

**Message from**  
President  
Singapore Fish Merchants'  
General Association



The sale and marketing of seafood in Singapore has been changing in recent years. In the past, consumers usually bought their seafood from the wet markets. But two decades ago, supermarkets began to emerge in Singapore and slowly took over the popularity of wet markets. The wet markets have many disadvantages, such as short opening hours, no air-conditioning and limited range of products. The result is supermarkets are slowly taking over wet markets. This trend also affects the wholesale market because large supermarkets need only two or three merchandisers to handle the purchasing to supply 50-60 stores.

For a few years, the Singapore Fish Merchants General Association has been studying and researching for ways to upgrade the function and activities of the fishery wholesale market. We did this in

consultation with officials from the Agri-Food and Veterinary Authority of Singapore (AVA). Both parties have come up with a common understanding as follows:

The fishery wholesale market needs to be improved and upgraded. After operating for more than 40 years, its facilities have become inadequate. Its business also needs to be diversified from only wholesale to multiple seafood sales. This can be achieved by including retail spaces, the sale of live seafood, seafood restaurants, frozen fish section and cold room facilities.

**Lee Boon Cheow**  
President  
Singapore Fish Merchants'  
General Association



新加坡魚商總會  
SINGAPORE FISH MERCHANTS'  
GENERAL ASSOCIATION