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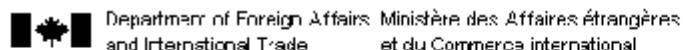
# The Snack Food Market in Singapore

July 1997

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Prepared by the

Team Canada Market Research Centre  
and the  
Canadian Trade Commissioner Service



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The Team Canada Market Research Centre produces a wide range of market reports by region and sector for Canadian exporters. For further information please contact:

Market Intelligence Division (TBS)  
Department of Foreign Affairs  
and International Trade  
Email: [research.center@extott16.x400.gc.ca](mailto:research.center@extott16.x400.gc.ca)  
-the FaxLink Domestic service (613-944-4500);  
-the DFAIT Internet Site ([www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca))

Trade Evaluation and Analysis Division  
(TEAD)  
Agriculture and Agri-Food Canada  
Telephone: (613) 759-7644  
Facsimile: (613) 759-7505  
Email: [degraafj@em.agr.ca](mailto:degraafj@em.agr.ca)  
Agri-food Trade Network  
(<http://www.atn-riae.agr.ca>).

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## THE SNACKFOOD MARKET IN SINGAPORE



### EXECUTIVE SUMMARY

This report examines the market for snackfood in Singapore, including potato chips, extruded snacks, and processed nuts. In 1995, sales of snackfood in Singapore reached C\$136 million an increase of 33% since 1991. Within this, extruded snacks have an approximate market share of 39%, followed by crisps with 31% and nuts 30%.

In contrast with other countries in the region, the snackfood market is dominated by multinational companies who either import products or manufacture them in Singapore. Forecasts indicate that the overall volume of snackfood sales will increase 16% by 2000 and sales by value will increase 22%, primarily in the crisps sector.

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## THE SNACKFOOD MARKET IN SINGAPORE



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## MARKET OVERVIEW

### Market size and projections

Singaporeans have long been a nation of snackers and enjoy various types of snackfoods. Per capita consumption of snackfoods in Singapore is highest in the region at 2.86 kg in 1995. At this time total sales of snackfoods reached C\$136 million, an increase of 32.7% over 1991 sales levels.

Within the snackfood sector, extruded snacks continue to represent the largest share of the market with 39.4% in 1995. Crisps were the next most popular with a 31% share, followed by nuts with 29%. Between 1991 and 1995, crisps were the fastest growing sector, increasing 51.7%. Although extruded snacks have the largest share of the snackfood sector, Singaporeans are becoming increasingly wary of them due to the higher level of additives which they contain.

Singaporeans are increasingly health conscious and are attempting to reduce the fat, sugar, and salt intake in their diets. This may actually aid the snackfood sector as many snackfoods are perceived to be healthier than foods in the biscuit and confectionery sectors.

The outlook for snackfood sales is strong, with sales expected to increase from C\$142.7 million in 1996 to C\$174.4 million. The majority of this growth is expected to come from the crisps sector which is forecasted to grow 45.1% by volume, the most of all sectors (See Table 1).

**Table 1. Snack food sales in Singapore, 1991 to 1995 and projections to 2000**

	<u>Crisps</u>		<u>Extruded Snacks</u>		<u>Nuts</u>	
	<b>Value (in C\$ millions)</b>	<b>Volume (in tonnes)</b>	<b>Value (in C\$ millions)</b>	<b>Volume (in tonnes)</b>	<b>Value (in C\$ millions)</b>	<b>Volume (in tonnes)</b>
1991	\$27.78	1 415	\$40.24	2 030	\$34.49	3 910
1992	29.70	1 500	41.19	2 130	36.40	3 990
1993	31.61	1 650	42.15	2 210	39.28	4 060
1994	36.40	1 890	46.94	2 240	39.28	4 115
1995	42.15	2 115	53.65	2 265	40.24	4 155
1996	na	2 370	na	2 290	na	4 196
1997	na	2 680	na	2 320	na	4 230
1998	na	2 950	na	2 355	na	4 260
1999	na	3 215	na	2 425	na	4 280
2000	na	3 440	na	2 510	na	4 300
<b>Growth:</b>						
1991-						
1995	51.7%	49.5%	33.3%	11.6%	16.7%	6.3%
1996-	na	45.1%	na	9.6%	na	2.5%
2000						

Source: Euromonitor, *The Market for Packaged Foods in South East Asia*, 1996.

