

Singapore - Business Development

- **Singapore in the ASEAN**
- **EU Singapore free trade agreement**

WILFRID FOUSSE

REGIONAL AGRI-FOOD COUNSELLOR

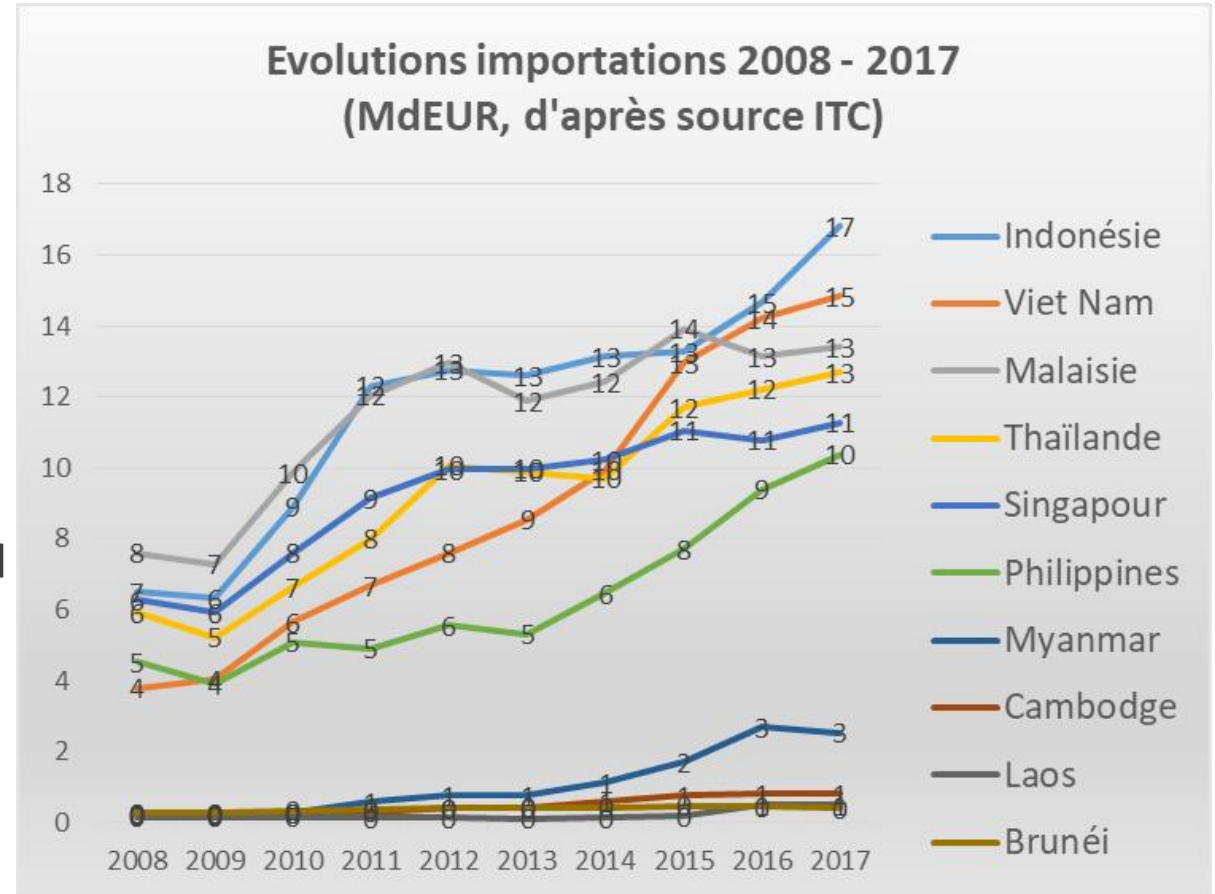
ECONOMIC DEPARTMENT, EMBASSY OF FRANCE

JOURNÉE EXPORT
FEB 20TH 2020

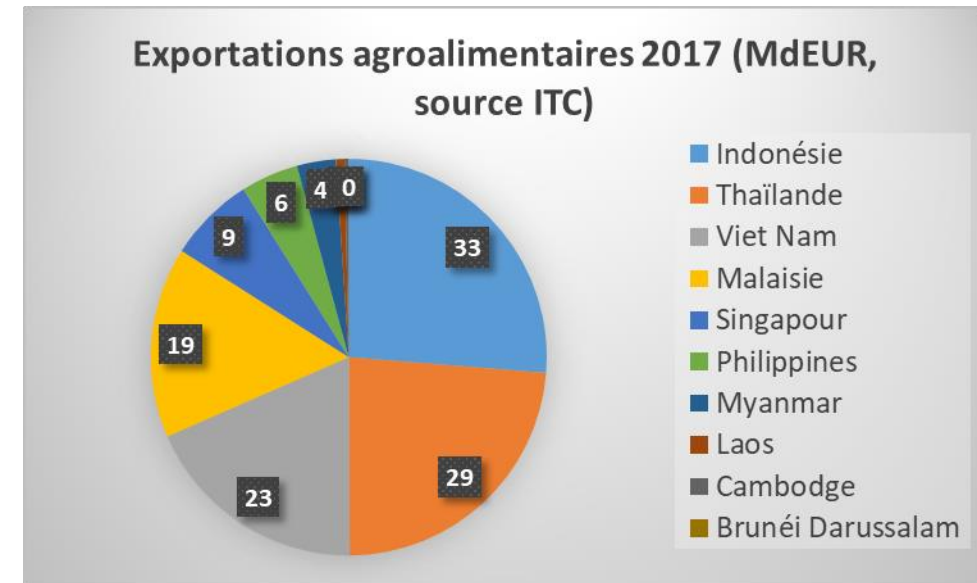
