



THE COMPANY

Initiator: **GlobalConnect@SBF**
 Partner: **Singapore Food Manufacturing Association ("SFMA")**
 Target SMEs: **12 Singapore food manufacturers**
 Goal: **To introduce Singapore SMEs food products to the Vietnam market**
 Duration: **4 months**

Despite Vietnam being one of the most promising FMCG markets in the region, Singapore food manufacturers find the expansion journey to be arduous as they were not able to secure any opportunity with the local supermarkets or retailers to list their food products.



THE CHALLENGE

- Multiple consumer barriers for Singapore SMEs to tackle in Vietnam's FMCG market
- Lack of keen local sellers due to unknown consumer demand and preference
- High risks of investment to enter an uncertain overseas market



GLOBALCONNECT@SBF'S ROLE

- Conduct extensive research to find the product-market-fit
- Leverage on local connections and resources to execute the Food Hamper Initiative
- Obtain feedback from stakeholders to curate market entry guidance for Singapore food manufacturers



OUTCOME

- Successful execution on the Food Hamper Initiative within 4 months
- 12 Singapore food manufacturers gain early-stage brand awareness in Vietnam
- Market entry through a list of Vietnamese distributors established for Singapore SMEs



FUTURE OUTLOOK

GlobalConnect@SBF will play a crucial role in ensuring the Singapore food manufacturers have a smooth landing and transition into the Vietnam market. It is vital that Singapore SMEs are equipped with capabilities to sustain and grow in the new market.

On top of that, GlobalConnect@SBF has launched business clinics for Singapore SMEs to share information and key takeaways from this project of market expansion into Vietnam. In the future, GlobalConnect@SBF envisions that SMEs in Singapore are able to expand their international presence alongside increasing the brand recognition of their products.

