



Global 

# FOODTURE Welcome!

**Please take a seat and enjoy a nice cup of coffee, the presentation Will start at 9:00 am (CEST).**

International Training | Singapore

5th April 2023



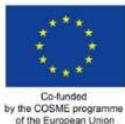


Global   
**FOODTURE**

# Target Country Singapore

## International Training Program & Matchmaking

5th April 2023



# Programme

- 09.00 Welcome & General Introduction
- 09.05 Overview of Singapore's Agrifood Innovation Ecosystem by Tracy Saw, Development Partner of FoodInnovative, Enterprise Singapore, and Ying Xuan, Development Partner of Agritech, Enterprise Singapore
- 09.20 Intellectual Property Rights in Southeast Asia/Singapore overview by Elio de Tullio, EU IPR Helpdesk.
- 09.40 Collaboration Case Study: LivFresh x Liberty Produce, by Karthik Rajan, Founder & CEO, LivFresh.
- 09.55 Collaboration Case Study: Esco Aster x Meatable, by Alvin Ng, Director of Corporate Development, Esco Aster.
- 10.10 Collaboration opportunities between Singapore and Europe by Joshua Soo, CEO, GROW.
- 10.25 Navigating Cultural Differences by (TBC) Laurent Goulvestre, international & intercultural Speaker.
- 10.45 Open talk.
- 10.55 Wrap-up & Closing
- 11.00 Opportunity for matchmaking via the Global Foodture Community Platform



# Questions?



Do you have any questions to our speakers?  
Please raise them in the Q&A box in Zoom and we will address them during the session.

Please state the following in the Q&A-box:  
Your name, company name, speaker to address the question to & question itself.



Enterprise  
Singapore

# Growing Singapore's AgriFood Tech Ecosystem

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# Enterprise Singapore is part of a larger family that looks at growing Singapore's Food Innovation Capabilities



Grow inward investment and overall development of the enterprise ecosystem in Singapore



**Help local enterprises build capabilities and capture new opportunities across sectors and markets, to be globally competitive**



Develop industrial infrastructure to grow new industries and transform existing enterprises



Foster world-class scientific research and nurture scientific talent to develop a vibrant knowledge based Singapore

Merging two economic agencies



## MISSION



Grow stronger Singapore enterprises by building capabilities and accessing global opportunities, thereby creating good jobs for Singaporeans.

## VISION



A vibrant economy with globally competitive Singapore enterprises.

## Facilitated through:



● 36

Enterprise Singapore Overseas Centres



**Enterprise  
Singapore**

GrowingEnterprises<sup>SG</sup>

# The Singapore Food Story

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## Turning a vulnerability into opportunity, Singapore now seeks to be an international model and enabler of self-sustainable cities



1

A **highly productive and resource-efficient agritech hub** that produces safe, sustainable and high-quality produce



2

The **preferred test-bedding hub** to generate innovative Agritech solutions and products for **export to the region and world**



3

A **socially-oriented agriculture community** with strong consumer connection and trust

# Agritech is a promising growth sector, existing at the intersection of Singapore's strengths in chemicals, biologics and robotics



## Food production is our next high-tech, high-quality manufacturing sector



**Highly intensified and controlled growing to produce clean, green, gourmet food**

- Indoor farming use 75% less water and over 90% less land to produce the same unit of crop.
- Temperature, lighting spectrum, nutrient content and humidity level can be controlled by various system technologies



**Reduced environmental impact of fish farming and enabling production within indoor environments**

- Land-based recirculating aquaculture systems (RAS) reduce the environmental impact of farming fish
- RAS systems also enable production in indoor environments reducing exposure to disease and pollution

## There are natural synergies with our existing strengths in chemicals, biotechnology and engineering

### Specialty Chemicals

- Product development opportunities for agro-chemical companies in agro-chemicals and nutrient solutions for indoor farming.



### Biotechnology

- Product development opportunities for pharmaceutical companies harnessing biologics-based technologies

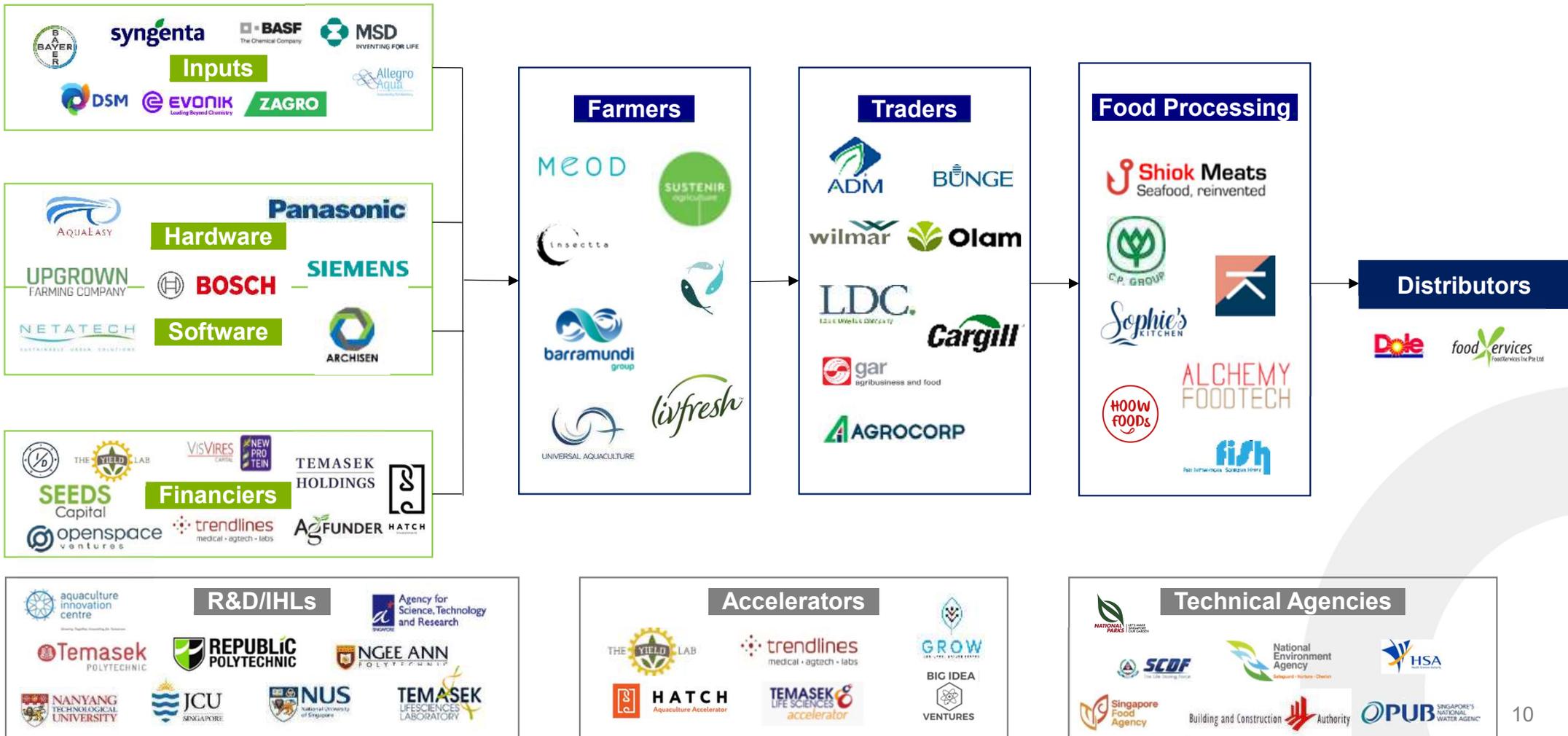


### Automation and Robotics

- New ways of crop monitoring, growing and harvesting using automation and robotics



# Today, our local agri-food tech ecosystem comprises diverse players across the value chain, from startups to MNCs



# While Singapore is not a traditional agricultural nation, our companies are responding to pressing challenges in the sector



**Better food for more people with less footprint**



High-tech indoor vertical farm



Seed-to-farm indoor strawberry experts



Full-value-chain barramundi farm



Energy-efficient close loop shrimp farming



**Environmentally sustainable crop care & animal feed**



Black soldier fly for animal/fish feed



Bio-stimulant additive for crop care



Encapsulation & controlled release tech



Hydrating gel made from soybean waste



**Data-enabled precision agriculture**



Indoor integrated solution provider



Indoor smart farming specialist



AI analysis of satellite & drone imagery



Wide area wireless IoT for sensor data



**Farm-to-fork traceability**



Blockchain solution for trade visibility & finance



Food ingredient analysis SaaS platform



Enterprise mobile solution to trace and check

# Investor optimism in the Singapore Agri-Food Tech is growing too



## Rise in venture funding\*

US\$177.1  
million  
37 deals  
(2019)



> US\$1  
billion  
54 deals  
(2021)



## Growing Corpus of Investors

TEMASEK  
HOLDINGS

AgFUNDER

SoftBank  
Group

THE YIELD  
LAB

omnivore

Y

SUSV  
THE ACCELERATOR VC

anterra capital

S2G  
VENTURES  
SEEK 2 GROWTH

## Notable Deals



**Sustenir Agriculture**  
US\$15.4 million  
(Series A, 2019)

growthwell

**Growthwell Group**  
US\$22 million  
(Series A, 2021)



**Hoow Foods**  
S\$3 million  
(pre-Series, 2021)

**Shiok Meats**  
Seafood, reinvented

**Shiok Meats**  
US\$30 million to date  
(Series A, 2021)

\*Source: AgFunder Investing Report, 2021



## Startups /Entrepreneurs

Leverage the vibrant agri-food tech ecosystem of accelerators, financiers, research partners and MNCs to supercharge your growth

### 1. Expertise to Develop Startups



Choose from Five Agri-Food Tech Accelerators and One Life Sciences Accelerator to fast-track your growth

### 2. Early Stage Startup Investments



Secure investment from Seven Agri-Food co-investment partners looking to catalyse more than S\$90 million into early stage agri-food tech startups

### 3. Strong R&D Capabilities



Innovate alongside world-class R&D institutions such as A\*STAR, Temasek Lifesciences Labs, the Aquaculture Innovation Centre and other IHLs

### 4. Significant MNC Presence



Pilot and validate innovation with agri-food corporates to fast-track commercialization. Singapore is Asia's largest (2<sup>nd</sup> largest in the word) agri-trading hub



## Startups /Entrepreneurs



Tap our established networks for greater access to innovative agri-technologies and partnerships around the world

1.

Access to Technologies



Scout for new agri-technologies to fast track proof of concept innovation

2.

Access to Global Platforms/Events



Access C-suite stakeholders through globally recognised Agri-Food platform events such as Future Food Asia Awards and Rethink Agri-Food Innovation Week

3.

Global Innovation Alliance

Tap on our network of 13 Global Innovation Alliance cities to access landing pad programs offered by in-market partners. Tap on 5 existing partnerships for international collaborations with the best innovation hubs to meet the needs of demand drivers



France-Singapore  
Bilateral call for  
joint projects



Germany-Singapore  
SME Programme  
2+2 International  
Collaboration



EUREKA GlobalStars



Singapore-  
Shanghai  
Cooperation



Singapore Israel  
Industrial Research  
& Development

**FOODINNOVATE**

**TRANSFORMING SINGAPORE'S  
FOOD INDUSTRY THROUGH  
INNOVATION**

Surname Name

**Enterprise  
Singapore**

About Food Manufacturing

Singapore has a robust Food Manufacturing industry that is continuously transforming to serve both local and regional markets



The sector comprises  
**> 1000 enterprises**



**> 60% of output is exported, with Asia as our key market**



Encompassing  
**10 sub-sectors**



To date **> 150 Agri-Food Tech Start-Ups**

# Singapore's Food Manufacturing Industry

## DIVERSE BASE OF FM COMPANIES

*Dairy & Nutrition*      *Meat processing*      *Seafood processing*



*Asian cooked food & ready meals*



*Asian sauces*



*Confectionery & snacks*



*Asian noodles*



*Edible oil & spices*



*Beverages*



## FOODTECH STARTUPS

*Alternative Protein*



*Functional Foods/ Novel Ingredients*



*New Processing/Extraction Tech*



## STRONG SUPPORTING INDUSTRIES

*Flavours*



*Ingredients*



*Food Packaging*



## Research Institutes

*Research & innovation in food science & technology*



*Clinical validation with a strong focus on Asian food & Asian phenotype*



*Expertise in new product development & process engineering*



*Glycaemic Index Research Unit with consultancy & accredited testing services*



# Singapore's Role in the Future of Food: Leading Asia in Better Food & Being Better with Food

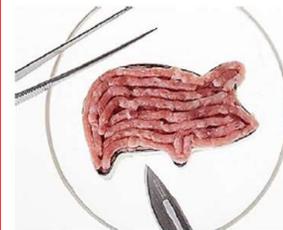
## TREND SETTER, TASTE MAKER



**Leading future food innovation** by translating insights into concepts, supported by scientific expertise, regulations and standards.

