

TARGET COUNTRY SINGAPORE



International Training Program & Matchmaking



5th April 2023 | 09:00 - 12:00h



About the seminar

We wouldn't have advanced to where we are now without cross-country collaboration, which is why we need to be prepared to success on different markets. This training programme will give participants an insight on the similarities and differences between Singapore and European culture, customs, business models, as well as hear about some collaboration success stories. It has been carefully designed to better prepare businesses in stablishing successful partnerships and increasing bi-directional success rate.

Seminar Program

9:00 – 11:00h CET



Sofia Ros

09:00 – 09:10 - Welcome, General Introduction & Mission to Singapore by Sofia Ros, Project Manager, Cluster Food+i.



Tracy Saw

09:10 – 09:20 - 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.



Ying Xuan

Enterprise Singapore is the government agency championing enterprise development. They work with committed companies to build capabilities, innovate and internationalize. They also support the growth of Singapore as a hub for global trading and startups.



Elio de Tullio

09:20 – 09:40 – Intellectual Property Rights in Southeast Asia/Singapore overview by Elio de Tullio, EU IPR Helpdesk.

Elio is a lawyer specialized on trademark, design and patent issues, from a strategy, business intelligence, competition, filing and prosecution perspective. 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.



Karthik Rajan

09:40 – 09:55 – Collaboration Case Study: LivFresh x Liberty Produce, by Karthik Rajan, Founder & CEO, LivFresh.

We will have the opportunity to directly learn about this thriving partnership between Liberty Produce's partnership with LivFresh, a Singaporean high-precision controlled environment (HPCE) company, to jointly lead the Hybrid Advanced Research Vertical Farming Environment Systems and Technology (HARVEST) consortium.

09:55 – 10:10 – Collaboration Case Study: Esco Aster x Meatable, by Alvin Ng, Director of Corporate Development, Esco Aster.

We will learn firsthand about this successful partnership between Meatable, a Dutch biotechnology company aimed at cultured meat, and Esco Aster, a Singaporean company providing process development (PD) and contract manufacturing, consultation, and clinical research services. The partnership will see the two companies collaborate to produce cultivated pork, with the aim to have products ready for launch in selected restaurants in 2024.



Joshua Soo

10:10 – 10:25 – Collaboration opportunities between Singapore and Europe by Joshua Soo, CEO, GROW.

GROW is the region's first global accelerator dedicated to agrifoodtech for impact. They are supported by the government agency Enterprise Singapore and headquartered there to serve as a hub for startups to do business in the region and beyond.



Laurent Goulvestre

10:25 – 10:45 – Navigating Cultural Differences by (TBC) Laurent Goulvestre, international & intercultural Speaker.

When partnering with business from other cultures we encounter challenges in institutional differences, thus the importance to improve our interculturality and communication skills. We will learn how to be successful in these partnerships and negotiations, and success in culturally diverse situations. Laurent has more than 15 years' experience as an export director in expatriate positions, author, trainer and international Coach, and will be sharing his knowledge on intercultural partnerships.

10:45 – 11:00 Open Talk moderated by Sofía Ros, Project Manager, Cluster Food+i.

11:00 – Wrap up & closing.

11:00 - Opportunity for matchmaking via the Global Foodture Community platform - – if you have meetings scheduled please log on to your profile at www.globalfoodture.eu and follow your meeting schedule.

12:00 – End of session.