

**INCITE**<sup>TM</sup>

**WELCOME**

**INCITE | F&B EXPORT DEVELOPMENT**

# Navigating the F&B Export Landscape

**COVID-19 IMPACT, INSIGHTS & OPPORTUNITIES**





## EMMA ROSS

INCITE GM + HEAD OF CLIENT  
DEVELOPMENT

WELCOME + THANK YOU TO OUR SPEAKERS &  
SUPPORTING PARTNERS



Department for  
International Trade

DENTONS RODYK

**UK-ASEAN**  
BUSINESS COUNCIL

**F|D|E|A**  
Food & Drink  
Exporters Association

British  
Chamber of Commerce  
SINGAPORE

## HOUSE KEEPING

- this event is being recorded and will be shared after the event
- you can submit a question any time during the event to be answered at the end of the presentation, by using the 'Chat with Host' function in your panel





# EMMA ROSS

**INCITE GM + HEAD OF CLIENT  
DEVELOPMENT**

## Overview

- Welcome, Poll & Incite Introduction / Emma Ross
- DIT / Juliette Cattell
- Incite Survey Results & Developing Export Markets during Covid-19 / Cameron Gordon
- Dentons / Sivi Sivanesan
- Q&A / Emma Ross



# POLL

# INCITE™

## What we do

We are a food and beverage export development agency specialising in high growth Asia Pacific markets.

## Where we operate

Singapore, Malaysia, Indonesia, The Philippines, Thailand, Vietnam, Hong Kong, Taiwan, South Korea, Australia & New Zealand.

10 years of launching F&B brands into the region.





# DIT Presentation

**UK Government Support for  
International Trade**

**Juliette Cattell  
International Trade Adviser  
DIT London Trade Team**



Department for  
International Trade

**BUSINESS  
IS  
GREAT**  
BRITAIN & NORTHERN IRELAND





# DIT's Global Presence

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- DIT has more than 1,300 staff in over 100 overseas markets
- DIT has around 400 International Trade Advisers and other staff working locally with UK businesses
- DIT sector teams provide expertise in specific market segments such as Automotive, Digital, Aerospace, Healthcare, Education, Financial Services, Food and Drink, Retail etc.
- DIT teams support UK businesses to identifying and exploit business opportunities around the world;

DIT has more than

**1,300**

staff in over

**100**

overseas markets



# The DIT Trade Services portfolio

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- Tradeshaw Access Programme (TAP)
  - Trade Missions
  - Export Opportunities
  - Market Research
  - Digital and E-Trading Support
  - Overseas Market Introduction Service (OMIS)
  - Networking and Meet the Buyer Events
  - Training, Master Classes, Webinars
  - Online Support
- [www.great.gov.uk](http://www.great.gov.uk)