**Pioneering new hardware and software solutions** for the future agri-food chain.

## PRODUCTION CAPITAL



**Shifting the local paradigm from** import-dependent towards self-sustainability and export.

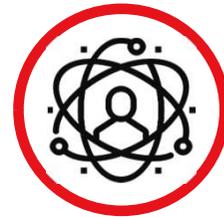
**Core manufacturing location** for Asia in key ingredients and products especially for the future of food categories.

# What makes Singapore an attractive Food Innovation Hub?



## Comprehensive Food R&D Facilities and Shared Infrastructure

- Shared facilities such as the **High Pressure Processing (HPP)** facility and Small Batch Manufacturing Facility @ **Senoko Food Hub**
- **Food Innovation and Resource Centre (FIRC)** to help provide companies with technical expertise and pilot plant facilities



## Vibrant and Globally-connected Innovation Ecosystem

- Anchored 5 global, best-in-class accelerator programmes in Singapore
- Built innovation partnerships with advanced markets such as the Netherlands and Australia through global innovation collaborations



## Favourable Food Regulatory Environment

- Singapore is the first country in the world to approve lab-grown meat for sale – Eat Just's cultured chicken



## Strong Investor and Corporate Interests

 **1st**  
**S\$1 B**

In ASEAN for investments into Food Tech startups

Invested into Singapore Agrifood Tech startups in 2021

## **FOODINNOVATE** *Strongly supported by Whole-of-Government*

Enterprise  
Singapore

EDB  
singapore

*a* Agency for  
Science, Technology  
and Research  
SINGAPORE

jtc

Singapore  
Food  
Agency

IPI  
SINGAPORE

# FoodInnovate is a whole-of-government platform that supports companies with their food innovation efforts



- 📍 To equip Singapore-based companies with resources to create food for the future
- 📍 To position Singapore as a location of choice for creating food for Asia

## FOODINNOVATE



- Lead agency for Food Manufacturing industry and FoodInnovate
- Implement FoodInnovate strategies to develop Singapore's Food Manufacturing industry in collaboration with partner agencies
- Transform local enterprises to achieve innovation-driven growth



Develop and attract MNCs and LLEs to drive innovation in the Food Manufacturing industry



Agency for Science, Technology and Research  
SINGAPORE

Drive research in emerging food and nutrition trends



Provide infrastructure to support food innovation e.g. FoodPlant



Enhance regulatory framework to support innovation



Scout for new food technologies and host open innovation calls

For more info on FoodInnovate



# FOODINNOVATE

## NATIONAL FOOD INNOVATION PLATFORM

- 📍 To equip Singapore-based companies with resources to create food for the future
- 📍 To position Singapore as a location of choice for creating food for Asia



### BUILD KNOWLEDGE BASE

To improve access and encourage learning of food innovation knowledge



### DRIVE CO-INNOVATION

To create platforms for co-innovation among food manufacturers, research institutes, institutes of higher learning and overseas clusters



### CULTIVATE DISRUPTIVE TECH

To develop a vibrant ecosystem to attract and groom food-tech startups with innovative products and solutions



### PROVIDE INFRASTRUCTURE

To testbed new ideas and technologies, and accelerate commercialisation of new products

# Key interest areas under FoodInnovate include...



**ALTERNATIVE PROTEIN &  
FOOD TECHNOLOGY**



**SPECIALISED  
NUTRITION**  
(Food for Elders,  
Children Nutrition)



**HEALTH & WELLNESS**



**FOOD WASTE VALORISATION**



**PRESERVATION TECHNOLOGY &  
PACKAGING SOLUTIONS**

# Some disruptive food-tech start-ups under the interest areas...

## ALTERNATIVE PROTEIN

Meat alternatives that offers similar look, texture and taste to animal meat products, but with lower environmental impact and higher nutrition value.



### Next Gen Foods

raised a US\$100M in Series A round in 2022 investors include GGV, Temasek, EDB Ventures etc.

## NEW PROCESSING/ EXTRACTION TECHNOLOGIES

New techniques that produces food ingredients or food at industrial scale with optimal use of energy and chemicals.



### SilverConnect

raised US\$0.5 in seed funding; investors include Heritas Capital and SEEDS Capital

## FUNCTIONAL & NOVEL FOOD/INGREDIENTS

Foods or ingredients with a positive effect on health beyond basic nutrition.



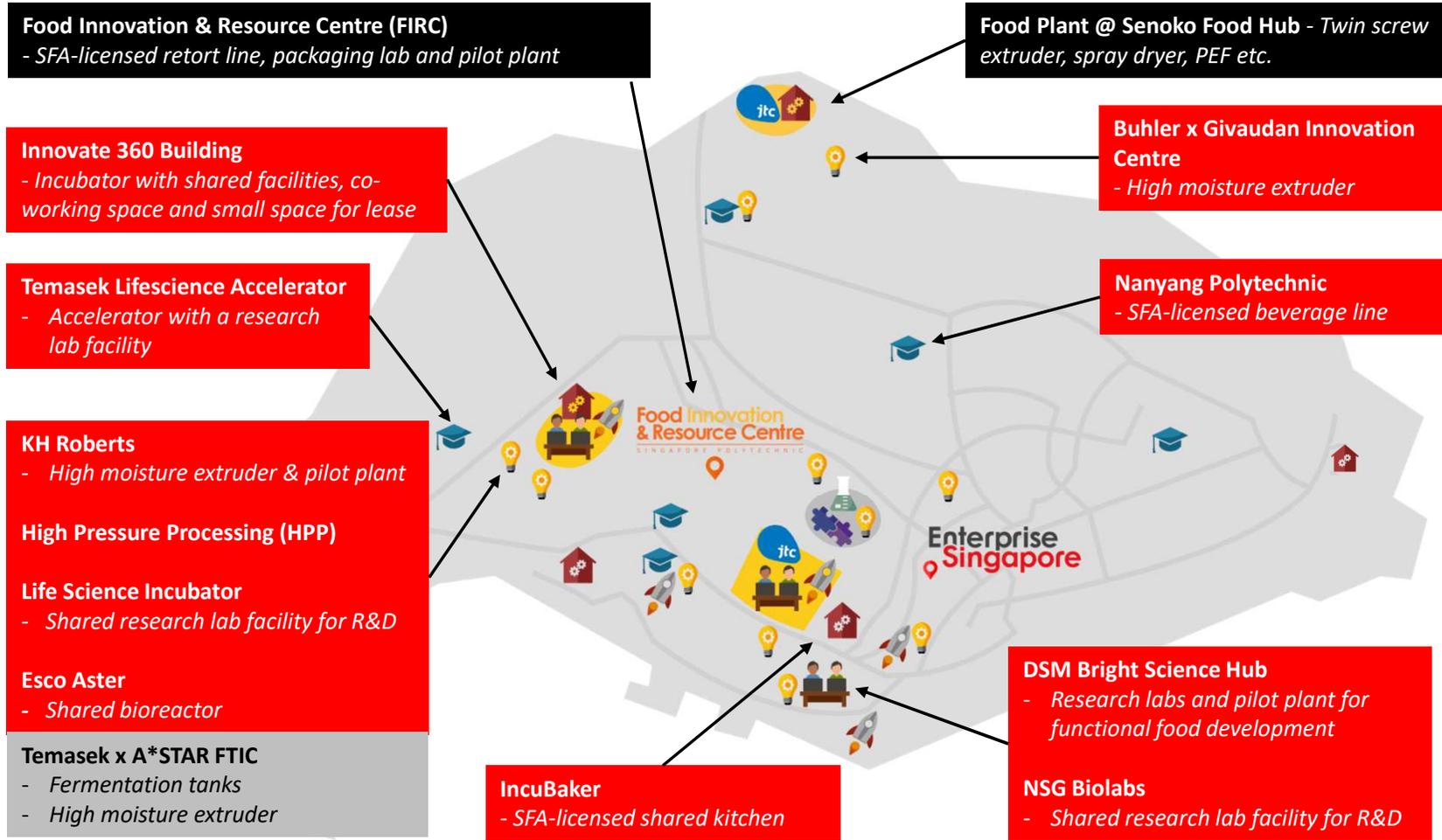
### Alchemy Food Tech

raised US\$1.8M in seed funding and a "7-figure" bridge round; investors include Thai Union, Heritas Capital and SEEDS Capital

Notable Investments

Enterprise Singapore

Over the past 5 years, FoodInnovate has built up a network of key infra to provide access to manufacturers and startups to accelerate their innovation cycles.



**Additional network of partners**

1. NUS, NTU, SIT, RP, TP, CNRC
2. F&N Interflavine
3. NQAC

**Legend**

- Institutes of Higher Learning
- Research Institutions
- Corporate Innovation Centre
- Technological Solutions
- Incubators/Accelerators
- Shared Facilities
- Co-Working Spaces

Financing	Infrastructure	Talents	Channel & Market Access
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# Established multipliers and platform events to grow mindshare & foster collaboration across the agri-food value chain

## Singapore International Agri-Food Week (SIAW)

- Series of events spotlighting innovations in food systems, smallholder farming, alternative proteins, affordable nutrition, agri-food supply chain
- Encompasses the Asia-Pacific Agrifood Innovation Summit hosted by Rethink Events. In 2021, the event was attended by 930 delegates from 37 countries, with high C-suite, investors, entrepreneurs and policymakers representation.



## Regional Industry Platforms

- Multipliers such as Padang & Co, Food Industry Asia and Grow Asia are well-connected to regional agri-food stakeholders
- Host frequent events such as panels, hackathons, and workshops to advance the sector



## Global & Regional Startup Competitions

- Slingshot (Sustainability track)
- Future Food Award
- Agtech Garage
- JAPFA Feeds the Future Challenge
- Global Aquaculture Challenge



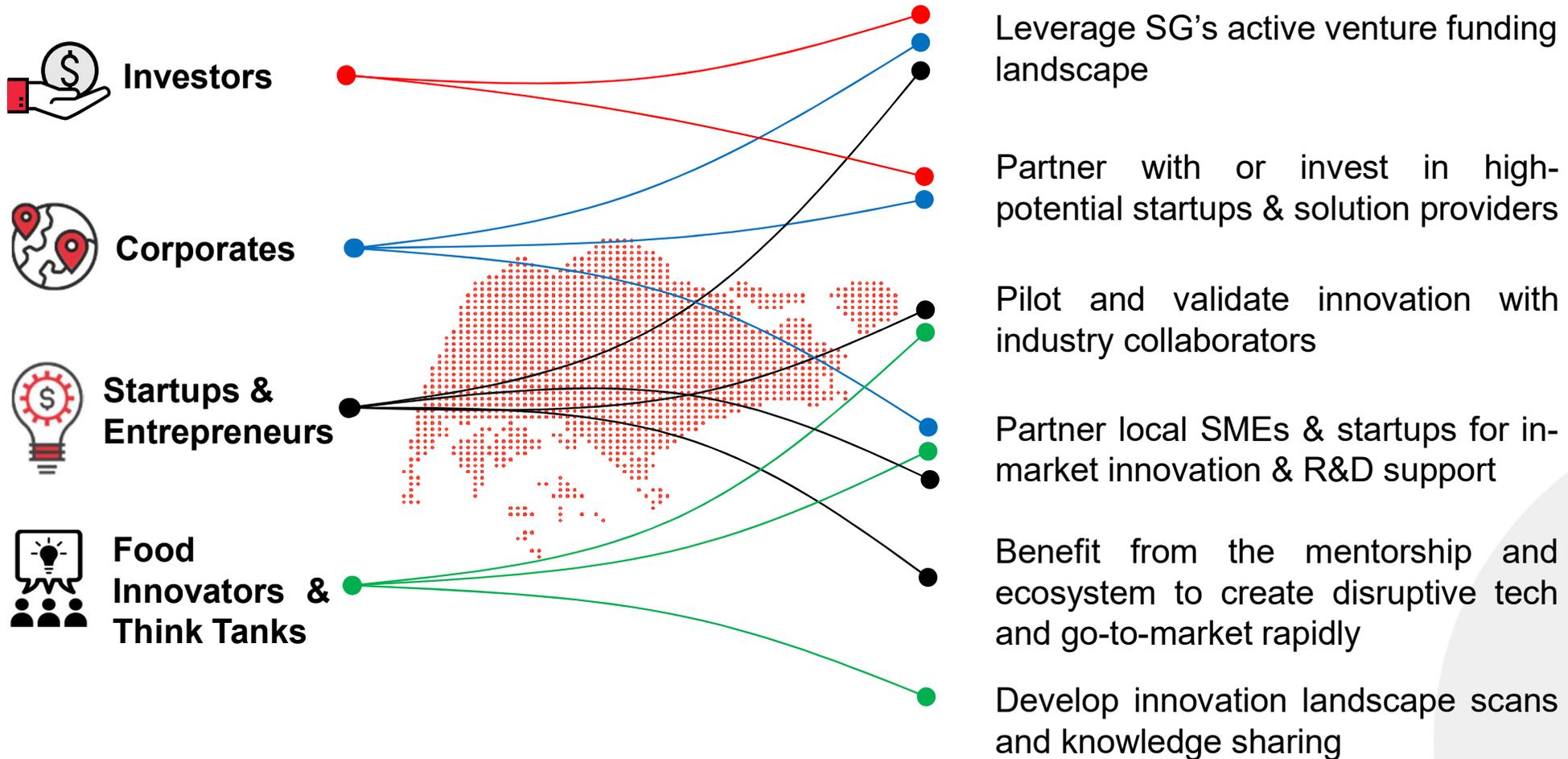
## Joining EUREKA network allows Singapore enterprises to access R&D and Innovation opportunities with over 45 countries

