

Singapore Market Entry Checklist

Recommended Market Entry Steps

Step 1

Assess your Export Readiness

Analyse your current operations and ensure the business is optimised before thinking about exports. From here, dedicate resources to capability development and upskilling yourself and your business in export fundamentals.

Step 2

Determine Singapore Market Access Regulations, Import Requirements and Brand Protection

Consider working alongside an entry market agent or advisor on import regulations for the product lines you're wanting to test the market with, followed by a review of your specific ingredients. It is also very important to commence Trademark registrations for your brand to limit in-market brand risks. The Pathways team can provide you with further details on specific Singapore market requirements, inclusive of both prescribed and non-prescribed products you're looking to export.

Step 3

Understand Labelling, Product and Nutrition Claims

Depending on your sales channel, you will need to develop specific labels (or label sleeves), confirm whether your product and nutrition claims can be used in-market and register your brand, as well as products, with the Singapore Food Agency (SFA).

Step 4

Develop Your Market Entry and Channel Optimisation Plan

Development of a Market Entry Plan will enable your organisation to better target opportunities, prioritise activities and frame financial budgets. You should also consider specific market channels for your products, whether it be traditional "bricks and mortar" retail, food services, eCommerce (including cross-border) or a combination.

Your plan should take into consideration an appropriate engagement strategy using a mix of in-market events, promotions and appointments with subject matter experts to maximise traction.

Step 5

Engage with Pathways to Export and Ian Thompson, Regional Director Agriculture Export, South-East Asia, Agriculture Victoria



The [Pathways to Export team within Agriculture Victoria](#) is dedicated to supporting small-scale and emerging exporters understand global market entry requirements and assisting businesses to build capability in order to achieve sustainable export results.

[Ian Thompson is part of Agriculture Victoria's In-Market Specialist network](#) and can support your business with market analysis, on-the-ground intelligence and connections to key local partners to build momentum.

Step 6

Promote, Trial and Test Your Products at Food & Hotel Asia and bespoke in-market events

Food & Hotel Asia (FHA) is the largest food trade show in South-East Asia. It offers an opportunity to showcase products across broad supply channels in multiple markets. In 2019 there were 1,750 Exhibitors and 55,000 Attendees from 100 countries for numerous wide-ranging food & drink products and innovations that are trending across the globe. More than 70% of exhibitors are made up of direct manufacturers and as many as 15% are expected to use this platform as a launch pad for new-to-market innovations.

FHA provides suppliers valuable access to quality buyers including distributors, importers, manufacturers and retailers. Attendees will also gain valuable insights into developments and future trends of the food & beverage industry.

Step 7

Intellectual Property and Trademark Enforcement

Singapore provides one the most robust legal regimes for the protection of intellectual property rights. The World Economic Forum's Global Competitiveness Report 2019 ranked Singapore second in the world and first in Asia for its IP protection framework. Some of the leading IP-focused companies of the world have selected Singapore as their preferred location for R&D due to these protections.

The Pathways team encourages you to still be diligent and undertake appropriate research into securing your intellectual property to minimise any in-market risks.

Step 8

Continue building your in-market network and be present

Once you've confirmed your intentions to proceed with your export programme, it is imperative you dedicate sufficient time and financial resources to build your professional network to maximise in-market opportunities.

Regular communication and engagement with existing suppliers, as well as potential new ones, supports long-term relationships and overall benefits to your brand.

Inbound and Outbound Missions hosted by [Austrade](#), [Global Victoria](#) and Agriculture Victoria are also another great way of expanding your networks.

**Meet your South-East Asia In-market Specialist**

Ian Thompson
Kuala Lumpur, Malaysia



Ian has over 20 years in the Federal Department of Agriculture Water and Environment as a Director with significant involvement in Biosecurity, Agricultural Export programs, Market Access and Trade. Most recently Ian has spent the past five years managing an integrated fishing and seafood processing operation and is based in the Victorian Government's Trade and Investment Office in Kuala Lumpur office. Ian is on-the-ground to support agri-food trade across South-East Asia.

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