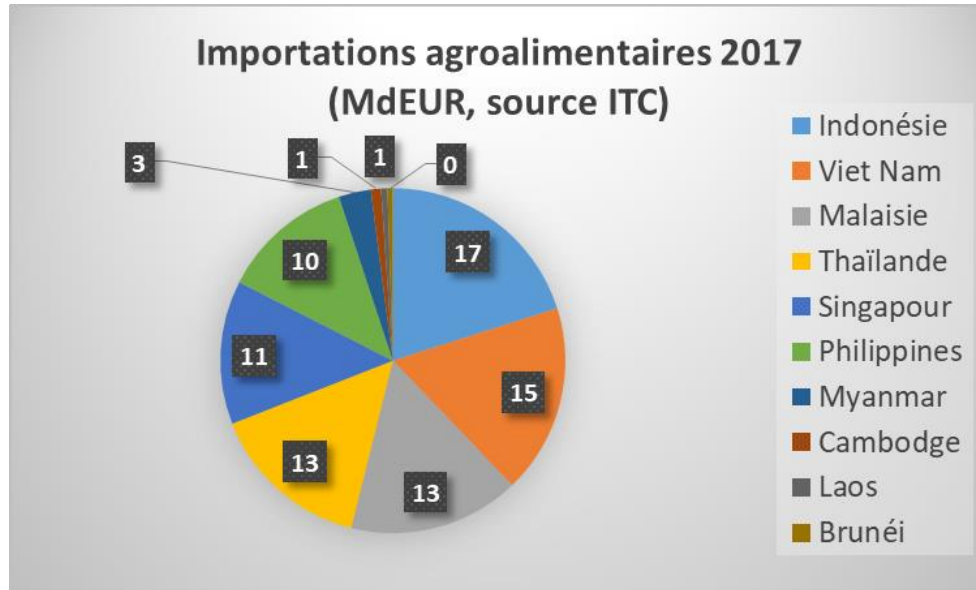
Singapore in the ASEAN

ASEAN is one of the most dynamic region

- + 5 % annual growth since 2000
- 650 M hab middle class, and a strong growth of (150 Mhab)
- 130 Md USD foreign investment (value as per China)
- 16% of BPIFrance activity, 7500 PME/ETI have a contract in one of the ASEAN country

