

## COMPETITIVE ANALYSIS ...

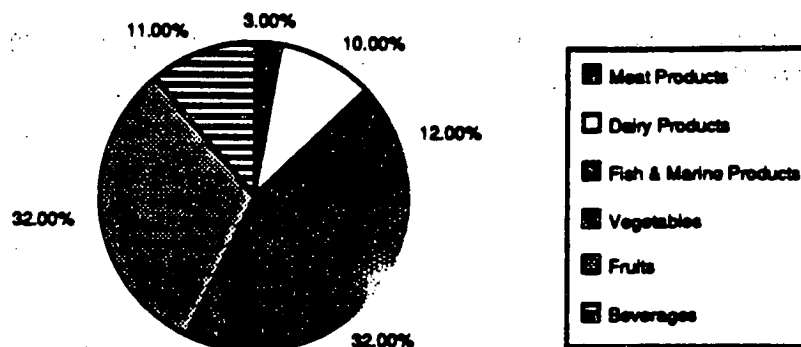
### KEY PARTICIPANTS IN THE FOOD INDUSTRY ...

China has a dominating share in the fruit and vegetable category. The imports of dairy products is dominated by Australia while Taiwan is the largest supplier of fish and marine products. France has the largest share of beverage imports.

There are about 11 major importers of food products into Singapore. Malayan Refrigerating is a wholly owned subsidiary of a UK company while Cold Storage, Ben Foods, and California Chicken are ventures between foreign and local concerns.

Imports of food and beverage products from Canada amounted to S\$7.3 million in 1988. Although this represents less than 1% of total imports, imports have been growing steadily and are up 35% in the last 4 years.

IMPORTS OF FOOD PRODUCTS FROM CANADA (1988)



Major imports from Canada are fresh apples, frozen vegetables, fresh or chilled boneless beef, and skimmed milk.

It is worth mentioning, however, that although demand for packaged food products is quite small, imports of bulk commodities such as soya beans constitute a significant share of their respective product categories for imports into Singapore, ranging from 48-54%.

Canada Packers and McCains, two Canadian firms, have set up representative offices in Singapore. Canada Packers is engaged primarily in trading of soya beans and other bulk commodities as well as other Canadian food products. McCains markets its McCain brand products through its agent Ben Foods.

### KEY CUSTOMERS

The key customers in Singapore are wholesalers (eg : Ben Foods, General Foods, Cold Storage), retailers (eg : Cold Storage, NTUC Fairprice), airline caterers (SATS, CIAS) and ship chandlers.

### CURRENT MARKETING TRENDS

Food products are usually marketed through distributors who import them directly from the principals. Major distributors sell directly to wholesalers, retailers, institutions or directly to the consumers.

Distributors engage in direct advertising in newspapers, television and magazines. Advertising expense varies from 2-10% of sales.

Marketing is also done through trade fairs and exhibits like the Hotel Asia.