### The competitive environment

The Singapore snackfood market is dominated by a number of multinationals who supply the market either through domestically produced snack foods or imported products from their overseas manufacturing bases in nearby countries. The three main companies — Pacific World, Twisties Company, and Tong Garden Company — account for 60% of all snackfood sales in Singapore. Other major suppliers include — KP Snackfoods, Calbee Foods Company, and Planters Hong Kong — each with a 10% market share.

Import data for Singapore was incomplete permitting only a partial analysis. In 1995, imports of potato chips totalled C\$7.3 million with the major suppliers being Malaysia, the United States, and New Zealand.

**Table 2. Top five exporters of potato chips to Singapore, 1995 (in C\$)**

<b>Supplier</b>	<b>1995</b>
World	7 289 850
Malaysia	2 886 130
United States	2 113 380
New Zealand	1 225 130
Australia	596 750
Japan	111 380
Canada	44 973

Source: International Trade Data Bank, TIERS

Imports of processed nuts almost doubled between 1991 and 1995, when imports totalled C\$28.9 million. The United States, Malaysia and China were the most dominate suppliers of nuts to Singapore representing 81% of all imports in 1995.

**Table 3. Top five exporters of nuts to Singapore, 1995 (in C\$000s)**

<b>Supplier</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>
World	\$16 118	20 063	25 882	31 182	28 889
United States	3 196	6 714	11 443	10 578	9 862
Malaysia	4 635	4 550	6 320	7 004	7 831
China	5 027	6 117	5 050	6 384	5 690
Vietnam	0	0	872	4 390	3 292
Hong Kong	503	719	362	784	432
Canada	0	0	0	0	1

Source: International Trade Data Bank, TIERS

### **The Canadian position**

Canada has held a low position in imports of snackfoods into Singapore over the past several years. In 1995, Canada exported C\$44 973 in potato chips and C\$1 080 in processed nuts to Singapore. It must be remembered that some or all of these imports may have been re-exported to surrounding regions so the figures do not necessarily reflect the consumption of Canadian produced snackfoods in Singapore. However, Canadian food products are generally regarded as being of high quality, so there may be opportunities for dedicated Canadian vendors to break into the market.

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## **DISTRIBUTION CHANNELS**

### **Overview of distribution system**

#### **Importers and intermediaries**

Although there is some direct importing of snackfood by retailers, the majority of food products are purchased by importers and other agents for redistribution in Singapore. In general one agent or distributor is sufficient to cover the Singapore market. Doing business with Singaporean importers is open and straightforward. Product quality is important, but pricing must be competitive. Depending on the importer, mark-ups range from 20% to 40%. See Appendix C for a list of snackfood importers in Singapore.

#### **Retail distributors**

Most retailers buy imported goods through local distributors. Typically, retailers charge slotting/listing fees for shelf space and suppliers may be expected to pay an extra charge based on the amount of chiller, freezer or dry-shelf space required. An administrative fee of C\$975 may also be required. Suppliers must negotiate the retail sales price with the retailer. As a general rule, retail margins are 15-20% for dry products.

The retail sector in Singapore is well developed and, in many ways, similar to that in Canada. Different retail chains attempt to exploit different market niches (see Table 4). Some of the larger chains, such as NTUC, import products directly to eliminate a step in the handling process and keep retail prices down accordingly. Supermarkets are increasingly becoming involved in direct importation as a way to test market new products and reduce costs. See Appendix C for a complete list of food retailers.