### What is the EUREKA Network?

- Largest inter-governmental network of over 45 countries for international cooperation in R&D and innovation
- Supports market-oriented R&D and innovation projects between SMEs, universities and research centres across all technological sectors
- Network projects can be project calls or thematic calls between 2 or more EUREKA countries
- Singapore joined EUREKA in May 2021
- Despite Covid, Singapore enterprises remained ambitious and interested in collaborating in innovation. Call in 2020 saw the highest number of project submissions (**84 projects**).

 SIMTech spinoff providing business analytics solutions	X	 5 German entities, including Robert Bosch	 SG energy startup	X	 UK company developing Smart Hybrid Transformers
<b>EUREKA co-innovation project:</b> Develop autonomous integrated scheduling for the semiconductor industry			<b>EUREKA co-innovation project:</b> Develop a platform that leverages AI to optimise equipment performance in an energy efficient and cost-effective manner		

# Global partners are welcome to grow together with Singapore's AgriFood Innovation Ecosystem



**Enterprise  
Singapore**

Growing Enterprises <sup>SG</sup>

# Thank You

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# The protection of Intellectual Property in Singapore

**Elio De Tullio**

**Managing Partner, De Tullio & Partners**

**External Expert, South-East Asia IP SME Helpdesk**

**April 5, 2023**

# Snapshot: Helpdesk Free Services

## Enquiry Helpline



## Website & Newsletter



## Publications



## E-Learning & Business Tools



IP Helpdesk Website:

<https://ec.europa.eu/ip-helpdesk>

SEA IP SME Helpdesk Website:

[https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/south-east-asia-ip-sme-helpdesk\\_en](https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/south-east-asia-ip-sme-helpdesk_en)

Email:

[expert@sea-iphelpdesk.eu](mailto:expert@sea-iphelpdesk.eu)

## Training Workshops & Live Webinars



## SOUTH-EAST ASIA IP SME HELPDESK

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# Entering the Singapore market: Do you have specific IP related issue or question?

Submit your question to our helpline **expert@sea-iphelpdesk.eu** and you will receive a tailor-made answer by our IP experts within 3 working days

- ✓ Free of charge
- ✓ First-line confidential assistance on IP protection, management and enforcement in South-East Asia
- ✓ Possibility to request a 1:1 virtual meeting with our IP Business Advisor to discuss confidentially your IP strategy
- ✓ Addressed to
  - SMEs from SMP countries (EU, Norway, Iceland and Liechtenstein)
  - working with entities in South-East Asia
  - established or potentially interested in establishing commercial and R&D activities in these markets

**SOUTH-EAST ASIA**  
**IP SME HELPDESK**

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# Speaker's Bio

**Name:** Elio De Tullio  
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Elio De Tullio is an Italian lawyer admitted at the bar of Bari and trademark attorney. After 10 years of experience in IP matters, he founded in 2005 the law firm De Tullio & Partners, with offices in Rome and Bari and a liaison office in New York. Managing Partner of De Tullio & Partners, he acts as trademark attorney in the strategic assessment of IP protection and in prosecution and opposition processes at domestic and international level. He is also a litigation lawyer before the Italian Courts specialized in Intellectual Property. He specializes on trademark, design and patent issues, from a strategy, business intelligence, competition, filing and prosecution perspective. Since the start of his activity, he supported Italian and EU SMEs to protect and prosecute their rights in South-East Asian countries, with particular attention to Singapore, Malaysia, Indonesia, Vietnam and Myanmar.

Since 2014 he acted as speaker at several webinars and training events on the protection of IPR in South-East Asian countries on behalf of the South-East Asian IPR SME Helpdesk. As Chair of the Geographical Indications Committee of INTA (International Trademark Association), he is often requested to study, comment and prepare papers on the new Bills regarding Trademarks and Geographical Indications to be adopted in South-East Asian Countries. He has written some articles on Italian and European law on intellectual property rights which have been translated into Chinese and South-East Asia languages.

**SOUTH-EAST ASIA  
IP SME HELPDESK**

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# Agenda



## How to protect your IP in SINGAPORE?

- General introduction of protection of IP rights in Singapore
- Trademarks
- Design, Patents and Copyright in Singapore.
- Commercialization and licensing
- Case studies
- Tips and Take away messages

# Intellectual Property Rights (IPRs)

- **Principle of first-to-file**
  - Searches important for assessment of novelty and inventive step (or distinctive capacity)
- **Principle of territoriality** (geographic limitation)
  - e.g. a UK or European patent / trademark / design is NOT protected automatically in Singapore
  - consider to early register IPRs in one, several or all countries within South-East Asia
- Principle of **national treatment** provides that, each State must grant the **same** protection to nationals of other States that it grants to its own nationals.
- Principle of **limitation in time and scope**
  - e.g. patents expire within 20 years after filing
  - e.g. trademarks expire after 10 years, but can be renewed (if used)

# Intellectual Property in Singapore

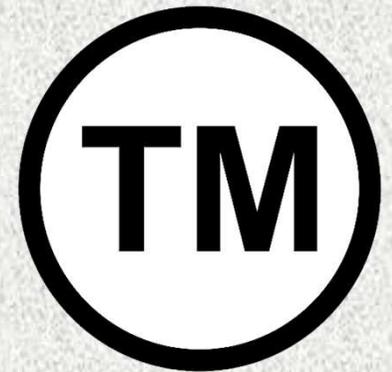
- Singapore has benefited from a **strong IP regime** and continues to build a trustworthy ecosystem, recognized globally.
- The Singaporean IP legal framework is very comprehensive and considered to be one of the most developed and strongest in Asia-> comparable with those in the EU.
- Singapore's IPR legislative and administrative regime is compliant with the **Agreement on Trade Related Aspects of Intellectual Property Rights** (TRIPS).
- The Singapore's legal framework provides protection via all IP rights, i.e. patents, trademarks, industrial designs, copyrights, layout-designs of integrated circuits, trade secrets and confidential information, as well as plant variety rights.

# Intellectual Property in Singapore

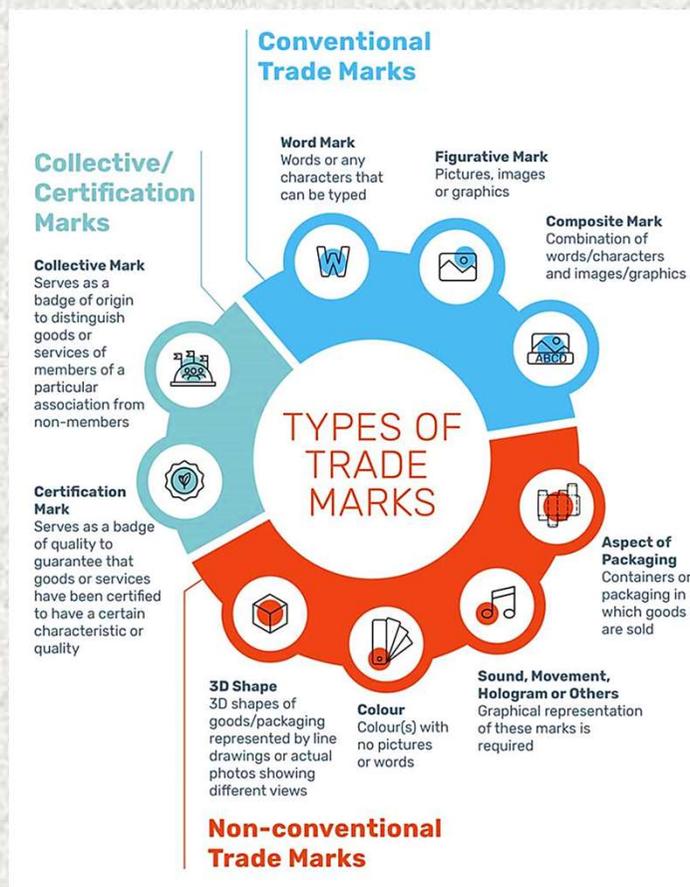
- Singapore is a member of : ***the Paris Convention for the Protection of Industrial Property; the Madrid Agreement concerning the International Registration of Marks; the Patent Cooperation Treaty (PCT); the Hague Agreement Concerning the International Deposit of Industrial Designs; the World Intellectual Property Organization (WIPO) Copyright Treaty; the Nice Agreement concerning the International Classification of Goods and Services and the Berne Convention for the Protection of Literary and Artistic Works.***
- Singapore joined the World Trade Organization (WTO) on 1 January 1995.
- Singapore has a ***first-to-file*** system-> the first person who file an application will own the rights of the invention once it is granted-> important that you register your IP at the first convenient opportunity / as early as possible.
- **IPOS GO MOBILE APP**: new trademark applications, IP renewals (trademarks, patents, designs) and IP searches <https://www.ipos.gov.sg/eservices/ipos-go>

# Trademarks in Singapore

- A TM does not have necessarily to be in use before registration-> the applicant has to make a declaration of "**clear intention to use**" the TM, and must **use** it in commerce **within five years from registration** or the TM could be revoked for non-use.
- **Registered TMs enjoy additional statutory protection under the *Trademarks Act*** and the registered proprietor has certain remedies available to them in the event of an infringement.
- In the absence of registration under the *Trademarks Act*, a mark which is used by a trader in the course of his trade may still be **protected before the Court** under the common law "**tort of passing off**" -> 3 factors need to be proved:
  1. that "**goodwill**" or a good reputation for the TM was established within Singapore;
  2. that the defendant has made a **misrepresentation to the public**, suggesting that their goods or services are in some way associated or connected with the ones of the claimant;
  3. there was a **damage to the brand's reputation** as a result.
- It is possible to register as TM also **3D signs and sounds**.
- The registration procedure takes about 12 months.
- The protection for registered TM lasts for **10 years** and can be **renewed indefinitely**.



# Trademarks in Singapore



Source: IPOS

# Copyright in Singapore



- The protection is conferred **automatically** to the author-> **Singapore is a member of the Berne Convention for the Protection of Literary and Artistic Works and there is no system of copyright registration.**
- The duration of protection depends on the nature of the copyrighted work, generally **it lasts until 70 years from the death of the author** or from the end of the year in which the work was first published/performed.
- To be protected by the Copyright Law in Singapore the works must be **original works** expressed in a **tangible form**-> does not subsist in ideas, facts and principles themselves, but only in their expression.
- Originality simply means that there is a **degree of independent effort** in the creation of the work.
- **Include a copyright symbol © on your work.** This symbol acts as notice of your claim to the work-> , the use of this symbol could come in useful if you are involved in an infringement proceeding.

