



NORDIC AGRI-FOOD TECH NETWORKING VISIT TO SINGAPORE 2024

12 JUNE 2024

**BUSINESS
FINLAND**



THE SWEDISH TRADE & INVEST COUNCIL



INVITATION

NORDIC AGRI-TECH NETWORKING VISIT TO SINGAPORE 18 TO 22 NOVEMBER 2024

Building on good momentum and interest from both Nordic and Singapore companies last year, Business Sweden and Business Finland will host the Nordic Agri-food Tech delegation to Singapore focusing on business opportunities and ecosystem partnerships within the agriculture and food technology sector in Southeast Asia.



Discovery Track

*Innovation & R&D focused
Companies looking to discover Singapore and if it has a market fit*



Showcase Track

*Business Matching
Companies to demo their solutions and find leads in Singapore*

Brought to you by:



The Nordic Networking Visit is during Singapore International Agri-food Week

- **SIAW is an annual event** which aims to gather world's leading players and stakeholders from the global agri-food industry to share best practices, showcase the latest technologies, to tap business opportunities, and to collaborate towards greater security and sustainability in Asia's Agri-Food system
- **Agri-Food Tech Expo Asia** is the **KEY EXPO EVENT** under the umbrella brand of SIAW



Note: (1) Program details and meeting participants will be finalised later once recruitment of participants is completed

Five goals that the Agri-Food Tech delegation in Singapore will help you achieve:



#1

ENGAGE WITH KEY GOVERNMENT AGENCIES that will share challenges faced at the domestic level, what their targets and goals are, and the capabilities envisaged



#2

LEARN AND BE INSPIRED BY INNOVATORS within Singapore's agri-food tech landscape which can offer opportunities for partnership and innovation



#3

DISCOVER THE LATEST PRODUCTS AND INNOVATIVE SOLUTIONS during the exhibition that is shaping Southeast Asia's vibrant agri-food hub



#4

SHOWCASE AND PITCH YOUR BUSINESS to decision makers which can help your company can take its position in Singapore and scale to Asia



#5

LEVERAGING A GOVERNMENT "LOOK-AND-FEEL" that will elevate the overall experience and help you gain access to organizers and decisionmakers

YOU SHOULD PARTICIPATE IF:

- Your organisation has **relevant technology, services or solutions** suitable for agri-food tech landscape of Singapore
- Your organisation is looking for **business development, innovation and R&D partners** within the Southeast Asia region
- Your organisation is **exploring opportunities within Asia** and would like to strengthen your presence in the market
- Your organisation would like to **build and confirm your go-to-market international strategy**
- Your organisation is willing to **set aside time and resources** to follow up with business opportunities

Two participating options crafted based on varying needs of each organisation



Discovery Track

Innovation & R&D focused

Companies looking to discover Singapore and if it has a market fit

4 companies max per country

This 4-day event focuses on providing you with a crash course on Singapore's agri-food technology ecosystem, connecting you to innovation and research opportunities, business leaders, venture capitalists, and government stakeholders.

Key Features

- Introduction to Singapore and visit the Agri-food Expo and Summit
- Meetings with Singapore's key stakeholders, research institutions, government agencies, and accelerators
- Visits to Singapore-based Agri-Tech companies and Institutions of Higher Learning
- Participate in a VC fundraise pitching session

Additionally, the organizing committee will support ...

- Providing accommodation recommendations
- Arranging transportation and food
- Following up by facilitating post-event meetings
- Providing tickets to the Agri-food Technology Summit (Optional; sold separately)



Showcase Track

Business Matching

Companies to demo their solutions and find leads in Singapore

3 companies max per country

This 5-day event aims to assist companies already acquainted with the Singapore business environment and interested in showcasing their technologies to meet market demand. Additionally, the program aims to explore the necessary next steps to initiate your venture in Singapore.

Key Features

- Physical showcase in the Nordic exhibition booth with branding exposure
- A sandbox speaking opportunity at the Singapore Agri-food Expo
- Meetings with Singapore's key stakeholders, research institutions, government agencies, and accelerators
- Visits to Singapore-based Agri-Tech companies and Institutions of Higher Learning
- Participate in a VC fundraise pitching session


Additionally, the organizing committee will support ...

- Assisting with pre-arrival support, facilitate demo products, accommodation recommendation
- Arranging transportation and food
- Following up with facilitating post-event meetings
- Arranging pre-meeting meeting with government stakeholders to get up to speed on Singapore's landscape
- Providing tickets to the Agri-food Technology Summit (Optional; sold separately)

Note: (1) Program details will be finalised later once recruitment of participants is completed

Participating Option 1: Discovery Track

Tentative



Discovery Track

Innovation & R&D focused
Companies looking to discover Singapore and if it has a market fit

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- Participate in a VC fundraise pitching session

Additionally, the organizing committee will support ...