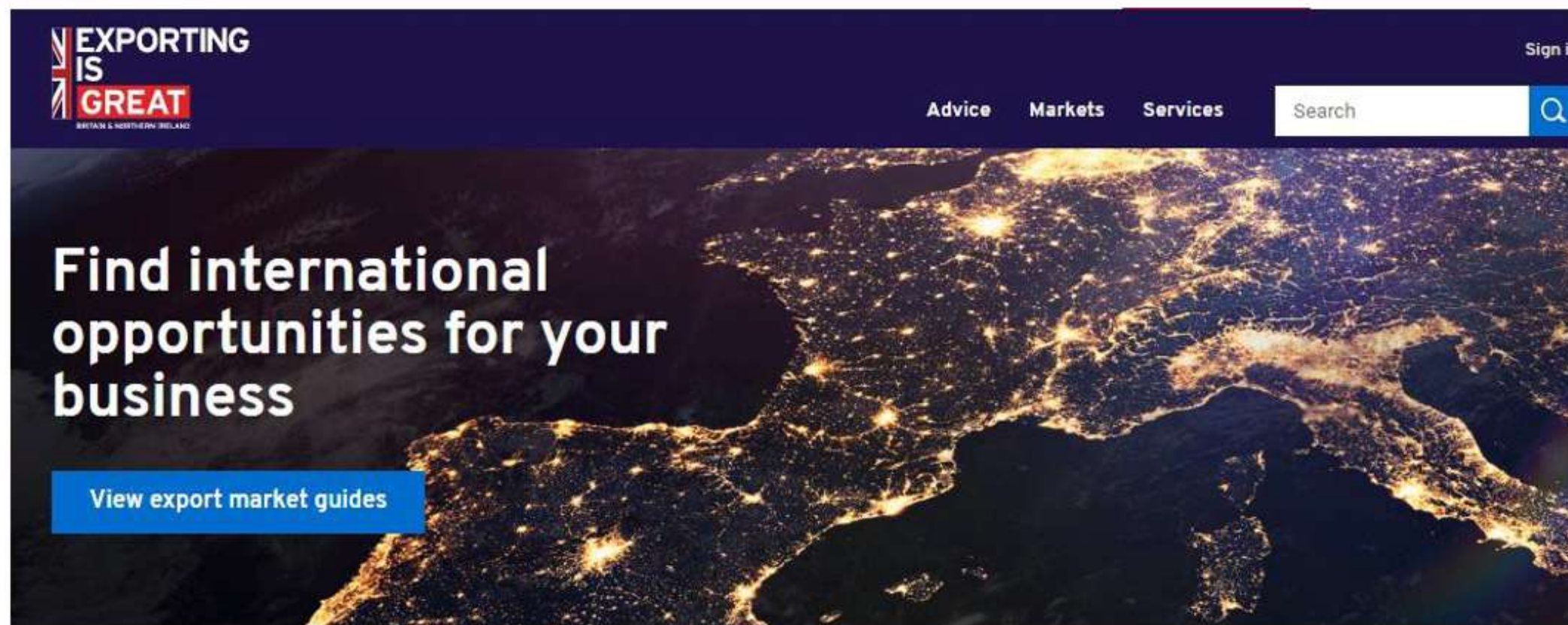
# ASEAN – Key Statistics

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- Population – 650 million (58% aged under 35 years)
- Combined GDP of \$2.8 trillion
- \$3.4 trillion in global trade transits through ASEAN each year
- 3<sup>rd</sup> fastest-growing Indo-Pacific economy after China and India
- World's 3<sup>rd</sup> largest labour force
- Expected to be World's 4<sup>th</sup> largest economy by 2050







## How the Department for International Trade helps



Advice

[Read advice for exporters](#)

Access expert advice on how to successfully expand your business overseas.

GOV.UK

[Your business and COVID-19](#)

How to access support measures made available to UK businesses and employees

Advice

[Contact an international trade adviser](#)

Get in touch with your local trade office for advice from an international trade adviser.



# Food & Drink Sector Resources

## England's Finest



**ENGLAND'S  
FINEST** FOOD & DRINK  
BUYERS NETWORK

About Network Preview Get Started [Log In](#)

**Discover a real-time marketplace for international buyers to connect with the very best suppliers in the UK.**

*England's Finest is a free, fast and simple way to connect with international buyers and UK sellers.*

[Get Started Today](#)



# Contacts

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## London & South East International Trade Team

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E: [export@tradelondon.org.uk](mailto:export@tradelondon.org.uk)  
W: [www.gov.uk/dit](http://www.gov.uk/dit)