**Table 4. Major retail chains in Singapore**

<b>Chain</b>	<b>Number of outlets</b>	<b>Market niche</b>
7-11	82	Convenience stores.
Dairmaru	2	Caters to middle- and upper-income consumers. Known for its excellent meat and fruit sections.
Econ Mini-Mart	170	Convenience stores. (Provision Suppliers)
Cold Storage	17	Caters to middle- and upper-income consumers. Long-time favourite of expatriate population.
Emporium	24	Caters to low- and middle-income consumers.
Jason's	1	Carries gourmet and specialty foods.
Kerry's	1	New upscale supermarket called Tanglin Market Place. Keen to source new products from North America.
Kimisawa (Isetan)	1	Caters to middle- and upper-income consumers. Strategically located near expatriate communities.
NTUC	47	Government-owned outlets. Meets the people's daily needs. About six outlets aimed at upper-income shoppers.
Prime	12	Caters to low- and middle-income consumers.
S-Mart	10	Convenience stores. Smaller than regular supermarket, yet larger than 7-11 outlet. Usually located in housing areas.
SOGO	3	Carries gourmet and specialty foods, but also focuses on basic goods. Most are willing to try new products.
Tierney's	1	Gourmet food store which caters to expatriates, mostly of European origin.
Yaohan	4	Caters to middle- and upper-income consumers. Known for its selection of Japanese foods.
Other retailers	1200	Located in housing estates.

Source: World Trade Data Base

### **Foodservice operators**

The foodservice sector is crucial in order to gain market share. Half of the money Singaporeans spend on food is spent eating out. Various operators such as Tony Roma's, Chili's, and TGI Fridays have large expatriate and local customers and should be targeted.

### **Promotional considerations**

Importers have to provide regular special price reductions from time to time to ensure they retain

their respective market shares. Publications such as *Asian Retailer*, *Retail Asia* and *the Straits Times*, Singapore's daily newspaper, are commonly used by the food trade to promote branded products. Retailers will, for a fee, produce in-store promotional materials, include a product in its newspaper advertisements, and allow suppliers to set up in-store demonstration and sampling stands.

Promotional campaigns should target young, working homemakers among consumers, and three to five star hotels, bars, discotheques, and Western-style restaurants in the institutional sector. The convenience and nutritiousness of products should be stressed.

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## **CONSIDERATION FOR MARKET ENTRY**

In general, the following steps must be taken to import snackfood into Singapore. Although not required, it is recommended that the Canadian vendor acquire a local representative who must possess an import license and obtain an import permit for each product. All products and labels must be registered with the Singapore Trade Development Board, with documentary support from a proper laboratory analysis. All documents must be authenticated in Canada prior to shipment. Ordinarily, an exporter's local representative will handle all dealings with local government agencies.

### **Local standards and regulations**

#### **Health and food safety**

Singapore's food regulations are continually being amended. Any new food ingredients entering Singapore must first be approved by a Food Advisory Committee. Foodstuffs or food ingredients which are not covered by Singapore's food regulations must be approved by Singapore's Food Control Department before their importation will be approved by the Trade Development Board.

### **INFORMATION IS NEEDED ON THESE REQUIREMENTS**

#### **Packaging and labelling**

Product packaging requirements are consistent with most North American practices, however, Singapore's tropical environment should be considered. Proper labelling (in English) is required on all imported snackfood. Each label must present the following information:

- common name of the product;
- brand name of the product;
- listing of ingredients;
- minimum quantity stated in metric measure;
- name and address of the manufacturer and importer;
- nutritional value of the product;
- country of origin; and
- expiration date.

Pictorial illustrations may also be used, but must not mislead about the true nature or origin of the product. If the snack food is described as "enriched," "fortified," "vitaminized" or in any other way implies that it contains added vitamins or minerals, the label must also indicate the quantity

of vitamins or minerals added per metric unit.

## **Documentation and procedures**

### **Required Documentation**

When goods enter Singapore, companies must submit their inward declarations to the Controller of Imports and Exports. Singapore introduced an electronic trade documentation system called Tradenet to facilitate import/export documentation. The system ensures that goods moving into and out of Singapore are processed with minimum delay.

a) Import license: Singapore operates under a free trade policy, thus snack foods do not require licensing.

