage producers from 14 different European Union (EU) Member States will be on a week-long business mission to Singapore from 15 to 17 May 2018. They will introduce their products – all of which are EU Organic certified - to the South East Asia market.

The EU Organic logo is a quick and easy way for consumers to not just recognise the organic produce but to be assured of the high standards of the organic produce.

The EU Organic certification process sets restrictions on pesticides, fertilisers and antibiotics and how organic farmers create good quality produce through crop rotations and cultivating in season. Organic farming also means that the time and distance from the farm to the kitchen is greatly reduced.¹

The seventh business mission, under the EU Business Avenues in South East Asia programme, brings these 40 producers to Singapore to meet local distributors, exporters/importers, supermarket and retail chains, and hotel/café/restaurants buyers. These European producers coming from 14 different Member States will bring to Singapore some of the organic delicatessens that Europe has to offer. These include a large variety of fruits and vegetables, but also high-quality food products such as wine, spreads, olive oil, condiments or coffee.

Singapore imports over 90% of the food consumed in the country. With greater emphasis on healthy living, local consumers are willing to pay a little more for healthier choices. The organic food and beverage market accounted up to SGD 160.8 million in 2016 and it is estimated a compound annual growth rate of 15.2% for the period 2016-2021, reaching an estimated value of SGD 327 million in 2021. (Source: Marketline, Singapore - Organic Food Market Overview)

H.E. Barbara Plinkert, European Union Ambassador to Singapore, says: "Given the healthy lifestyle trends globally, there is a significant increase in the number of people buying organic items. With the attention being given to quality, safety and health, the demand for European organic products has been growing steadily."

Given EU's stringent legal framework that governs not only production and processing but also the control and labelling of organic food and beverages, Ambassador Plinkert says: "This assures customers buying EU organic products of the highest standard."²

¹ https://ec.europa.eu/agriculture/organic/consumer-trust_en

² https://ec.europa.eu/agriculture/organic/organic-farming/what-is-organic-farming/organic-certification_en

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This business mission aims to help European producers establish connections with South East Asia distribution channels and end-users such as the hotels and restaurants and open up new business opportunities.”

The mission will then travel to Ho Chi Minh, Vietnam to participate in EuroSphere from 18 to 20 May 2018. EuroSphere 2018 is a premium exhibition focusing on the showcasing gourmet food, wine & spirits, lifestyle products and many others.

About EU Business Avenues in South East Asia

The EU Business Avenues in South East Asia programme provides a comprehensive suite of dedicated services covering business, cultural and legal needs - Market Studies, Business Culture Awareness Training and Business Meetings. All of these are expected to facilitate collaboration with local players, in the form of joint ventures, distributorships or licensing agreements, and to smoothen and speed up the process of entry into local markets.

This EU-funded initiative was launched in June 2016 and aims to bring up to 1,000 European SMEs on targeted business missions to South East Asia over the next five years to help them to develop their businesses outside of Europe. Built upon a concept of matchmaking and business support services, the Business Avenues programme helps European companies to forge long-lasting business collaborations in several markets, including Singapore, Malaysia, Vietnam, Indonesia, Philippines and Thailand.

From 2016-2020, the business missions under this programme will cover the following sectors: Contemporary European Design, Environment & Water Technologies, Organic Food & Beverage, Green Energy Technologies, Healthcare & Medical Technologies, and Information & Communication Technologies. For more information, visit www.eubusinessavenues.com.

The full list of companies participating in the organic food and beverage business mission and a short description of their companies/products can be found in Annex A.