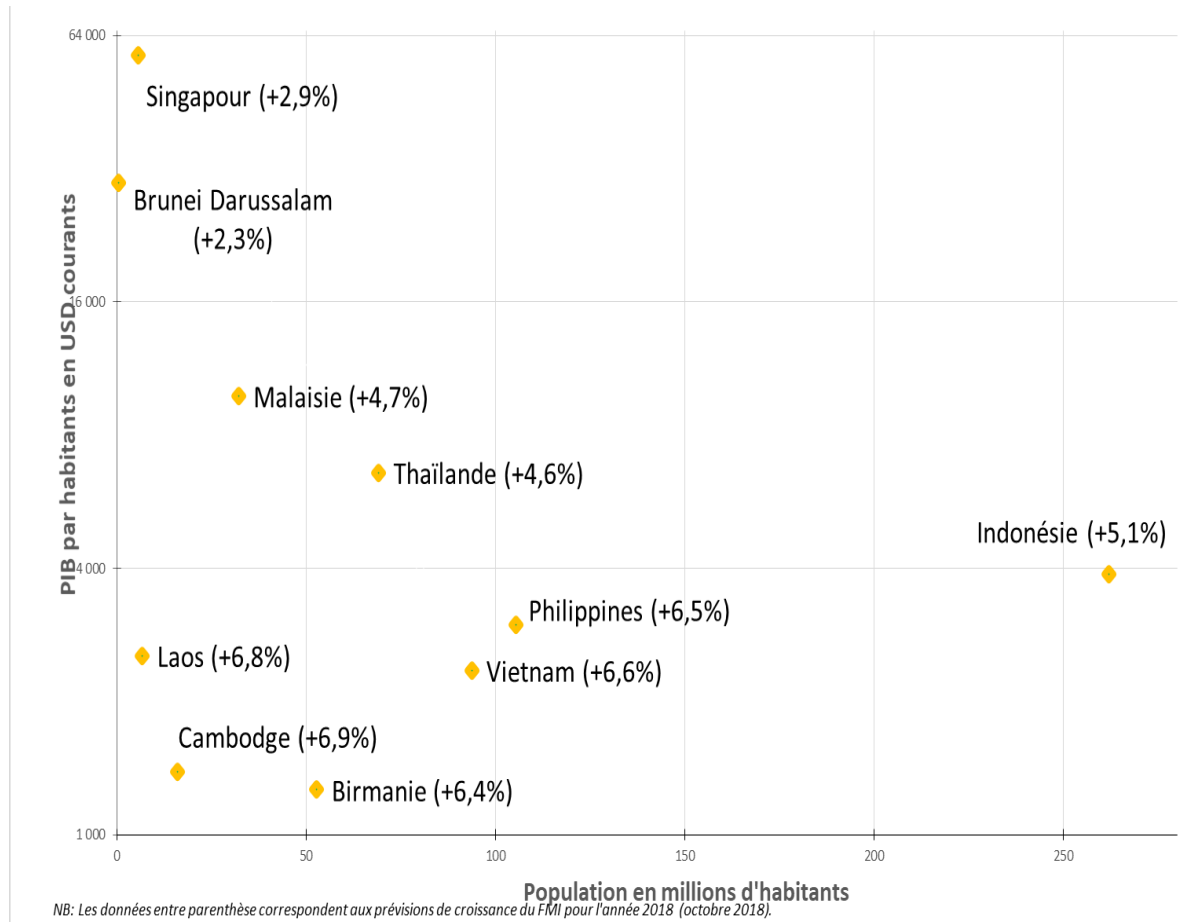


Importance of food and beverage trade in ASEAN's countries



6 countries have between 10 and 20 MEUR F&B imports
5 countries have more than 10 MEUR F&B export in 2018

ASEAN's countries market potential and companies business development strategy



Very different market profile

One FTA but no common market yet

Which business development strategy ?