# New Copyright Act in Singapore



- The new **Copyright Act** came into force on 21 November 2021- replacing the existing Copyright Act – and all changes introduced through it took effect.
- The Act updated and enhanced the Singapore's regime **taking into account technological developments** -> still providing an environment that benefits both creators and users.
- The Act introduces **new rights and exceptions to provide more recognition for creators** to further incentivize the creation of works and creates new exceptions for users, allowing copyright work to remain reasonably available for the benefit of society.
- The four key changes with a major impact in business are:
  1. Creators and performers will have a **new right to be identified**;
  2. Creators of photographs, portraits, engravings, sound recordings and cinematograph films **will, by default, be the copyright owner of the works**;
  3. **New exception to copyright infringement for use of works for computational data analysis**;
  4. **Expanding of the list containing the exceptions that cannot be restricted by contract**.

# Patents in Singapore



- **In Singapore there is only one official type of patent, the **invention patent**.** The registration of petty patents or utility models is not recognized-> so if the invention does not meet the requirement of involving an inventive step, filing an application for a petty patent or a utility model could not be an option.
- To obtain a patent, an invention must satisfy the criteria of showing "**novelty**", having an "**inventive step**", and "**industrial applicability**".
- If it is filed in Singapore, the registry will record the **date of filing as the date of the application for the granting of the patent**, if an earlier application for the same product or process was filed by the same applicant in another country that is a member of the Paris Convention or WTO, **the applicant may claim priority**.
- **The overall process for registration takes about 24 months** (depending on the complexity of the invention).

# Patents in Singapore



- Patent protection will begin from the date of the earlier application (priority date)-> application is made within 12 months of the date of the filing of the earlier application.
- Since Singapore adopts the first-to-file system it's important to apply for a patent as soon as possible.
- With the amendment of 30 October 2017 of the Singapore's Patents Act and Rules there is a **grace-period provision that excludes certain disclosures from forming part of the state of the art as long as the Singapore patent application is filed within 12 months of the disclosure.**
- **The protection lasts for 20 years from the date of filing, subject to the payment of annuities starting from the end of the fourth year-> at the end of the 20 years, it will enter into the public domain,** and once the patent expires, anyone can freely practice the invention-> e.g. food and beverage recipes or the production process, which are protected by patent registration, will be open to public inspection and will be available for public use upon expiration of the registration.

# Industrial Designs in Singapore

- Industrial design may be **registered to protect the ornamental characteristics** of the shape, pattern or configuration of a physical or non-physical product.
- **Not all industrial designs can be registered**, e.g. those which are contrary to the public order or morality, computer programs, designs applied to certain articles (i.e. works of sculpture) or layout-designs of integrated circuits (patentable);
- **In order to be registrable a design must be novel** -> it has not been registered in Singapore or elsewhere before, or published anywhere in the world before the date of the application for the first filing.
- The **grace period** for design disclosure prior to the filing date was broadened to **12 months**-> the applicant has up to 12 months from the disclosure date of the design to submit his design application in Singapore.
- For the first-to-file system regardless of the actual inventor of a particular design, whoever first registers an industrial design is the legal owner.
- **The protection lasts for a maximum of 15 years from the date of filing**, subject to the payment of renewal fees every 5 years.
- **You can file up to 50 designs within a single application** if the designs relate to the same class or similar classes (Locarno classification).

# Acceleration programmes

- Singapore has several **Accelerated Programmes (SG IP Fast)**
- Previously known as the SG Patent Fast Track programme, which only allows applicants to accelerate patent applications -> now expanded to include trademarks and designs.
- Accelerated timelines for the different types of IP are:
  - **Linear patent applications can be granted in 6 months.** Non-linear patent applications can be granted in 9 months.
  - **Linear trademark applications can be registered in 3 months.** Non-linear trademark applications can be registered in 6 months.
  - **Linear design applications can be registered in 1 month.**
- **The SG IP FAST pilot programme is extended to 30 Apr 2024** -> to support innovators and enterprises who require this acceleration service.

<https://www.ipos.gov.sg/about-ip/designs/how-to-register/acceleration-programmes>

# Trade Secrets in Singapore

## **A trade secret is usually defined as information that:**

- a. is not generally known to the public (kept as confidential);
- b. confers some sort of economic benefit on its holder;
- c. is the subject of reasonable efforts by the rightful holder of the information to maintain its secrecy.

## **In Singapore, the protection of trade secrets can only be achieved when the following criteria are met:**

- a. The information must not be available to the public.
- b. The information must offer real or potential advantages to the business in question.
- c. You must be able to prove that you took measures to protect the confidentiality of the information.

**Important for the owner to be able to prove that an obligation of confidence was clearly stated during dealings with third parties**, such as by signing non-disclosure agreements (NDA) or having a confidentiality clause within signed agreements.

**They can be protected for an unlimited period of time**, as long as they do not become common knowledge or become generally available to the public.

# Singapore: IP Amendment Act 2022

- A public consultation, ended on 12 August 2021, was conducted by the IP Office of Singapore (“IPOS”) to seek feedback on a proposed IP (Amendment) Bill 2021 and corresponding amendments to respective IP subsidiary legislation.
- The Bill was passed on 12 January 2022 and the IP (Amendment) Act 2022 came into effect on 26 May 2022.
- The Amendments Act outlines the changes in procedures and fees for patents, trademarks, registered designs, GIs and plant varieties protection-> to facilitate changes to processes for the registration of IP rights and to standardize certain provisions.
- Key changes:
  - **Publication of English Translation of A Non-English International Application will be done automatically by the Registrar.**
  - **Allowing partial acceptance of national trademark applications.**
  - **Introducing an opposition mechanism to facilitate the correction of errors in IP applications or registrations**, where the correction may affect the interest of third parties.
  - **Changing the post-deadline relief measure for TM applications from six months to two months.**
  - **Shifting technical and operational provisions from primary to subsidiary legislation.**
  - **Reducing the turnaround and processing time for patent applications to make minor amendment within a shorter time period.**
  - **Streamlining the patent examination review process so that patent examiners only need to focus on the latest proposed amendments under some circumstances.**
  - **Introducing a new cooperative mode of examination for applications for the protection of new plant varieties.**
  - **Clarify IPOS’ ability to avail patent documents for public access.**
  - **Empowering the Registrar to issue practice directions on the manner of filing of patent applications.**
  - **Clarifying the period that an expired TM will continue to be regarded as an early TM.**

# Case Study I: NUTELLO/NUTELLA



- On August 2007, Sarika Connoisseur Café Pte Ltd launched a new espresso-drink called “NUTELLO”, which contained espresso, cocoa, milk and NUTELLA and this beverage was promoted as “An Espresso with lashing of Nutella...”.
- Ferrero S.P.A., owner of NUTELLA trademark, sued Sarika Café for **trademark infringement**.
- The High Court (HG) stated that there was a **visual and aural similarity of the trademarks** and that the goods were similar. Therefore, **the Court affirmed the infringement and the dilution** of the well-known trademark Nutella as well as passing off.
- The Court of Appeal confirmed the HG decision and highlighted that **Nutella is a highly distinctive well-known trademark** and that NUTELLO did not diverge enough from the trademark Nutella.
- Moreover, the CA confirmed the dilution by blurring, since there is a probability of damage or loss of the trademark’s distinctiveness and function.
- It was also stated that **damage exists** not only when there is a loss of money, but also **if the trademark owner loses future business opportunities**.

Reference: <http://ipkomododragon.blogspot.it/2013/02/a-nutty-singapore-court-decision.html>.

# Case Study I: NUTELLO/NUTELLA



- It is important to **monitor the market and competitors' behaviors** through surveillance services and alike.
- The **use of a sign identical or similar to an earlier trademark constitutes an infringement of a prior right** according to TM Law in Singapore.
- It is possible to obtain a compensation for damages not only if there is an economic damage in terms of loss of money, but also in **case of loss of future business opportunities**.

**Reference:** <http://ipkomododragon.blogspot.it/2013/02/a-nutty-singapore-court-decision.html>.

# Case Study II: NESTLE'



- Nestlé **registered** the two-finger and four-finger shapes of its Kit Kat bars **as trademarks in Singapore.**
- **Nestlé sued Petra, a company producing similar two-finger and four-finger chocolate wafer bars**, alleging that the two-finger and four-finger shapes trademarks were infringed by Petra's products.
- Petra counterclaimed that Nestlé's trademark was invalid due to lack of distinctiveness and argued that trademark protection should be prohibited based on the shapes achieving technical results. **The Court of first instance allowed Petra's counterclaims.**
- **The judges ruled that Nestlé's shapes lacked inherent distinctive character and had not acquired distinctiveness through use.** Nestlé had also made a claim for well-known trademark protection, but **the Court held that "marks which are unregistrable must necessarily be excluded from the special protective regime for well-known trademarks".**
- Before the Court of Appeal, Nestlé sought to overturn all of these rulings.
- The Court of Appeal however dismissed Nestlé's appeal, holding that **the trademarks were devoid of any distinctive character and that a trademark - that has failed to meet the standards of distinctive character and inherent distinctiveness - cannot enjoy protection purely because it has become well-known in Singapore.**

**Reference:** <http://www.worldipreview.com/news/nestl-loses-kitkat-trademark-battle-in-singapore-12656>

# Case Study II: NESTLE'



→ In Singapore it is **possible to register as trademarks all distinctive and graphically representable signs**, included 3D signs, 3D shapes of a product or its packaging and any combination of said signs.

→ Therefore, **also a "shape" trademark has to distinguish the products of the owner from those of other companies**; only a distinctive trademark can be validly enforced and defended against infringement.

→ If a trademark lacks distinctive character, the fact that it is a **well-known trademark does not matter** and the owner can not benefit from the protection provided for well-known trademarks.

• According to **Art. 7 (3) of Singapore TM Law**:

*"A sign shall not be registered as a shape trademark if it consists exclusively of:*

- a. the shape which results from the nature of the goods themselves;*
- b. the shape of goods which is necessary to obtain a technical result;*
- c. the shape which gives substantial value to the goods."*

**Reference:** <http://www.worldipreview.com/news/nestl-loses-kitkat-trademark-battle-in-singapore-12656>

# Dealing with local partners in Singapore

- When working with local partners, it is essential for SMEs operating in any sector to conduct **IP due diligence**.
- The SME should prepare a **licensing agreement** that will address the use of the technology between the local partner and the SME-> a trademark license in Singapore does not have to be recorded before IPOS.
- A SME wishing to enter into a business partnership in Singapore may consider signing an **NDA (or an NNN) with local partners** both during negotiations and as a separate agreement during the cooperation according to SMEs different needs-> it is essential that a Non-Disclosure Agreement should be signed before trade secrets, know-how, confidential information, or a patentable invention is shared with or disclosed to the local partners.
- 
- **Joint-Ventures**

# Implementing an IP Commercialisation strategy

Any potential strategy should include:

- **The Business Context** → *Identify the nature of the business and the key features of the business plan.*
- **Type of IP Right** → *Identify IP assets including IP rights held within the business on a national and International basis. This should include registered and unregistered rights along with copyright, technical know-how, trade secrets and confidential information.*
- **IP Risks including third party threats** → *Identify potential IP risks and consider what action can be taken to minimize them.*
- **IP Management** → *Consider how your IP is managed both internally and externally and what practices and procedures you have in place for doing this.*
- **Licensing** → *Consider whether your IP may be licensed out to a third party or whether you need to license in IP in order to develop your own product and service.*

# Implementing an IP Commercialisation strategy

- The best way to prevent IPR-related issues is to use a layered, holistic IPR protection strategy, which includes **protection both by registration of your registrable rights and other methods such as contractual protection** (confidentiality agreements, IP protection clauses in employee agreements) **and internal security measures** (limited access to certain work areas, etc.).
- **Licensing Agreements:** *IP Licensing is a process whereby the holder of an IP grants permission to third parties to utilize his/her IP asset/s for a specified duration, for a specific purpose, on a particular territory, and under agreed upon conditions. These terms are agreed upon between both the parties and are stated in a contract: your licensing agreement.*
- **Most significant advantages of licensing if you are the Licensor:**
  - *You will be able to earn money in terms of licensing fees and royalties;*
  - *You will be able to expand your business to new;*
  - *If you operate correctly and are lucky, your Licensees might even be able to improve the products or services encompassing your IPRs.*

