

TRY 
SWEDISH!



Take a slice
of Sweden
to Singapore!

Five reasons to target
Asia's foodie hotspot

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The island nation of Singapore may be small in size, but it is big into food. Often labelled Food Paradise the fusion of Asian and western cultures has enriched the diverse food culture found in Singapore. Locals are foodies at heart and the demand for new, interesting, healthy, and innovative flavours and cuisines is always high.

But why should Swedish food and beverage companies aim for cracking the market in Singapore? We give you the top five reasons:

1

Free trade agreement a boom for growth

A free-trade agreement between Singapore and Sweden means there are tax breaks on trade between the two countries, resulting in lower cost surcharges for exports. Since 2019, Swedish companies have been able to avail of the benefits outlined under the agreement between the EU and Singapore. The green light on free trade continues to open up possibilities for smoother partnerships and transactions for producers, workers, farmers, and consumers.

2

Language barrier a non-issue

English is one of Singapore's official languages, the main language taught in schools, and the one used in the business, retail, and consumer world. This not only makes everyday business interactions easier for Swedes, but it also removes many barriers to market entry. Marketing, label requirements, documentation, and legal information is all in English, minimising the need for language and product localisation.

3

An APAC giant at the centre of trade

Singapore is home to the world's third largest port, making it a natural trading hub in Southeast Asia. Singapore has long-history of imports and exports and dominates the immediate region, enabling Swedish companies to benefit from established, reliable, and trusted trade structures. Singapore offers a high degree of connectivity and competitive shipping rates and acts as a natural conduit to other markets in the region.

4

Big on food imports

As a small island, Singapore is heavily reliant on food imports to meet both the demand for high-quality products, and to match the inquisitiveness of local consumers. There are many importers and partners who actively seek out new products from new markets. Swedish companies can benefit from the strong tradition of importers experience of the market and also their willingness to test and try new products.

5

Foodie heaven!

The people of Singapore love food and are used to multicultural influences from both Asian and Western cultures. Singapore's food culture is world-renowned, diverse, and embraces flavours from all over the world, adapting them as their own and using them as a unifying factor for all Singaporeans. The willingness to integrate new concepts into the established food scene means Singapore is a great market for Swedish companies to look at if they want to establish in Southeast Asia.

Let us help you make it big in Singapore

TRY SWEDISH works with Swedish companies to identify and connect with suitable partners, distributors, and suppliers in Singapore. We can help put your products on shelves, drinks in bars and restaurants, and food on the tables of Singaporeans with:

Market analysis

Our team can pinpoint the target audience/s and channels for your products and services, taking the guessing work out of your strategic planning.

Sales acceleration

We create and implement a market entry strategy that will streamline the process and ensure that you are compliant and up and running – minimising risk and shortening time to entry.

Distributor and supplier connections

Our extensive knowledge and network in Singapore's retail and distribution ecosystem means we can quickly connect you with the right partners for your business and growth ambitions.

Contact our team today and start your journey towards growing your presence in Singapore.



Malin Benselfelt

Project Manager, Try Swedish

malin.benselfelt@business-sweden.se

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