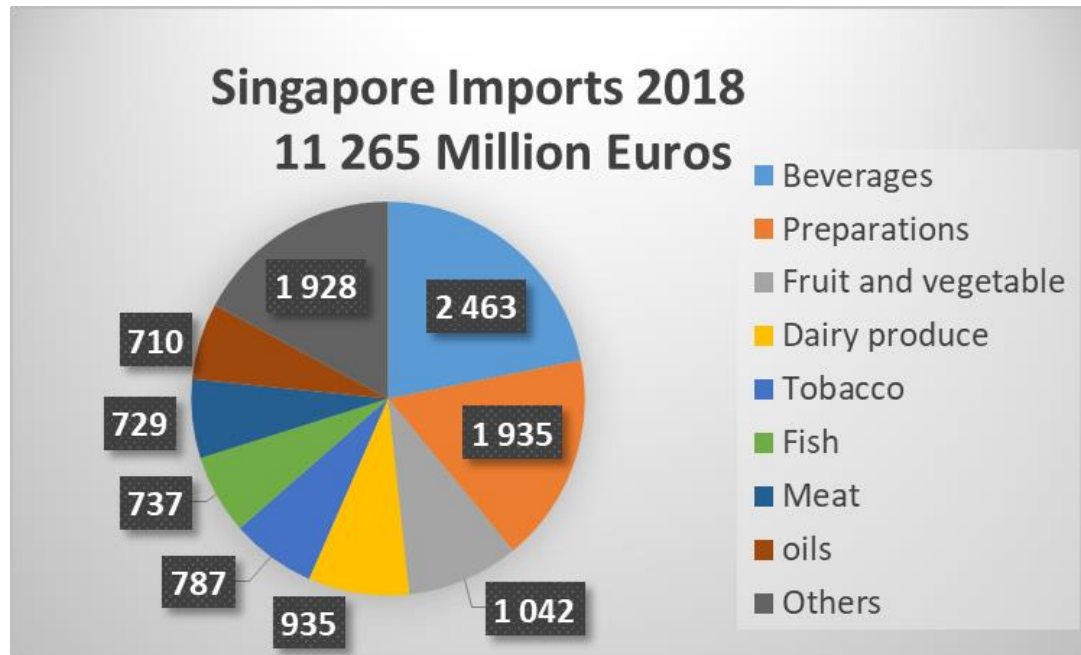
- Singapour is a regional hub and thus an a point of entry for all major groups (Danone, Lactalis, Pernod Ricard, etc.)

Where else to develop businesses ?

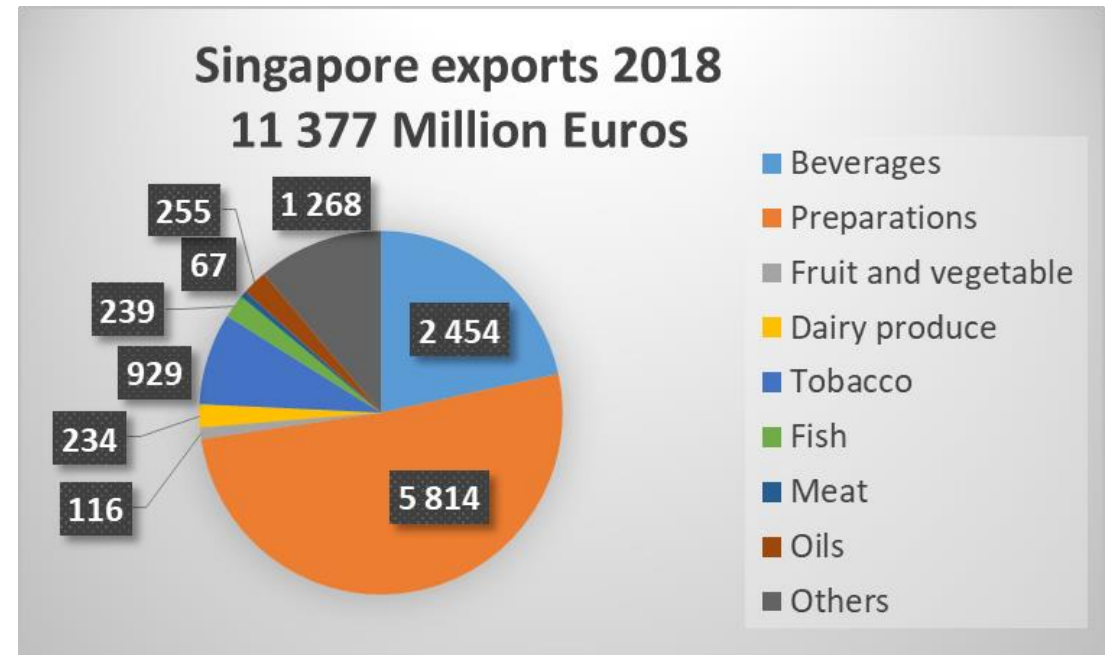
- Market potential (level of income / population, ex Singapore / Indonésie)
- Production costs (labour cost / world market insertion), Malaysia, Philippines

