



2010 is a meaningful year for the Agri-Food and Veterinary Authority and the Agri-Food Business Directory as it is the year we celebrate our 10th anniversaries.

Over the past 10 years, AVA has built up a brand identity as a trusted food authority, synonymous with safe food supply in Singapore. This could only have been achieved with the commitment of a dedicated team of professionals and a strong foundation of world-class food safety systems. However, even the most rigorous and comprehensive system would not work without the support of the food industry.

Globalisation, efficient transport links as well as advances in telecommunication and the internet have shrunk distances and brought the world closer. In order for the industry and AVA to thrive in this new world order, both parties must leverage the power of collaborative synergy.

While AVA takes on more of a facilitator-developer role, the industry too, can do its part to innovate by riding on the new technologies to improve productivity and effectiveness. The recently established

Food Fund underscores AVA's commitment to support R&D in local food farming technology, and the upgrading of production capability in local farms. Such partnership with the industry will be the way forward, as we work in collaboration to develop and diversify our markets and food sources, keep our food safe, and sharpen our competitive edge in the international market.

In performing our dual role as regulator and facilitator, we will continue to engage our stakeholders to better understand their needs and identify areas for collaboration to maintain Singapore's standards in food safety, while regulating with a lighter touch.

Lastly, I would like to extend my heartfelt congratulations to Marshall Cavendish Business Information Pte Ltd on yet another successful publication of the Agri-Business Directory. I am confident that this directory will continue to serve as a useful guide to help companies strengthen their network and forge new ties.

## Message

Chief Executive Officer

Agri-Food & Veterinary Authority  
of Singapore



**Ms Tan Poh Hong**  
Chief Executive Officer  
Agri-Food & Veterinary Authority  
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