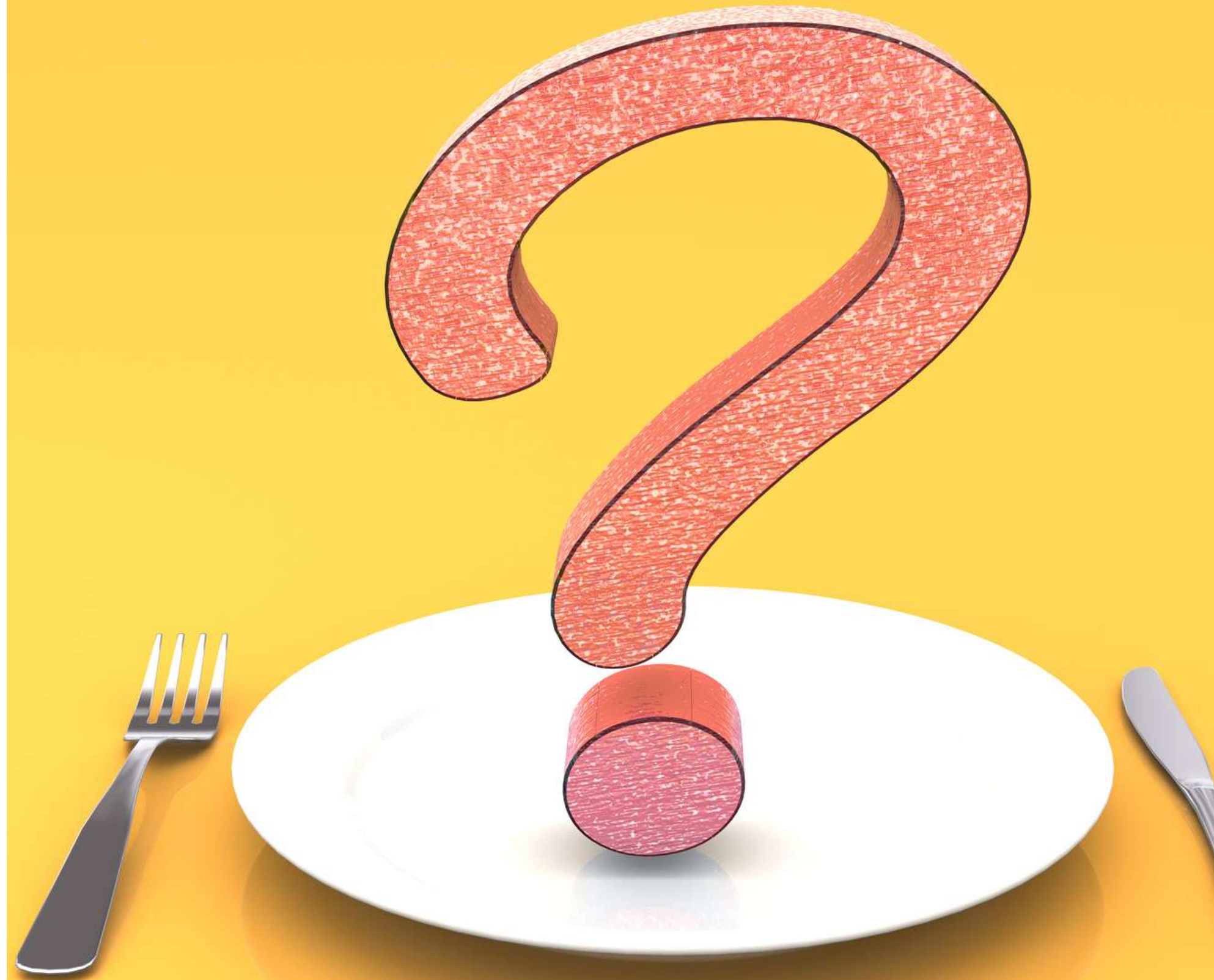
Department for  
International Trade

 EXPORTING  
IS  
**GREAT**  
BRITAIN & NORTHERN IRELAND



## SURVEY RESULTS

Last month we surveyed over 900+ food and drink importers & distributors in our Asia network.