### ***ADD COSTS FOR THE FOLLOWING DOCUMENTS***

b) Import permit: Companies importing goods in Singapore need to obtain a Central Registration Number from the Trade Development Board (see Appendix D).

c) Food registration: All importers must conform to the regulations prescribed in the *Singapore Food Act*. All imported foodstuffs must be registered on an annual basis with the Food Control Department. Registration can be undertaken by sending the department a copy, by mail or facsimile, of the inward declaration that has been approved by the Singapore Trade Development Board. Registration covers a one-year period for a particular product.

d) Shipping documents: Companies must provide the original invoice to customs and two copies to the consignee. The invoice must be signed by a responsible member of the firm and must show an accurate description of the goods, their quantity, their c.i.f. value, their country of origin, the name of their transporting vessel, and a description of their packages.

### **Authentication of documents**

Documents that need to be authenticated, such as certificates of sale and letters authorizing an exporter's local agent or importer to act on their behalf, must first be notarized in Canada. Then, the notarized documents can be authenticated by sending them to (there is no fee for this service):

Department of Foreign Affairs and International Trade  
Authentication and Service of Documents (JLAC)  
125 Sussex Drive, Ottawa K1A 0G2  
ATTN: Mario Nuñez-Suarez  
Telephone: (613) 992-6602  
Facsimile: (613) 992-2467

## **Customs duties, tariffs and taxes**

There is no duty on imported snackfood.

## **Transportation and storage**

There are adequate storage facilities as Singapore is a major transshipment port and a warehousing and distribution center. Inland transportation is also of little concern as Singapore has an excellent road network.



### **Export financing and payment**

Payment in trade transactions is commonly made either through irrevocable letters of credit or telegraphic transfers. Telegraphic transfers are the method preferred by most because of their greater efficiency. For letters of credit, normal payment periods are 60, 120 and 180 days. Financing of between 7 to 30 days is often requested for large orders, when the relationship between buyer and seller is well established and a degree of mutual trust has been earned.

### **Cultural and business practices**

Canadian exporters should understand the cultural nuances of doing business in Singapore. The handshake is the traditional greeting, although it should normally be initiated by the host. The handshake is typically followed by an exchange of business cards which, preferably, should have Chinese text printed on one side. English is the accepted language of business in Singapore and Western-style business wear is commonly worn. Business issues are usually discussed only after a rapport has been established. Singapore is home to large Chinese, Malay and Indian populations, and their customs are often shaped by their individual ethnocultural backgrounds. For example, one should never offer anything with the left hand to a person of Malay or Indian descent.

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## **REFERENCE MATERIAL**

Agriculture and Agri-Food Canada, *Export Market Assessment Report: Singapore*, October 1996.

Department of Foreign Affairs and International Trade, *Singapore: A Guide for Canadian Business*, 1995 (InfoCentre code 15CA English, 15CF Français).

Department of Foreign Affairs and International Trade, *Agricultural Sector in Singapore*, December 1995.

Euromonitor International, *The Market for Packaged Foods in South East Asia*, Great Britain, 1996.

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## **APPENDIX A — STATISTICAL TABLES**

### **Exports of potato chips to Singapore, 1995 (in C\$)**

<b>Supplier</b>	<b>1995</b>
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World	\$7 289 850
Malaysia	2 886 130
United States	2 113 380
New Zealand	1 225 130
Australia	596 750
Japan	111 380
United Kingdom	100 380
Thailand	74 250
Canada	44 973
Philippines	35 750
Netherlands	35 750
Switzerland	35 750
Belgium-Lux.	23 380
Brunei	6 880

Source: International Trade Data Bank, TIERS

#### Exports of nuts to Singapore, 1991 to 1995 (in C\$)

Supplier	1991	1992	1993	1994	1995
World	16 118	20 063	25 882	31 182	28 889
United States	3 196	6 714	11 443	10 578	9 862
Malaysia	4 635	4 550	6 320	7 004	7 831
China	5 027	6 117	5 050	6 384	5 690
Vietnam	0	0	872	4 390	3 292
Hong Kong	503	719	362	784	432
India	158	294	272	593	427
Japan	290	283	402	227	259
Australia	158	382	292	293	208
Belgium-Lux.	202	88	56	116	176
United Kingdom	34	41	55	125	150
Netherlands	11	11	14	15	143
Turkey	22	3	4	59	88
Iran	94	143	147	0	69
New Zealand	0	12	6	0	59
Thailand	151	127	51	26	50
France	11	17	40	65	23
Israel	0	0	0	69	15
Switzerland	12	10	12	88	12
Canada	0	0	0	0	1