# Implementing an IP Commercialisation strategy

- **10 main contractual clauses** that should be included in an **IP licensing agreement**:
  - *Precise identification and definition of the IPRs licensed;*
  - *Precise description of the rights granted under the license to the Licensee;*
  - *Type of license: Exclusive, Non-Exclusive or Sole license;*
  - *Compensation (type, modalities, amount, etc.);*
  - *Duration of the contract;*
  - *Right for the Licensee to sublicense;*
  - *Precise indication of the geographical scope of use for the licensed IPRs;*
  - *Rights on possible improvements of the licensed IPRs and their ownership;*
  - *Confidentiality;*
  - *Infringement of licensing agreement (e.g.: the adjudication system for any disputes arising out of licensing agreement).*
- **Non-Competition Covenants** → Non-competition clauses are generally acceptable in Singapore, though the region is adopting various anti-monopoly regulations which must always be considered in light of your desired non-competition covenant → **Only if these restrictions are considered fair and reasonable under local law, they will be considered as valid.**

# Watch outs and tips

- ✓ Start protecting your IPR before entering the market
- ✓ Prepare a strategy to develop your IPR protection
- ✓ Carry out your IP preliminary searches
- ✓ Take care of your first filing, even the national one
- ✓ Protect your word trademark also in local script (transliteration into) of South-East Asian languages
- ✓ Collect all documents concerning the use of the mark and create a database with all relevant materials
- ✓ Monitor markets and competitors' behaviors
- ✓ Activate, through your IP attorney, a worldwide surveillance system
- ✓ Monitor IP gazettes and legal actions
- ✓ Verify the compliance of contracts providing the local legislation as applicable law



# Additional Resources:

Most relevant publications from the Helpdesk

- [PCT](#)
- [Madrid System](#)
- [Singapore Country factsheet](#)
- [Trade Secrets in SEA](#)

**Thank you for your attention**

**Questions?**

**SOUTH-EAST ASIA**  
**IP SME HELPDESK**

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# We want your feedback!



**Scan me!**

**SOUTH-EAST ASIA  
IP SME HELPDESK**

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# ESCO Aster Corporate Introduction

[www.escoaster.com](http://www.escoaster.com) | [www.escovaccixcell.com](http://www.escovaccixcell.com)



Created by: Aster CA team  
Last Update: Q1, 2023

## Overview

- **Esco Lifesciences Group**, established in 1978 as a cleanroom technology business, Esco gradually transformed into life sciences tools from 2000s onwards
- **Esco Aster:** Proudly Affiliated to the **Esco Lifesciences Group**, a multinational life science company, rooted in Singapore, expanding globally, with over 1500 employees and business footprint across 130+ countries in Asia, Europe and the U.S. etc.

### Esco Scientific (Mission critical life science tools)



### In-vitro fertility solutions (medical devices, software and consumables)

### Esco Healthcare (Pharmaceutical production tools)



### Esco Aster (Contract development and manufacturing organization – Bioprocess services)

# Our Facilities: World's First and Only Licensed Cultured Meat Production Facility

Please scan the QR code for more information on this licence :

**Licence Number :**  
PL21F0140

**This licence is issued to:**

**Licencee Name:**  
ESCO ASTER PTE. LTD.

**Address of Licensed Premises:**  
71 AYER RAJAH CRESCENT  
#03-19/20/21  
SINGAPORE 139951

LICENCE ISSUED SUBJECT TO THE CONDITIONS AS STATED IN THE RELEVANT LEGISLATION TO WHICH THE LICENCE WAS GRANTED, AND ANY ADDITIONAL CONDITIONS OF LICENSING OR DIRECTIVES AS MAY BE IMPOSED BY THE DIRECTOR-GENERAL, FOOD ADMINISTRATION WITH REGARD TO THE ISSUANCE OF THIS LICENCE. ENFORCEMENT ACTION WILL BE TAKEN FOR FAILURE TO COMPLY WITH ANY OF THE CONDITIONS OF LICENSING OR DIRECTIVES.

## CERTIFICATE OF REGISTRATION

The Food Safety Management System of:

**Esco Aster Pte Ltd**

COID code: SGP-1-4777-589392  
Site: 8B, 71 Ayer Rajah Crescent #03-19/20/21, Singapore, 139951

has been assessed and determined to comply with the requirements of:

**Food Safety System Certification FSSC22000 v5.1, Food Manufacturing**

Certification scheme for food safety management systems consisting of the following elements:  
ISO 22000:2018, Food Manufacturing/ISO/TS 22000:1:2009 and additional FSSC 22000 requirements (version 5.1)

The certificate is applicable to the scope of:  
Manufacturing of cultured chicken cell paste.  
Food Chain (Sub) Category: C1

**Intertek**  
Total Quality Assurance

Certificate of Registration No: 0140586  
Certification Decision Date: 31 January 2023  
Initial Certification Date: 31 January 2023  
Issue / Re-Issue Date: 31 January 2023  
Valid Until: 30 January 2026

**UKAS**  
FSSC 22000

Authorised Signature:  
Cain Muldoon  
President, Business Assurance

Intertek Certification Limited, 10A Victoria Park, Victoria Road, Dorset DT2 8JF, United Kingdom

Intertek Certification Limited is a UKAS accredited body under schedule of accreditation no. 014.

- In 2021, Esco Aster gained manufacturing license for commercial production of cultivated meat, first in the world
- Early 2022, Esco Aster was awarded the stringent ISO 22000 and FSSC 22000 food safety certification, clinching another “world’s first” in the cultivated meat scene.



Aster's cultured meat production facility

## World Exclusive: Singapore Grants Food Processing License To Esco Aster For Cell-Based Cultivated Meat Manufacturing

September 28, 2021



### World Exclusive: Singapore Grants Food Processing License To Esco Aster For Cell-Based Cultivated Meat Manufacturing



### THE STRAITSTIMES

World's first commercial cultured meat production facility operational in Singapore

MIT Technology Review  
Featured Topics Newsletters Events Podcasts Sign in

### Cultured meat has been approved for consumers for the first time

Restaurant-goers in Singapore will soon get the chance to eat chicken nuggets grown in bioreactors.

By Neil Firth

December 1, 2020

## Existing Production Capacity



Based at Ayer Rajah Crescent – South-East Asia’s most prominent Innovation/Start up Precinct



Cleanroom (Grade D), with cGMP best practices adopted

### Existing Capacity - Dedicated 6 Suites

- Process Development Lab; Operational
- Suites A - B: fully certified; Operational (500L)
- Suite C - F: In Progress; operational by Q3 2023 (500L)



## Upcoming Scale up Biomanufacturing Capability

### Expansion of Capacity and Capability: 19 Changi, Singapore

- Target readiness: H2 2024
- Gross Floor Area: 80,000 sq ft
- Parceled out capacity for clients who are ready for >500L scale
- Multiple production lines of up to 6000L (total bioreactor volumes 50,000L)



FoodNavigator  
EUROPE

### Dutch food tech pioneer Meatable partners with ESCO Aster to bring cultivated pork to Singapore

By Katy Askew

17-Oct-2022 - Last updated on 17-Oct-2022 at 15:49 GMT



- ESCO Aster to contribute towards the scale-up biomanufacturing of cultivated pork (in Singapore)
- ESCO Aster to work closely to enable regulatory-approval and biomanufacturing (in other markets)

Our Value Add into the inherently complex and technically demanding manufacturing process



Technology  
transfer



Process Scale up  
development



Small scale manufacturing  
for regulatory filing



SFA certified large  
scale manufacturing



## Maximising Value-Add to the Cultivated Meat Ecosystem

### ESCO Aster as a focal point in cell culture and biomanufacturing excellence



## AGRO & CHEMISTRY

News / 28/11/2022

### Bio Process Facility in Delft goes bankrupt

FoodNavigator  
— USA —

### 'Plans change in startup land...' Cultivated meat co New Age Eats letting go of '90% complete' pilot facility in Alameda, CA

By Elaine Watson  
09-Jan-2023 - Last updated on 10-Jan-2023 at 17:42 GMT

AFN  
#FOODTECH #AGTECH

### Exclusive: Animal-free dairy startup Remilk hits pause on plan for world's largest precision fermentation facility

February 9, 2023 Elaine Watson

- Cultivated Meat companies around the world usually plan to have their own manufacturing facilities, but the global economic climate is causing them to **pause and rethink**
- Singapore (and its relative size) is not a priority market for Cultivated Meat, but these companies are **choosing to come to Singapore anyway**, because of the **clear line of sight** to obtain **full regulatory approval**, and to **fast-track regulatory approval in key markets** (eg North America)

# Esco Aster: The CDMO Partner of Choice for Cultivated Meat Companies

## Unmatched Track Record

World's only commercially licensed cultivated meat manufacturer

Helped client to obtain historic, first-in-the-world approval by Singapore government authorities

## Comprehensive End-to-end Offering

Knowledge and experience in bioprocessing and manufacturing

Equipment, cell lines, scaffold, media, etc.



## Cross-border Synergy

Headquartered in Singapore, the only country with cultivated meat on the menu/shelf for consumers

Access to the consumer and investor pools in US

Leveraging the cost-efficiency, supply chain and consumer base in China

## Experienced team

A veteran team with average industry experience of 15 years



 **ESCO**<sup>®</sup>  
A S T E R



@escoaster | @escovaccixcell



@escolifesci



@escoaster | @escohealthcare



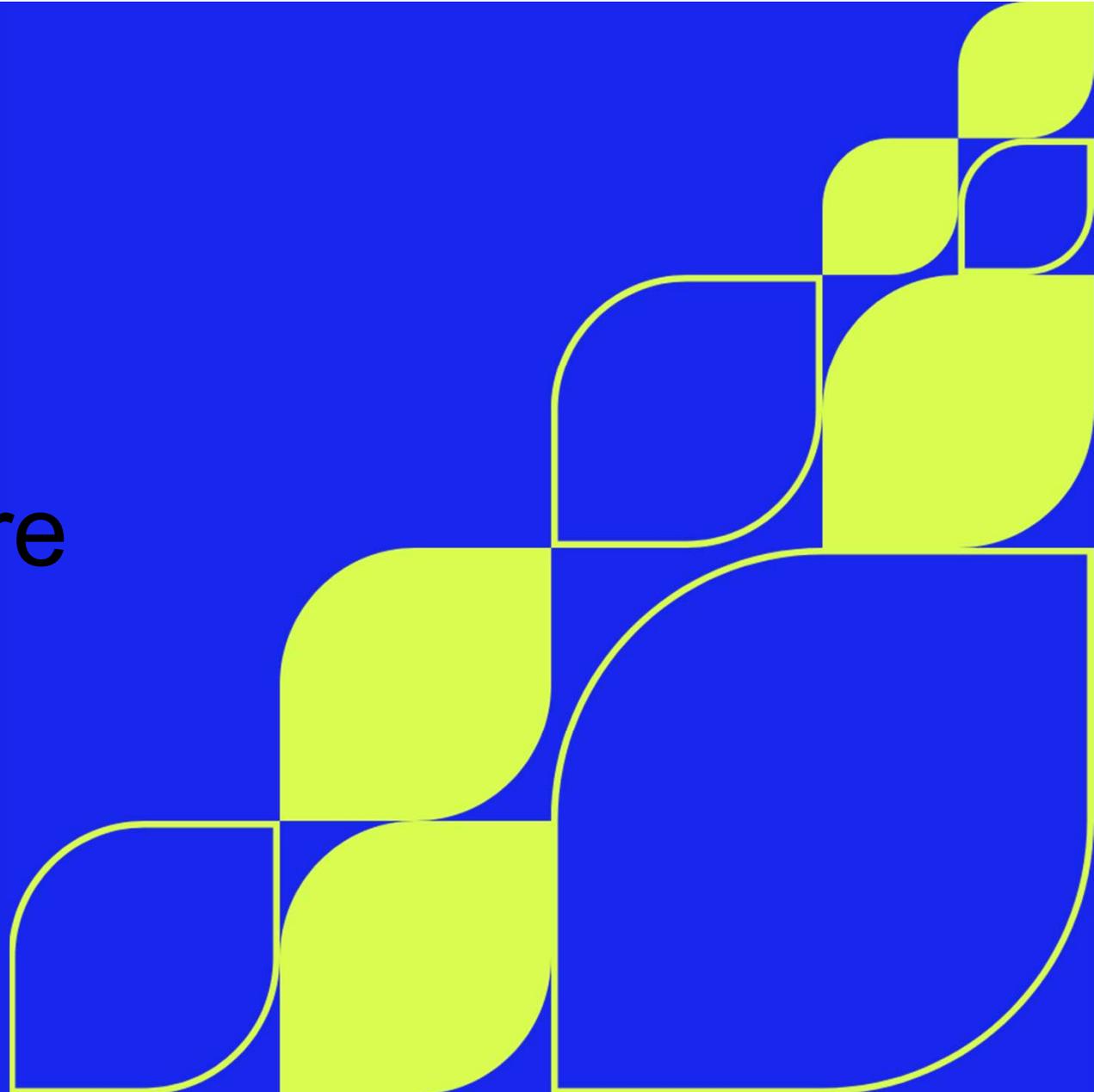
[www.escoaster.com](http://www.escoaster.com) | [www.escovaccixcell.com](http://www.escovaccixcell.com)  
[mail@escoaster.com](mailto:mail@escoaster.com) | [mail@escovaccixcell.com](mailto:mail@escovaccixcell.com)