- Providing accommodation recommendations
- Arranging transportation and food
- Following up by facilitating post-event meetings
- Providing tickets to the Agri-food Technology Summit (Optional; sold separately)

	Day 1: Tuesday 19 Nov	Day 2: Wednesday 20 Nov	Day 3: Thursday 21 Nov	Day 4: Friday 22 Nov
9am – 12pm	Start of delegation program			
	Introduction to SG	Meeting with Government Stakeholder	Meeting with Government Stakeholder	Business Pitching Event
12pm – 3pm	Lunch	Lunch	Lunch	Lunch
	Attend the Agri-food Tech Expo & Summit	Visit Research Org / University	Local Startup / Company Visit	Business Networking with Earth Five Alliance (TBD)
3pm – 6pm		Visit Research Org / University	Local Startup / Company Visit	
		Visit Accelerator	Local Startup / Company Visit	End of delegation program
		Visit Accelerator	Local Startup / Company Visit	

Note: (1) Program details will be finalised later once recruitment of participants is completed

The beginning of the discovery track portion will start at the Agri-food Tech Expo

- Agri-Food Tech Expo Asia is a strategic platform that evolves with the industry and is shaped by leaders and experts to explore strategies and solutions for sustainable systems and production to build a vibrant **Agri-Food hub in Asia**
- The trade fair provides a **focused exhibition platform** with a “living lab” environment, thematic experiential zones, sandbox and community-based learning for emerging and established industry players in the agri-food industry to launch, showcase and testbed their solutions.
- The third edition of the trade fair will focus on key themes such as **Aquaculture & Urban Protein Production, Food Safety & Security, Food Waste Management, and Smart Farming**

WHAT TO EXPECT FOR
2024

10,000
Attendees

300 Exhibitors

20 country
pavilions

100 international
hosted buyers

800 facilitated
business matching

This is like previous programs where many of our previous participants have saw innovation and business outcomes

Past programs highlights

- On stage speaking session by Gustaf Brandberg from Gullspång Re:food at the Expo
- Organised networking sessions at the Swedish residence and the Finnish residences
- Seed funding pitch session with Venture Capitals and Family Offices such as TvPP Capital, Trigger Capital, SG Innovate
- Visit to farms, incubators, research institutions, and alternative protein startups



Previous participants



Collaboration partners for our delegations



Note: (1) Program details and meeting participants will be finalised later once recruitment of participants is completed

Participating Option 2: Showcase Track

Tentative



Showcase Track

Business Matching

Companies to demo their solutions and find leads in Singapore

3 companies max per country

This 5-day event aims to assist companies already acquainted with the Singapore business environment and interested in showcasing their technologies to meet market demand. Additionally, the program aims to explore the necessary next steps to initiate your venture in Singapore.

Key Features

- Physical showcase in the Nordic exhibition booth with branding exposure
- A sandbox speaking opportunity at the Singapore Agri-food Expo
- Meetings with Singapore's key stakeholders, research institutions, government agencies, and accelerators
- Visits to Singapore-based Agri-Tech companies and Institutions of Higher Learning
- Participate in a VC fundraise pitching session

Additionally, the organizing committee will support ...

- Assisting with pre-arrival support, facilitate demo products, accommodation recommendation
- Arranging transportation and food
- Following up with facilitating post-event meetings
- Arranging pre-meeting meeting with government stakeholders to get up to speed on Singapore's landscape
- Providing tickets to the Agri-food Technology Summit (Optional; sold separately)

	Day 1: Monday 18 Nov	Day 2: Tuesday 19 Nov	Day 3: Wednesday 20 Nov	Day 4: Thursday 21 Nov	Day 5: Friday 22 Nov
9am – 12pm	Start of delegation program	Expo Booth	Expo Booth	Meeting with Government Stakeholder	Business Pitching
	Introduction to SG				
12pm – 3pm	Lunch	Lunch	Lunch	Lunch	Lunch
	Meeting with Government Stakeholder	Expo Booth	Expo Booth	Local Startup / Company Visit	Business Networking with Earth Five Alliance (TBD)
				Local Startup / Company Visit	
3pm – 6pm	Prepare Expo Booth			Local Startup / Company Visit	End of delegation program
				Local Startup / Company Visit	

Note: (1) Program details will be finalised later once recruitment of participants is completed

Why visit and exhibit at the Agri-food Tech Expo

For the first time, Business Sweden and Business Finland will be exhibiting in this Expo