Source: International Trade Data Bank, TIERS

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## APPENDIX B — TRADE SHOWS AND PROMOTIONAL VENUES

<b>Event/Venue</b>	<b>Description</b>	<b>Organizer</b>
Singapore International RCA Communications Pte. Food and Beverage Fair	World Trade Centre Singapore, Singapore October 1997 This annual trade show will have 70 exhibitors	20 Kramat Ln, #02-01A, United House, Singapore, 228751 Telephone: (65) 736-0676 Facsimile: (65) 736-0576
Food & Hotel Asia (Asian International Exhibition of Food & Drink, Hotel, Restaurant and Catering, Equipment, Supplies and Services) World Trade Centre Singapore, Singapore April 14-17, 1998	Biennial international trade show attracts 25 200 local visitors and 10 800 foreign visitors. Exhibition space of 15 000m <sup>2</sup> holds 510 local and 1190 foreign exhibitors of food products and consumables, beer, wines and beverages, food processing and service equipment, furniture and furnishings, shop fittings, etc.	Singapore Exhibition Services Pte Ltd, 2 Handy Road Suite 15-09 Cathay Building Singapore 0922 Telephone: (65) 338-4747 Facsimile: (65) 339-9507  Canadian Agent Unilink Canada 50 Waybright Court, Unit 41 Agincourt, Ontario Canada, M1S 5A8 Telephone: (416) 291-6359 Facsimile: (416) 291-0025

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## APPENDIX C — SNACKFOOD IMPORTERS IN SINGAPORE

D.G.C. International Trading Company 112 E. Coast Rd., 02-05 Katong People's Complex, Singapore, 1542 Telephone: (65) 344-4483 Facsimile: (65) 261-7885	Donald and Dillion 30 E. Coast Road, Unit 03-29 Paramount Shipping Centre Singapore, 1542 Telephone: (65) 440-1600 Facsimile: (65) 440-5468
Eskei Impex Pte. Ltd 77 High St. Pnds 09, High St. Plaza Singapore, 0617	Fullertonco Trading Corporation 230 Jalan Besar, #05-04 Singapore, 0820 Telephone: (65) 294-1635
Graffiti Sportswear Pte. Ltd. B. 1091, Lower Delta Road, U 03-04 Singapore, 0316 Telephone: (65) 271-0798 Facsimile: (65) 271-0657	Pacific Traders Pte. Ltd. 18 Dublin Road, Singapore, 0923 Telephone: (65) 235-4078 Facsimile: (65) 742-2160
Lin Jiang Pte. Ltd. Bl. 6001, #02-2286 Bedok In.Pk.C Singapore, 1647 Telephone: (65) 242-3319 Facsimile: (65) 462-4591	Primus Trading Pte. Ltd. 8 Link Road, Singapore, 2261 Telephone: (65) 265-8222

Shriro Pte. Ltd.  
11 Chang Charn Road  
Singapore, 0315  
Telephone: (65) 472-7777  
Facsimile: (65) 472-1792

U.T.C. United Trading  
P.O. Box 5047  
Singapore, 9070  
Telephone: (65) 452-0955  
Facsimile: (65) 479-3454

Westlink Marketing Services  
Blk. 261 Waterloo St., #03-21  
Singapore, 0718  
Telephone: (65) 337-1864

Suntory Pacific Pte Ltd  
541 Orchard Road  
#20-03/04 Liat Towers  
Singapore 238881  
Telephone: (65) 732-4111  
Facsimile: (65) 732-9971

YLF Marketing Pte. Ltd.  
7 Woodlands Link  
Singapore, 2573  
Telephone: (65) 755-0177  
Facsimile: (65) 752-0155