GROW-ing with you:  
**Your Gateway to  
Asia via Singapore**

Presentation at Global Foodture

5 April 2023



Agenda

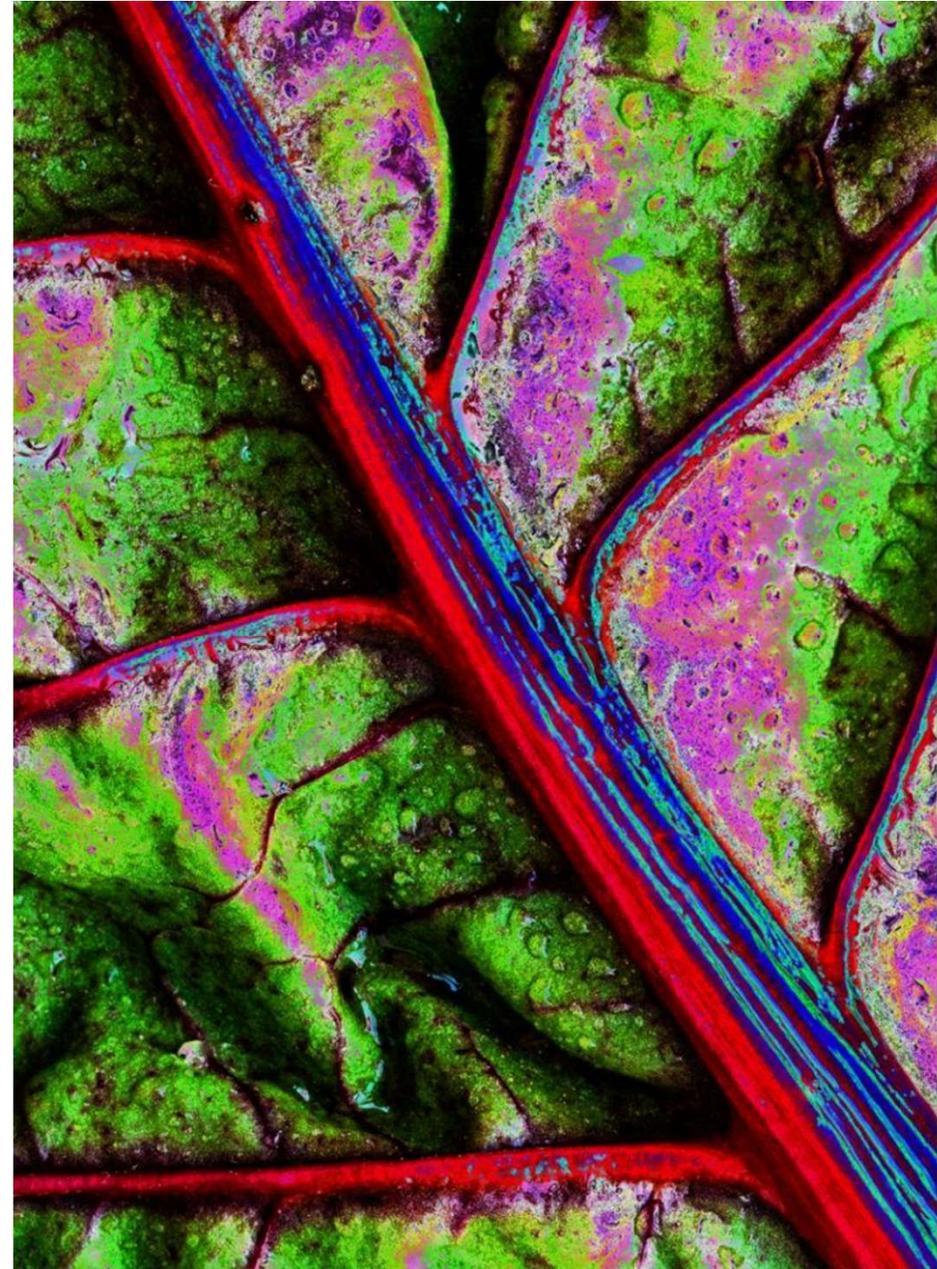
**Introducing ourselves - GROW  
Overview**

**Opportunities for Agrifoodtech in Asia**



# ABOUT GROW

**Southeast Asia's first  
global accelerator dedicated to  
agrifoodtech for impact.**



Our mission is to inspire and accelerate extraordinary founders who are developing technology solutions that deliver positive impact for people, place and planet.



## Key Partners



## OUR IMPACT SINCE 2019

14

Programmes  
delivered since 2019

83+

Startups accelerated

94%

Startup success rate

\$220M

Funding raised by  
our alumni (USD)

3,500+

Startups assessed

1,560

Jobs created by our  
alumni

140+

mentors

200+

investors

# OUR FOCUS

Agrifood + Impact with relevance to Asia

BIOMATERIAL  
&  
BIOREAGENT

URBAN &  
SMART  
FARMING  
SYSTEM

ROBOTICS,  
MECHANISATI  
ON &  
AUTOMATION

ENERGY  
MANAGEME  
NT

ALTERNATIVE  
PROTEIN

MARKETPLAC  
E

CARBON  
MANAGEME  
NT

FINTECH

DISEASE  
DETECTION  
&  
MANAGEME  
NT

FUNCTIONAL  
FOOD  
&  
NUTRACEUTI  
CAL

CIRCULAR  
ECONOMY

PET HEALTH  
& WELLNESS

# OUR PORTFOLIO OF PROGRAMMES



## IDEA STAGE

Idea to commercialisation

Kickstart your entrepreneurial journey in agrifoodtech through our **GROW Ventures Studio**



## EARLY STAGE

Scaling from 1 to 10

Scale your business across Asia through our regional **Asia Food Bowl** accelerator programme



## SCALE-UP STAGE

10x Growth

Scale your impactful tech venture through our flagship **GROW Impact Accelerator** programme with upfront investment from AgFunder



## LATE STAGE

Market Internationalisation

Internationalise your business through our **Land x Launch™** market expansion platform

# WE SUPPORT THE WIDER AGRIFOOD ECOSYSTEM



## CORPORATES

Engage with startups to future-proof and grow the business



## INVESTORS

Access to deal flow and opportunities to invest in startups



## GOVERNMENTS

Catalyse local agrifoodtech ecosystem and connect it internationally

# WHO WE'VE WORKED WITH



Opportunities in Asia...  
More specifically Southeast Asia



# Highlight Opportunities from 3 areas:

Market opportunities in Asia  
Collaboration with corporates  
Fundraising and Investments



“Asia is hungry!”



### Growing middle class

3.5 billion by 2030 accounting for 60% of global consumption



### Growing investment

Asia represents 30% of global agrifoodtech investments. Over US\$55b raised since 2012.  
(AgFunder report)



### Locus of Smallholder Farmers

450m globally | 350m in Asia | 100m in SEA  
Contributing to 80% of Asia’s food supply



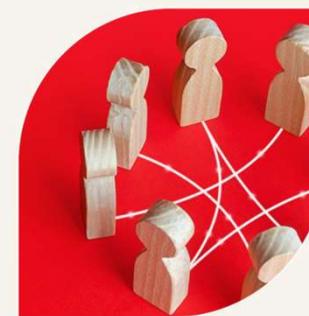
### Opportunity in Impact

US\$1 trillion economic opportunity in Southeast Asia by 2030  
(Bain & Co report)



## Singapore “30 by 30” Plan

In 2019, Singapore launched a nationwide initiative with the objective to locally produce 30% of its nutritional needs by Y2030. Singapore has established itself as the region’s agrifood hub in recent years through strong investments in several areas:



and more!

S\$60 million Agri-Food Cluster Transformation Fund to support local farms to build production capabilities

Master plan to transform Lim Chu Kang into high-tech agri-food zone to raise food productions

S\$144 million Singapore Food Story R&D programme to fund research in sustainable urban food production, future foods, and food safety

Partnering with local startup accelerators to catalyse innovation in Singapore’s agritech ecosystem

# Singapore as an Innovation Hub

#2

**Easiest location** in the world to do business  
World Bank 2019

55,000

startups (4,000 tech)

150+

venture capital investors

180+

accelerators & incubators

US\$195

M

**41 deals** done in Singapore  
AgFunder Report 2021

S\$25B

in **government funds** committed to science and tech till 2025

#8

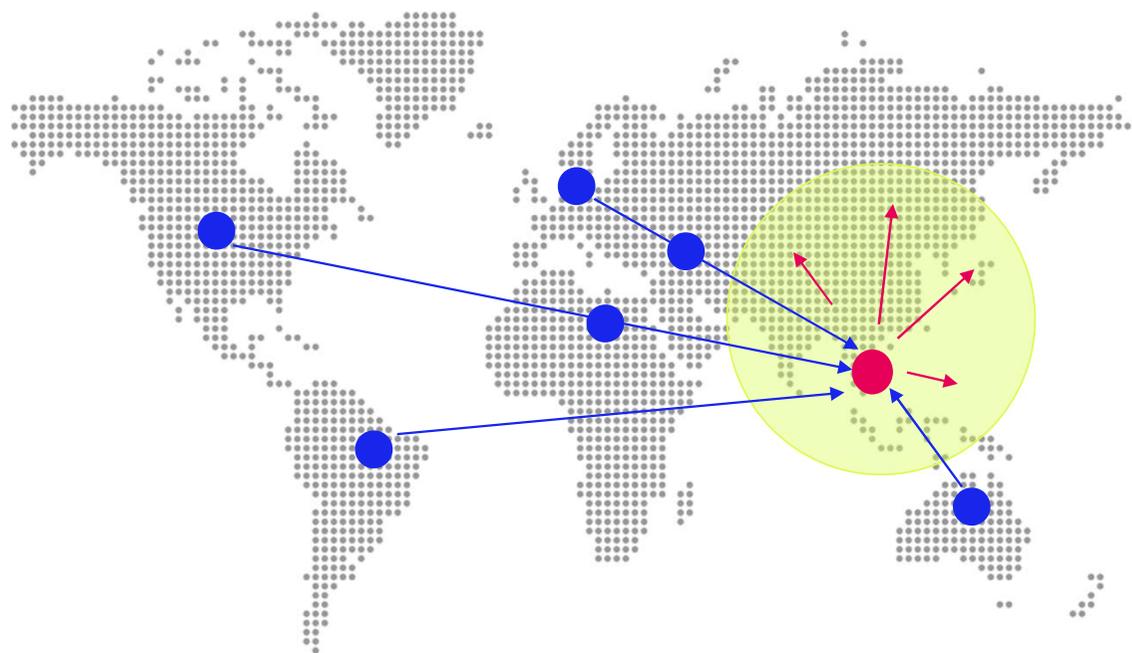
most **innovative country** in the world, **#1 in Asia**  
Global Innovation Index 2020

#6

largest global exporter of **high-tech products**

## GROW as a Gateway

### Global + Gateway Hub



# Examples of challenge statements we see from our partners



# Examples of Internationalisation

## Agriculture

Thai Agrifood  
Manufacturer X



Thai Agrifood  
Manufacturer X



Singapore and  
Thai Agri  
Company X



## Food

Japanese F&B  
Manufacturer X



Singapore Cultivated Meat  
Company X



Singapore Research  
Institution X



# Investments through the GROW Impact Accelerator



Bio-materials		Carbon Management	
Farm Tech and Digitization		Aquaculture	
Automation		Animal Health	
Upcycling		Innovative Foods and Ingredients	
Alt Protein		AI & ML	
Marketplace		Controlled Environment Ag	



Asia Pacific + Early Stage

Asia Food Bowl



Singapore



Singapore



Thailand



Australia



International with Asia-Pacific Focus + ScaleUps

Land x Launch

UK-SG	UK-AU	AU-SG
Future Protein	Corporate Tech Scout	more...



