

Delegation of Singaporean food companies visit Amadori

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The Italian chamber of commerce (ICCS) has organised a new business mission to Italy to support the expansion plans of South East Asia's food industry. The initiative, which will run until 20th June, has been organised in collaboration with the Singapore Chinese Chamber of Commerce and Industry (SCCCI), the main organisation in the field, with a network of over 4,000 members and more than 150 business associations representing a total of over 40 thousand Singaporean businesses divided into different sectors.

Nine companies have travelled from Singapore to hold direct talks with key partners in Italy, the aim being to extend business opportunities and identify areas for collaboration. These companies represent different niches of the industry: from Aries Fresh Pte Ltd, producer and importer of fruit and vegetables, Focus Network Agencies Pte Ltd, chocolate and confectionery supplier, and Sin Hin Frozen Food Pte Ltd, specialist in the supply and sale of frozen fish, to JCS-Echigo Pte Ltd, maker of industrial dishwashers, Kenzone Singapore Pte Ltd, supplier of logistical services, and Teckwal Industrial corporation Ltd, packaging specialists.

Meanwhile, companies from the catering sector include Jumbo Group Restaurants Pte Ltd. Founded in 1987 as a fish restaurant and famous for its 'chilli crabs', it now produces over 6,000 meals a day. Others include Hero Holdings Pte Ltd, specialising in tiramisù, and Royal T Group Pte Ltd, a restaurant chain with over 60 outlets in Singapore. All of these businesses are taking part in a packed calendar of meetings which opened with an entire day dedicated to the Expo, and which is being followed by a road show of meetings with important players in the Italian food and beverage sector. The itinerary included yesterday's meeting with industry leader Amadori, a company that specialises in poultry production. The company, which has a turnover of 1.2 billion and 7,200 employees, has been hosting the nine Singaporean companies at its headquarters in Cesena.

The ICCS is providing the professional and strategic expertise to help the participating companies develop trade links between Italy and Singapore, a country which acts as the gateway to the ASEAN market. The ICCS is facilitating business meetings that it hopes would lead to actual business opportunities. "We are very happy with this new and important economic mission which offers us the opportunity to create new collaborations to strengthen the bilateral links between Italy and Singapore," declared the president of the ICCS, Federico Donato.

"The goal of an initiative like this is twofold," continued Donato. "On the one hand, we want to support investment in our country by putting the businessmen from each country in direct contact with each other. On the other hand, we want to support the development of internationalisation by establishing a strategic hub in South East Asia. The food industry is well placed to take advantage of the opportunities for collaboration and growth that this will provide, thanks to the excellence of merchandise that is 'Made in Italy'.