# INTRODUCING

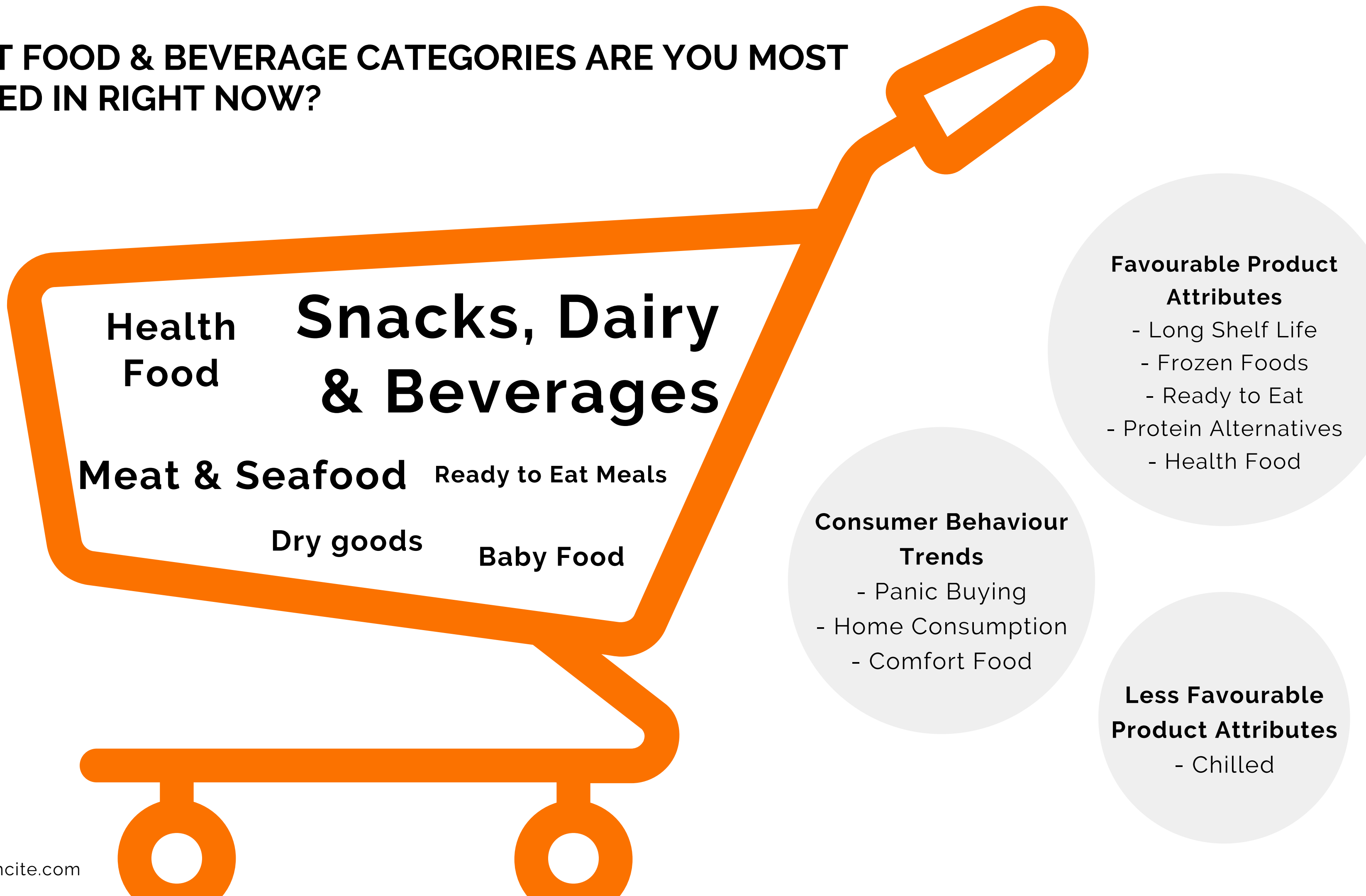


## CAMERON GORDON

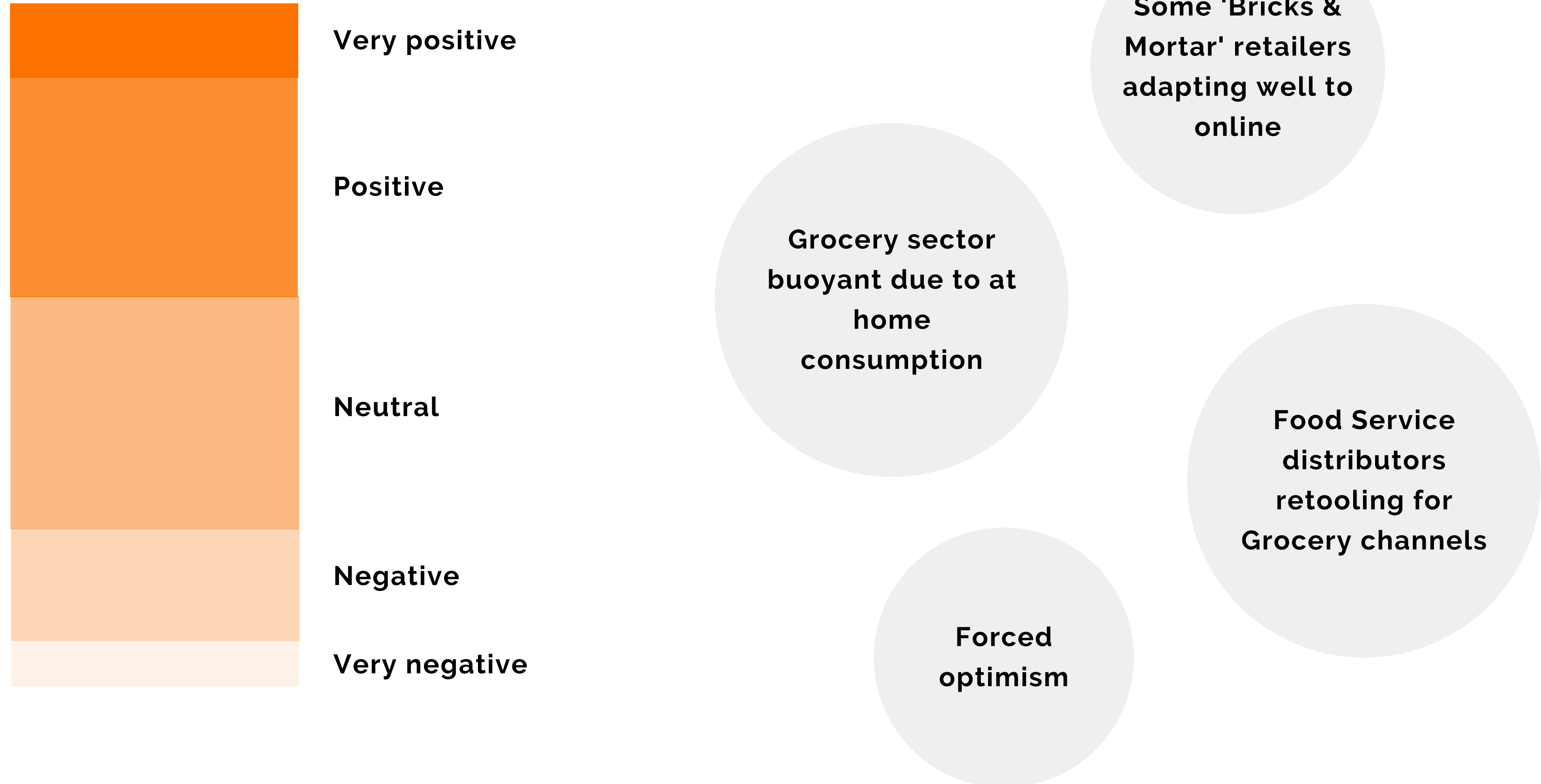
**FOUNDING PARTNER + HEAD OF  
CLIENT GROWTH AT INCITE**



# Q1 - WHAT FOOD & BEVERAGE CATEGORIES ARE YOU MOST INTERESTED IN RIGHT NOW?



## Q2 - WHAT IS YOUR OUTLOOK FOR THE REMAINDER OF 2020?





# Q3 - IS YOUR BUSINESS STILL REVIEWING NEW DISTRIBUTION OPPORTUNITIES DURING COVID-19?

**96.8%**

Said Yes!