### **Retailers**

Cold Storage Singapore Pte. Ltd  
Blk 60B 60 Martin Road, Singapore 0923  
Telephone: (65) 735-9995  
Facsimile: (65) 735-1311

Oriental Emporium and Supermarket Pte.  
Emporium Holdings Ltd.  
Blk 712 Ang Mo Kio Ave 6 #03-4056  
Singapore 2056  
Telephone: (65) 459-3828  
Facsimile: (65) 458-1096

S-Mart Supermarket Pte. Ltd.  
224 Pandan Loop, Singapore 0512  
Telephone: (65) 752-1032  
Facsimile: (65) 775-0668

Sogo Department Stores Pte. Ltd.  
250 North Bridge Road, Room 04-10  
Singapore 0617  
Telephone: (65) 339-1100

NTUC Fairprice Co-operative  
680 Upper Thomson Road, Singapore 2678  
Telephone: (65) 456-0233  
Facsimile: (65) 458-8975

Prime Mart Trading Pte. Ltd.  
37 Kim Chuan Drive, Singapore 1953  
Telephone: (65) 284-9184  
Facsimile: (65) 284-9248

Singapore Daimaru Pte. Ltd  
177 River Valley Rd. #04-10  
Singapore 0617  
Telephone: (65) 339-1111  
Facsimile: (65) 336-4497

Yaohan Singapore Pte. Ltd.  
Head Office, 2 Jurong East Street 21  
Suite 04-01, IMM Building  
Singapore 2260  
Telephone: (65) 568-2000  
Facsimile: (65) 568-2900

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## **APPENDIX D — KEY GOVERNMENT CONTACTS AND SUPPORT SERVICES**

### **Canadian government contacts**

Canadian High Commission  
Commercial Division  
80 Anson Road, Suite 14-00, IBM Towers  
Singapore 0207  
Contact: Ms Eileen Durand, First Secretary  
Telephone: (65) 225-6363  
Facsimile: (65) 226-1541

Department of Foreign Affairs and  
International Trade  
Southeast Asia Division (PSE)  
125 Sussex Drive  
Ottawa K1A 0G2  
Contact: Mr. Michael Cleary  
Telephone: (613) 995-7662  
Facsimile: (613) 944-1604

Canadian Export Development Corporation  
151 O'Connor St  
Ottawa, K1P 5T9  
Telephone: (613) 598-2500  
Facsimile: (613) 598-2503

Agriculture and Agri-Food Canada  
Sir John Carling Bldg  
930 Carling Ave  
Ottawa, K1A 0C5  
Contact: Lucie Goyette  
Telephone: (613) 759-7616  
Facsimile: (613) 759-7506

### **Singapore government offices in Canada**

Singapore Consulate Representative  
999 West Hastings Street, Suite 1305  
Vancouver, B.C., V6C 2W2  
Telephone: (604) 669-5115  
Facsimile: (604) 669-5153

Singapore High Commission  
231 East 51st Street  
New York, N.Y.  
USA 10022  
Telephone: (212) 826-0840  
Facsimile: (212) 826-2964

### **Government offices in Singapore**

Ministry of Foreign Affairs  
Raffles City Tower, Suite 07-00  
250 North Bridge Rd., Singapore 0617  
Telephone: (65) 336-1177  
Facsimile: (65) 339-4330

Ministry of Trade and Industry  
Treasury Bldg, Suite 48-01  
8 Shenton Way  
Singapore 0106  
Telephone: (65) 225-9911  
Facsimile: (65) 323-9260

Singapore Trade Development Board  
Bugis Junction Office Tower, Suite 07-00  
230 Victoria Street  
Singapore 0718  
Telephone: (65) 337-6628  
Facsimile: (65) 337-6898

Ministry of the Environment  
Environment Building, 19th Floor  
40 Scotts Road, Singapore 0922  
Telephone: (65) 731-9845  
Facsimile: (65) 731-9843

Ministry of Health  
16 College Road  
College of Medicine Bldg  
Singapore 0316  
Telephone: (65) 223-7777  
Facsimile: (65) 224-1677