Singapore, a gateway to ASEAN

Singapore is a major food and beverage importer but also (re)exporter
(Beverage and food preparations)



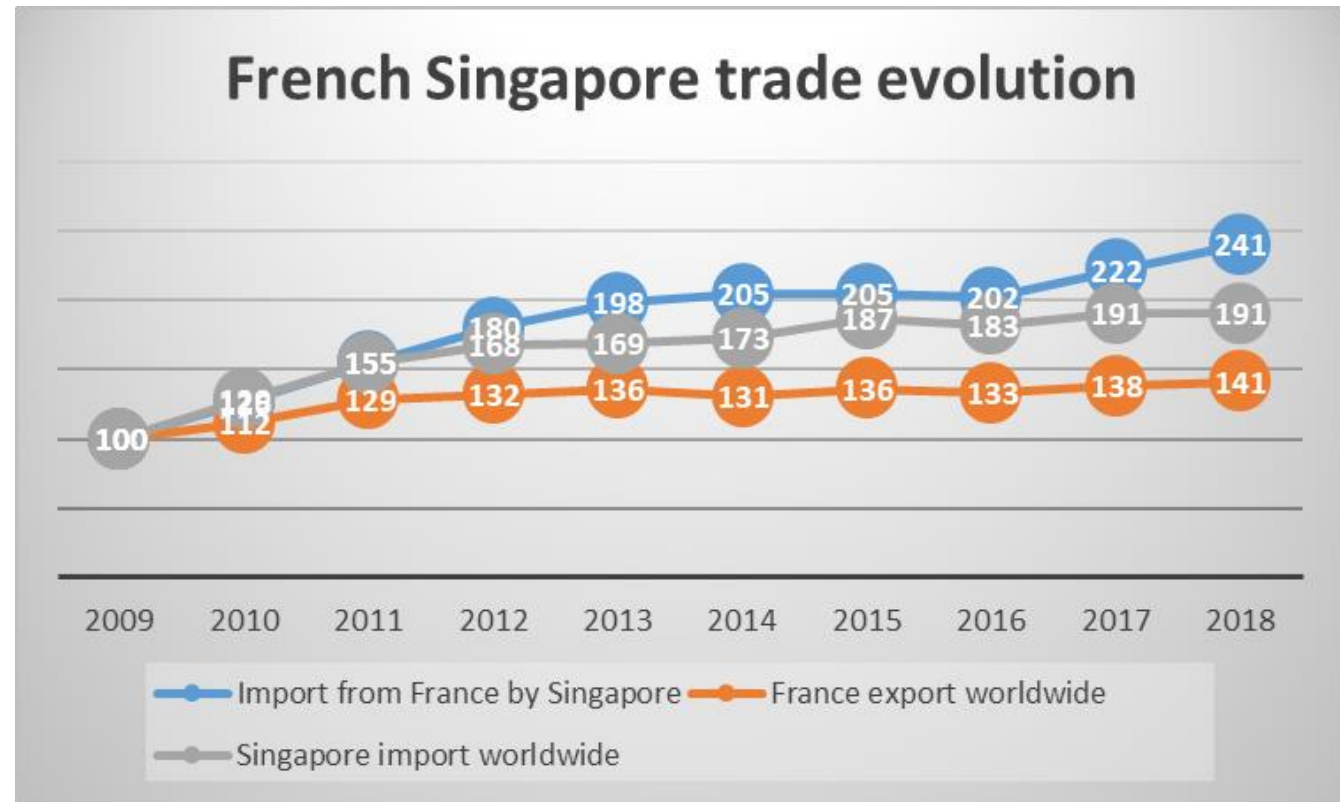
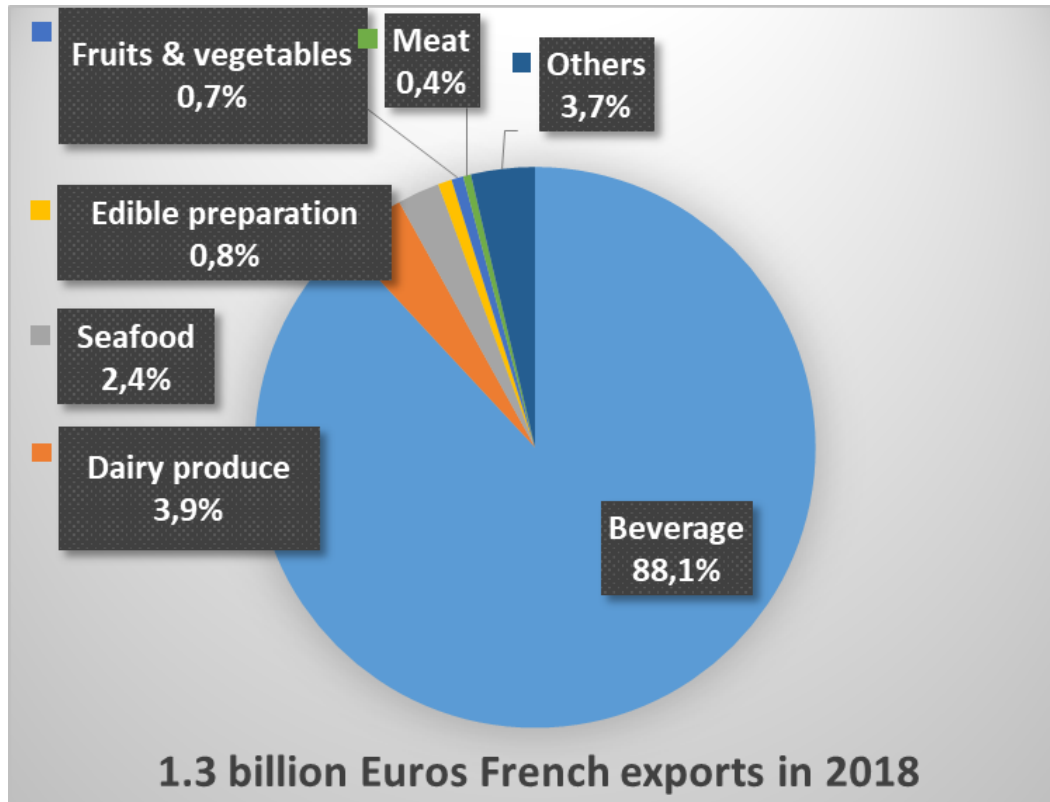
France 2nd supplier, behind Malaysia
Before China, India, Australia,



Singapore main export destination:
Vietnam, Malaysia, Thailand

French intensive export growth in Singapore

- 47 % of Singapore beverage imports
- 2 % of food Singapore imports



The EU Singapore Free trade agreement (EUSFTA)

The free trade agreements

- Many free trade agreements in the region
- Mainly reduction of tariff barriers
- First for EU in the region
- The direction , an EU ASEAN FTA

EU Singapore Free trade agreement

- Trade agreement
- Investment protection agreement
- Partnership protection agreement

EUSFTA specifications

- Reduction of tariff barrier AND non tariff barrier
- Protection of investment, intellectual properties including GI,
- Norms, degree mutual recognition
- Forum of discussion for new evolution

Benefits :

- Better acces to each other market
- Boost investment and business opportunities
- Promote cooperation