**JOSHUA SOO**  
Chief Executive Officer  
[joshua@gogrow.co](mailto:joshua@gogrow.co)



**REBECCA SHARPE**  
Head of Accelerators & Innovation  
[rebecca@gogrow.co](mailto:rebecca@gogrow.co)





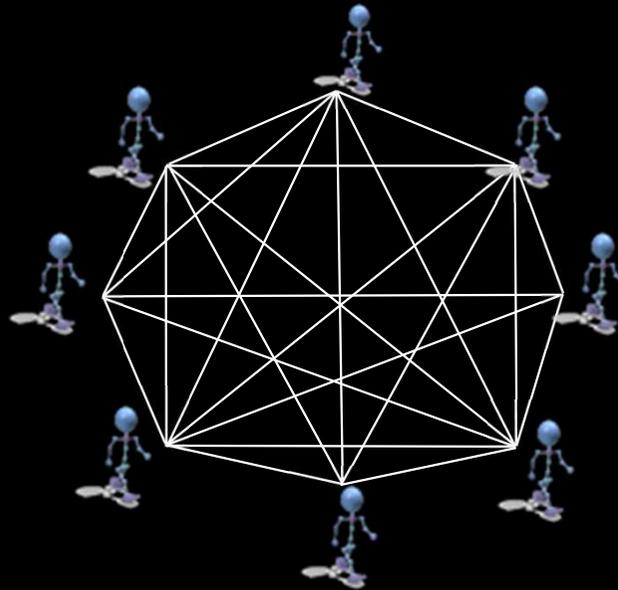
Laurent Goulvestre



**When the words feel right for everyone !**  
International Training Program Singapore

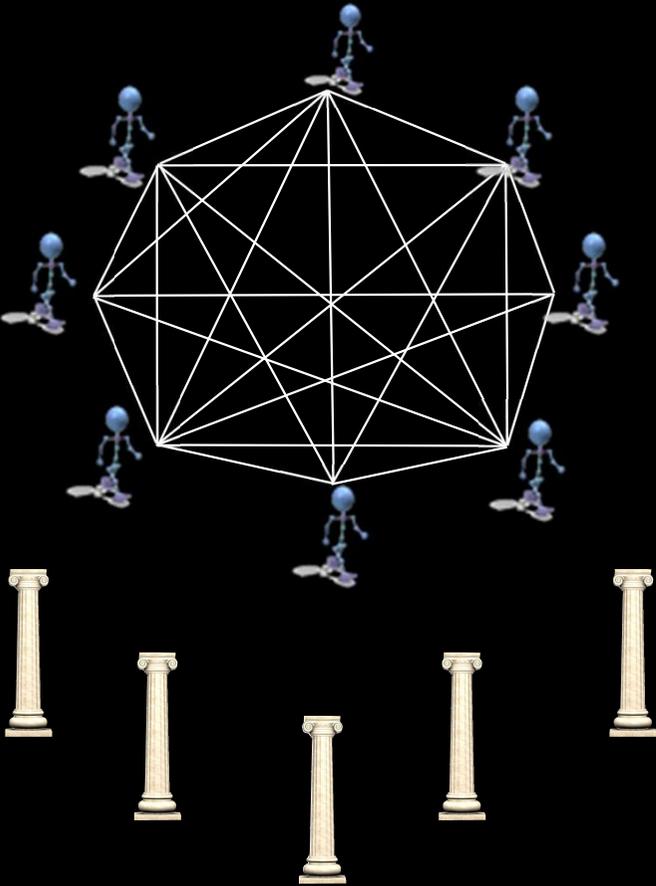


## The objective of this session



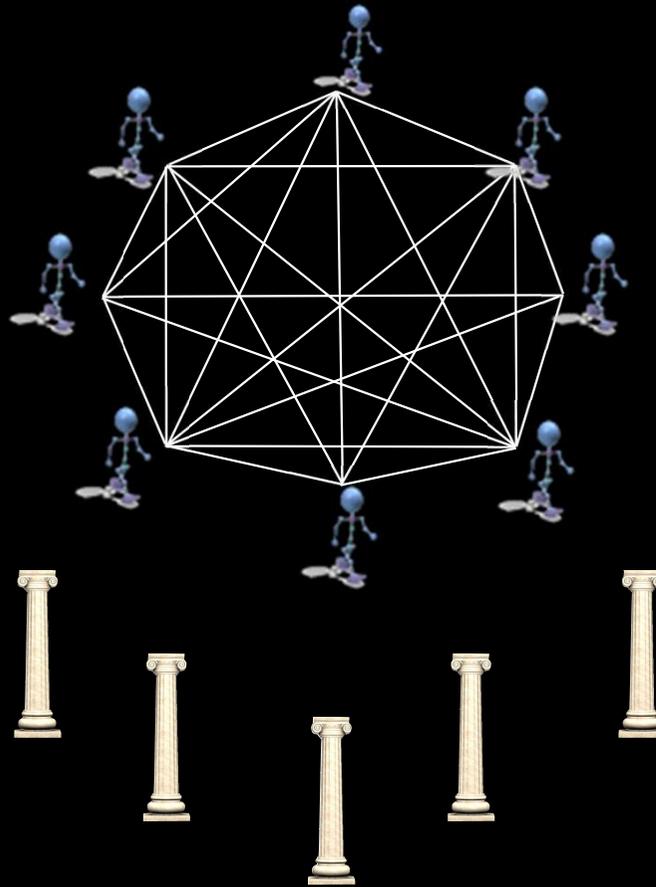
Optimize cross-cultural relationship between cultures

# What is culture ?

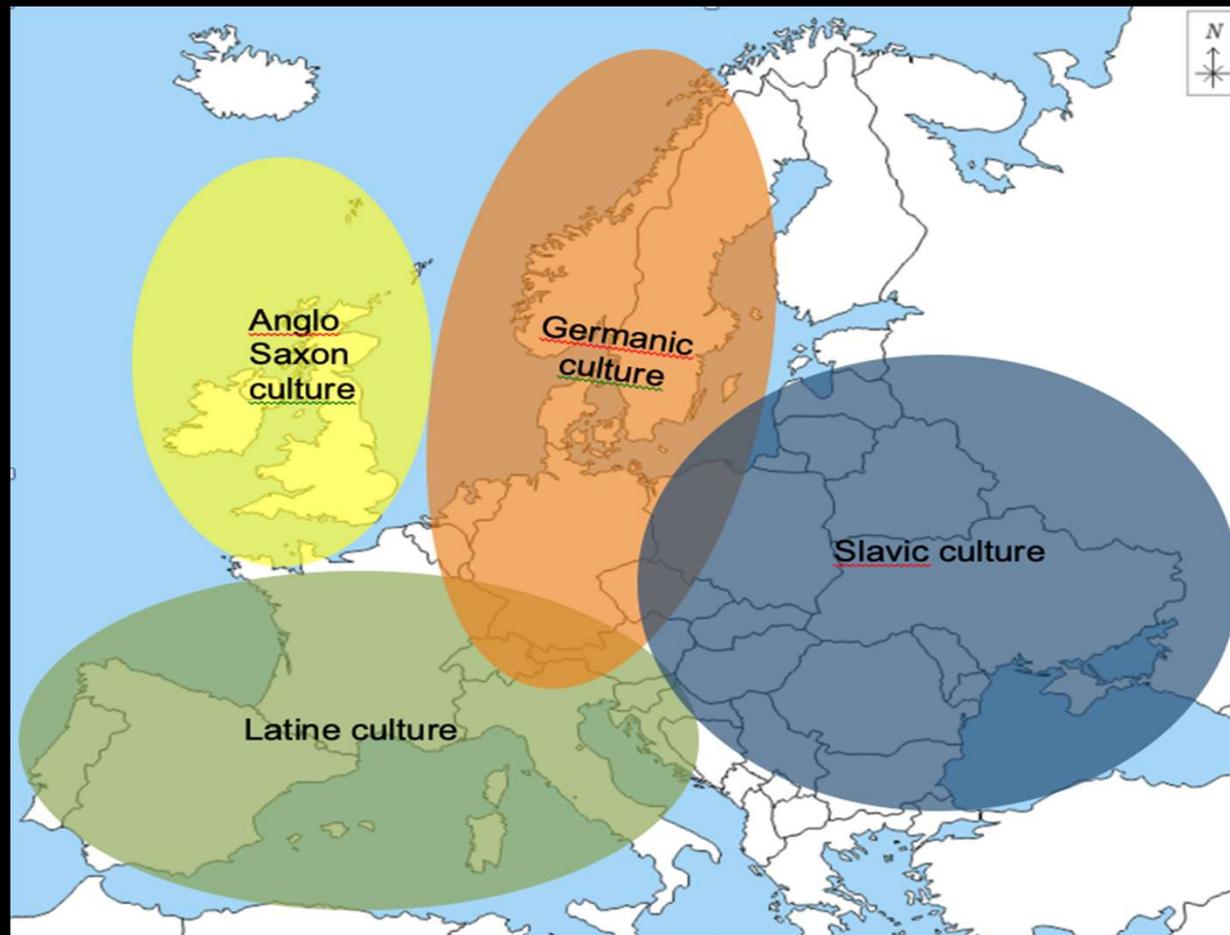


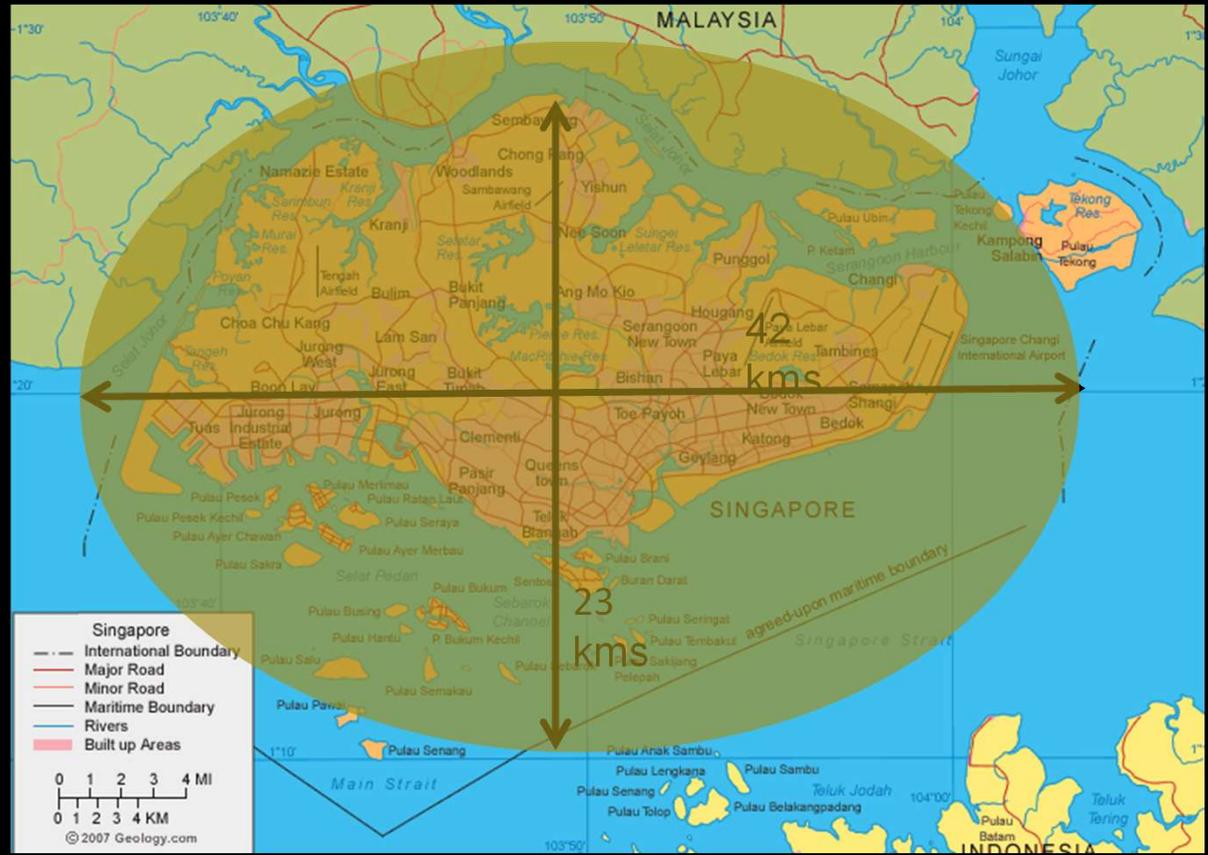
# What is culture ?