Customs and Excise Department  
1 Maritime Square, Room 03-01  
World Trade Centre  
Singapore 0409  
Telephone: (65) 272-4442  
Facsimile: (65) 375-2093

### **Chambers of commerce and industry associations**

Asia-Pacific Foundation of Canada  
999 Canada Place, Suite 666  
Vancouver, B.C.  
Canada V6C 3E1

Telephone: (604) 684-5986  
Facsimile: (604) 681-1370

Singapore Federation of Chambers of  
Commerce and Industry  
Chinese Chamber of Commerce Building,  
Suite 03-7, 47 Hill Street, Singapore 0617  
Telephone: (65) 338-9761  
Facsimile: (65) 339-5630

Singapore International Chamber of  
Commerce, Trade Enquiries  
6 Raffles Quay, Suite 10-01  
John Hancock Tower  
Singapore 0104  
Telephone: (65) 224-1255  
Facsimile: (65) 224-2785

Canada Singapore Business Association  
30 Orange Grove Rd.  
#07-00 RELC Building  
Singapore 1025

Telephone: (65) 738-9232  
Facsimile: (65) 738-9227

Singapore Importers' and Exporters' Association  
Robinson Road, POB 1931  
Singapore 9038  
Telephone: (65) 535-7844

Singapore Retailers Association  
2 Bukit Merah Central, Suite 15-03 NPB Building  
Singapore 0315  
Telephone: (65) 272-3160  
Facsimile: (65) 271-3091

### **Canadian banks in Singapore**

Bank of Montreal  
50 Beach Road  
26-01 Gateway West  
Singapore 0718  
Telephone: (65) 296-3233  
Facsimile: (65) 296-5044

National Bank of Canada  
331 North Bridge Road  
11-04/06 Odeon Towers  
Singapore 0718  
Telephone: (65) 339-3455  
Facsimile: (65) 339-2866

Canadian Imperial Bank of Commerce  
16 Collyer Quay #04-02  
Singapore 0104  
Telephone: (65) 459-5795  
Facsimile: (65) 533-1229

Bank of Nova Scotia  
10 Collyer Quay  
15-01/04 Ocean Building  
Singapore 0104  
Telephone: (65) 535-8688  
Facsimile: (65) 532-2440

Royal Bank of Canada  
140 Cecil Street  
01-00 PIL Building  
Singapore 0106  
Telephone: (65) 224-7311  
Facsimile: (65) 224-5635

Toronto Dominion Bank  
65 Chula Street  
25-08 OCBC Centre  
Robinson Road, P.O. Box 2704  
Singapore 0104  
Telephone: (65) 532-5163  
Facsimile: (65) 532-6648

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### **READER EVALUATION**

Please help the Team Canada Market Research Centre to produce market reports which meet your information needs by completing this evaluation form and returning it by facsimile at (613) 943-8820. Thank you for your valuable input.

1. How did you obtain a copy of this market report?

- InfoCentre FaxLink system    Government worldwide web site  
 InfoCentre help line    InfoCentre bulletin board system  
 Local government office    Other: \_\_\_\_\_

2. How would you describe this market report?

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complete	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Well organized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Well written	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ideal length	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. In what form do you prefer to obtain these reports?

- Print    Electronic

4. Based on the information in this report, what specific action(s) does your organization plan to take in this market? Check all that apply.

- Seek an agent/distributor    Contact Canadian trade office abroad  
 Visit the market    Participate in a trade show abroad  
 Do more research    Nothing  
 Other: \_\_\_\_\_

5. What other market reports would be of benefit to your organization? Please identify specific products and countries.

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6. Which of the following categories best describes your organization? Check one only.

- Processor/manufacturer    Government  
 Trading house    Student/academia  
 Export service provider    Consultant  
 Industry/trade association    Other: \_\_\_\_\_

7. What were your organization's total sales last year, in Canadian dollars?

- Less than 10 million    10 million to 50 million  
 More than 50 million    Not applicable

Additional comments/suggestions for improvement: \_\_\_\_\_

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**OPTIONAL** — The name of your organization is: \_\_\_\_\_

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