

Doing business with Singapore

Sterilgarda on the move

The Italian Chamber of Commerce in Singapore (ICCS) has organised a new business mission in Italy to support the expansion plans of South East Asia's food industry. The initiative 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 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 has included a meeting in Castiglione delle Stiviere with industry leader Sterilgarda Alimenti, which has hosted the representatives from the nine Singaporean companies.

The ICCS is providing the professional and strategic expertise to help the participating companies develop trade links between Italy and Singapore, a country that acts as the gateway to the ASEAN market. "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.