Values...  
Knowledge  
Art  
Laws  
Rules  
Religion  
...

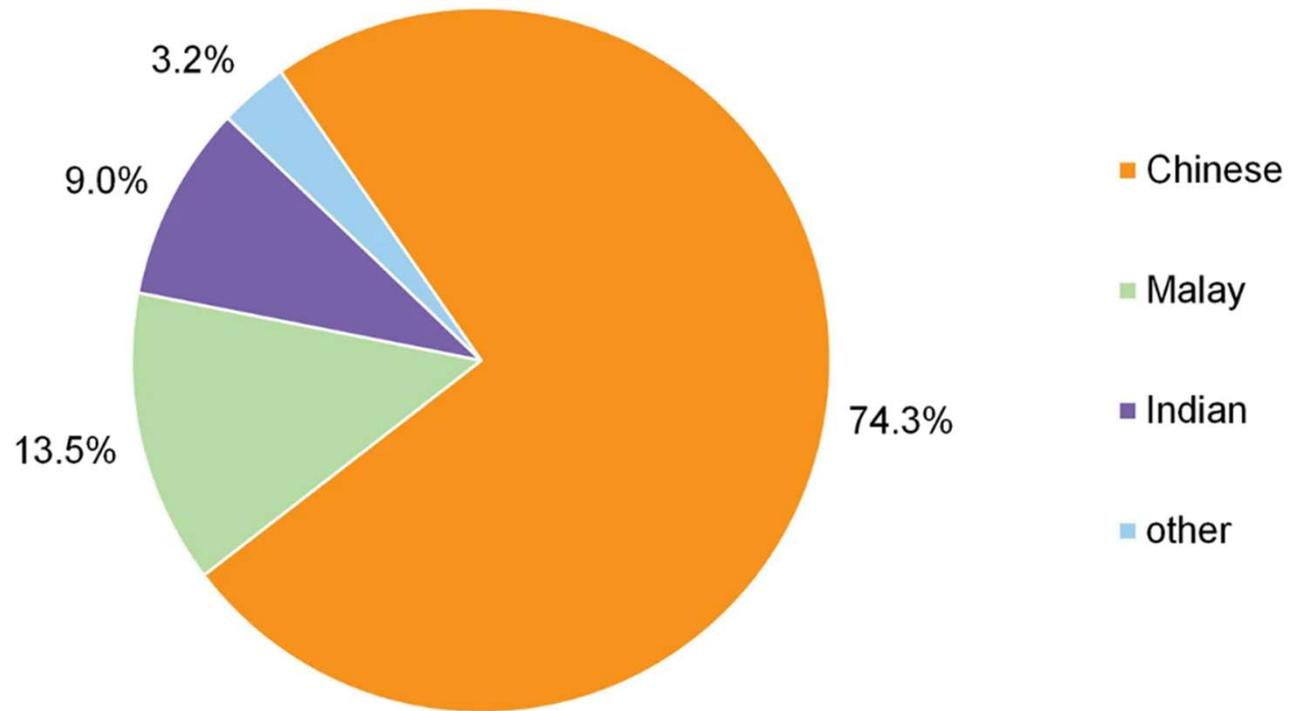








### Singapore ethnic composition (2020)\*



# Values

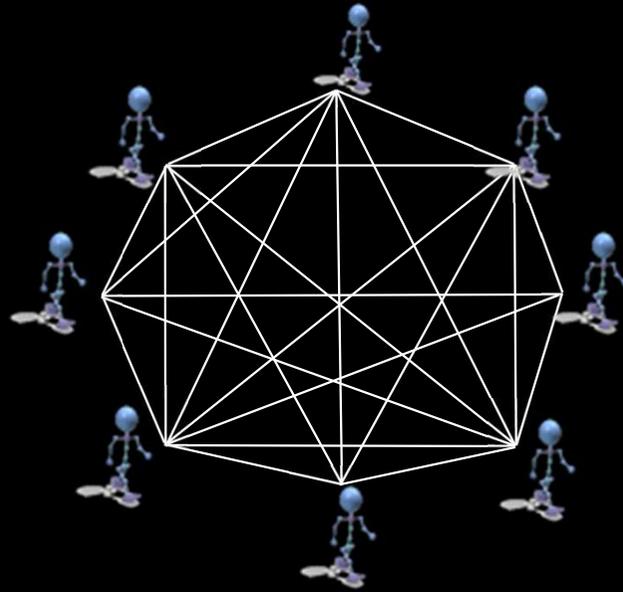
## Cross cultural grid

	Latin	Germanic	Anglo-Saxon	Slavic	Syngaporean
Values					

# Values

## Cross cultural grid

	Latin	Germanic	Anglo-Saxon	Slavic	Syngaporean
Values					Singlish Food and drink Shopping Melting pot of identities Respect of law



Q1. What is a speed car ?

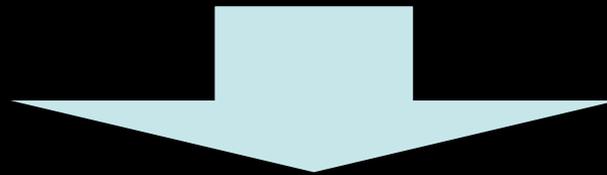
Q2. What is a rich person ?

# Communication



Explicit  
(information)

Implicit (contextual)



Message

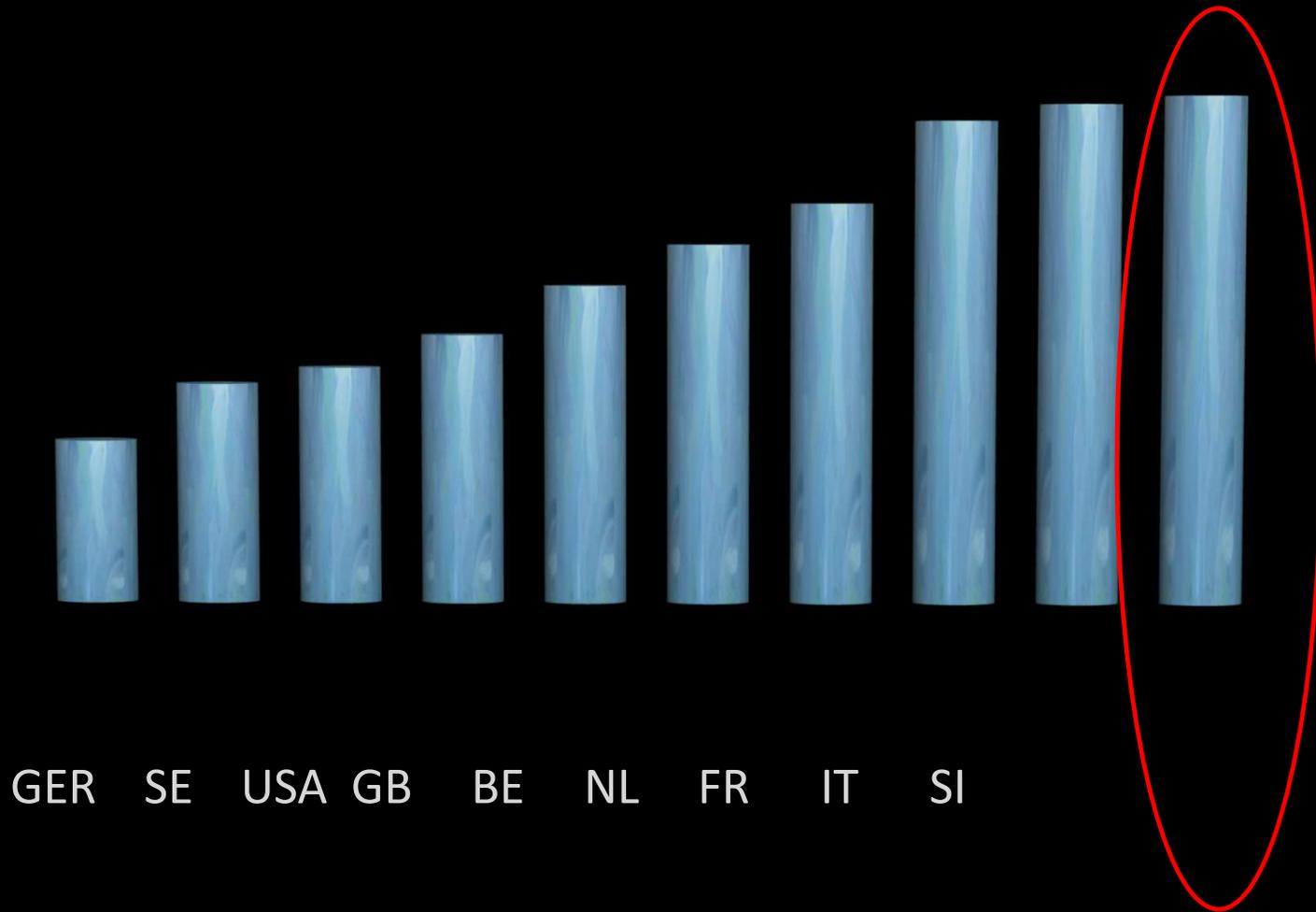
## Cross cultural grid

	Latin	Germanic	Anglo-Saxon	Slavic	Syngaporean
Values					
	High context	Very low context	Low context	High context	

## Cross cultural grid

	Latin	Germanic	Anglo-Saxon	Slavic	Syngaporean
Values					
	High context	Very low context	Low context	High context	High context

## Context index



## High context communication - Singaporean culture

Indirect Communication

Posture, expression and tone of voice

People appreciate openness (private questions)

Make silence before responding (for consideration)

Break eye contact

# Time thinking



# TO DO



TO BE



## Cross cultural grid

	Latin	Germanic	Anglo-Saxon	Slavic	Syngaporean
Values					
					
	Mono Chronic -	Mono Chronic ++	Mono Chronic +	Middle	

## Cross cultural grid

	Latin	Germanic	Anglo-Saxon	Slavic	Syngaporean
Values					
					
	Mono Chronic -	Mono Chronic ++	Mono Chronic +	Middle	Poly chronic

## **Adapt your time ! Singaporean culture – To be**

Accept to take time with people.

Be right on time but accept delays on the other side

Go for walk, drink, meal

Develop good relationships

Take the phone and call him !

## Relation to uncertainty



?



Differen

t =

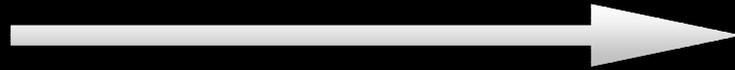
Differen

t =

## Relation to uncertainty



?



Different =  
dangerous

Different = new  
richness

# Uncertainty avoidance index



**Different = new richness - Singaporean culture**

- Show how there are going to improve their live with yours
- Use novelty
- Make your product real and emotional
- Project your partner /customer in the future

# Cross cultural grid

	Latin	Germanic	Anglo-Saxon	Slavic	Syngaporean
Values					
					
					
	No GO	No GO ++	GO +	GO	

## Cross cultural grid

	Latin	Germanic	Anglo-Saxon	Slavic	Syngaporean
Values					Singlish Food and drink Shopping Respect of law Melting pot of identities
					High context
					Poly chronic -
	No GO	No GO ++	GO +	GO	GO +



Thank You !  
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**[goulvestre.com](http://goulvestre.com)**



# Q&A



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# Next activities

## Online Activities

- 20 April  
Workshop 7: Plant-based and alternative proteins, new ingredients: source of innovation
- 11 May  
Workshop 8: Importance of food waste reduction in the supply chain and valorising side streams like brewer spent grain



# Matchmaking Events

- Prepare for the event by improving your profile
- Fill in the Marketplace
- Browse through the Participants and/or Marketplace
- Find relevant meeting partners
- Request meetings - or be booked for meetings
- Wait for acceptance - sometimes also no thank you
- Have the meeting on the day



**Thank you and see you around  
For more events, visit the Global  
Foodture community platform**



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