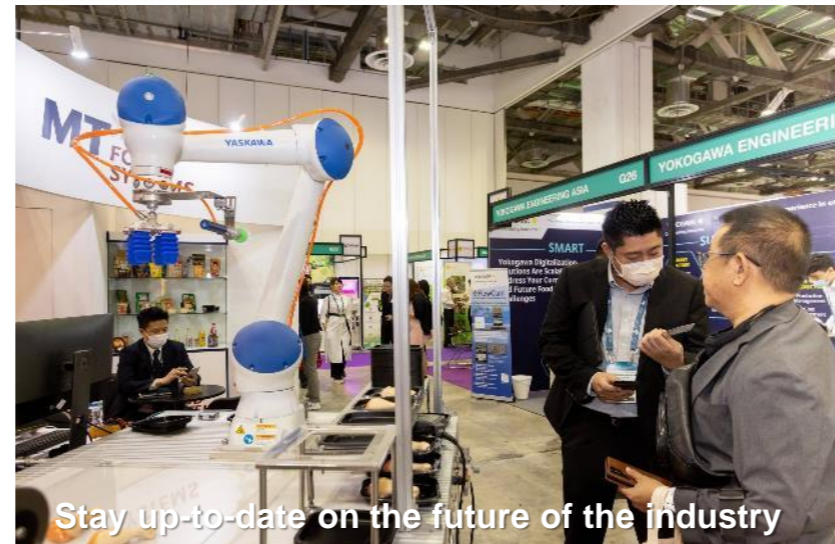
- After successfully organizing the delegation for three consecutive years, is confident participating companies are **ready to commercialise in Asia**
- Many expressed interest for **business matchmaking as the next step in their growth trajectory**
- Participating in this expo not only enhances their branding and market visibility but also serves as a catalyst



Attendees include government ministers



Open Mic sessions driving co-innovation and collaboration



Stay up-to-date on the future of the industry

Highlights from 2023

210 Exhibitors

24 Countries

Including ...



Having an exhibition will lead to positive branding, thought leadership, and lead generation

AGRI-FOOD TECH EXPO ASIA 2024 | Illustration for Enhance Booth

Option B

A customised **Sweden** and **Finland** booth will be created to brand and promote our positive collaboration

What is included?

- ✓ Accreditation across event platforms and marketing collaterals under part of “Tech Showcase”
- ✓ Ad in electronic event guide
- ✓ LinkedIn Post and Facebook Post
- ✓ Company / Product spotlight on eDM
- ✓ Booth visits by group delegates
- ✓ Product announcements
- ✓ Media Interviews
- ✓ Thought Leadership Session at the AFTEA Sandbox and Engagement
- ✓ Speaking session
- ✓ Networking sessions with buyers
- ✓ Speaker bio and profile of AFTEA website

Visualization of 18 sqm Enhance Booth

Visitors Locations:

- Malaysia
- Indonesia
- India
- Thailand
- Australia
- Vietnam
- Philippines
- China
- Taiwan
- South Korea

Targeted Profiles:

- Government Agencies
- Policy-makers and Regulators
- Multi-National Corporations
- R&D Innovation Centres
- Research Institutions
- International Think Tanks
- Venture Capitalists, Investors
- Accelerators and Incubators
- Innovative Start-ups and SMEs
- Agri-food Companies
- F&B Brand Owners and Manufacturers
- Food Retail Brands
- Importers and Exporters
- Wholesalers and Distributors
- Food establishments and service providers
- Farmers
- Trade Associations

The two tracks will coincide on Day 4 and Day 5

Tentative



Discovery Track

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Showcase Track

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	Lunch	Lunch	Lunch	Lunch	Lunch
12pm – 3pm	Meeting with Government Stakeholder	Expo Booth	Expo Booth	Local Startup / Company Visit	Business Networking with Earth Five Alliance (TBD)
				Local Startup / Company Visit	
3pm – 6pm	Prepare Expo Booth			Local Startup / Company Visit	End of delegation program
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PARTICIPATION FEE

REGISTRATION DEADLINE: 17 SEPTEMBER

	SMEs Discovery Track	LARGE COMPANIES Discovery Track	SMEs Showcase Track	LARGE COMPANIES Showcase Track
Price	2 200 EUR <i>per company</i>	4 400 EUR <i>per company</i>	3 100 EUR <i>per company</i>	6 200 EUR <i>per company</i>
Visit Expo	✓	✓	✓	✓
Booth Exhibition	✗	✗	✓	✓
Visit Summit	Tickets Sold Separately	Tickets Sold Separately	Tickets Sold Separately	Tickets Sold Separately
Conditions	Max 2 representative per company +900 EUR per additional participant added Price is not inclusive of VAT	Max 2 representative per company +900 EUR per participant added Price is not inclusive of VAT	Max 2 representative per company + 900 EUR per participant added Price is not inclusive of VAT	Max 2 representative per company + 900 EUR per participant added Price is not inclusive of VAT

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