

Message from

President

Singapore Food Manufacturers'

Association



The year 2010 is one of historical significance. During this year, we will move out from the bottom of the worst financial crises since the 1930s. However, the road before us is not likely to be straight and smooth. We must face the consequences when the governments of the developed countries withdraw their stimulus packages. We are beginning to see the signs of the revival of trade protectionism. We must also handle the new challenges presented by carbon emission, internet development, business sustainability, etc. We have seen the impacts of the unusual climatic changes on daily life, transportation and food material supply. Recently our government announced the new policies for politics, economic development and population. Our economic growth must, from now onwards, depend on innovation and productivity upgrading rather than on foreign manpower.

On the bright side, the China-ASEAN Free Trade Agreement took effect in January 2010 and the two integrated resorts are contributing to our economy in the first half of the year. Thus, we have a free trade zone with nearly 1.9 billion people and expect to have more than 10 million overseas visitors coming to Singapore this year.

In order to prepare our members to cope with all these occurrences, we in the Singapore Food Manufacturers' Association have set up a host of activities under the LEAD programme, hoping to create a pro-business environment for the food industry.

These activities include participation in overseas food exhibitions, technical and study missions and consumer food product road shows; training courses and workshops on technologies and management; and profiling our food industry locally and overseas. In particular, we shall focus on productivity upgrading; food safety and quality; nutritional and healthy formulations; food packaging and development; product branding and sustainable management. We shall stretch the meaning of productivity to its broadest sense – that covers not only manpower and production but also the management of the whole supply chain. Together with SPRING, IE Singapore, the Agri-Food and Veterinary Authority of Singapore (AVA), HPB, WDA and FIRC, we shall assist our members to face all the challenges and to enable our food industry to have a sustainable long-term growth.

We are much thankful to the publication committee of the *Singapore Agri-Food Business Directory 2010* for their invitation to contribute this message. This publication provides us a networking and co-operation platform for the agricultural and food business sectors. We wish both sectors of our food industry every success in the future.

M H Wong

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