**3.2%**

Said No

# Q4 - HOW HAS YOUR BUSINESS BEEN AFFECTED BY THE DISRUPTIONS CAUSED BY COVID-19?

## POSITIVE RESULT OF CHANGE

- Working from Home
- Taking on New Distribution Opportunities





# Working from home

Where relationships are already in place, communication has easily migrated over to Zoom & WhatsApp in lieu of traditional face to face meetings

**Positively Affected**  
**13.1%**

**Very Disruptive**  
**13.1%**

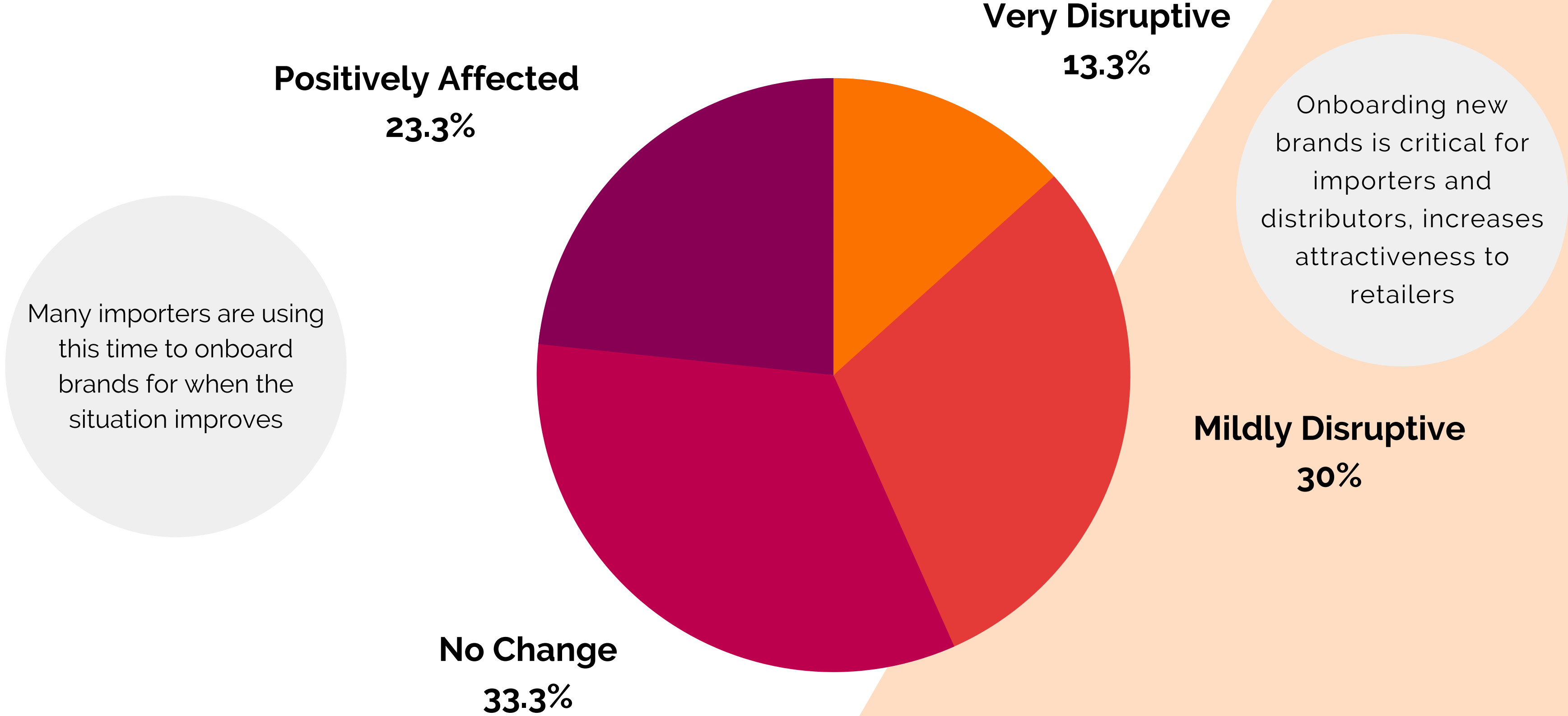
Working from home can delay importer decision making due to 'chain of command' processes for project approvals

**No Change**  
**33.3%**

**Mildly Disruptive**  
**40.4%**



# Taking on new distribution opportunities





# Q4 - HOW HAS YOUR BUSINESS BEEN AFFECTED BY THE DISRUPTIONS CAUSED BY COVID-19?

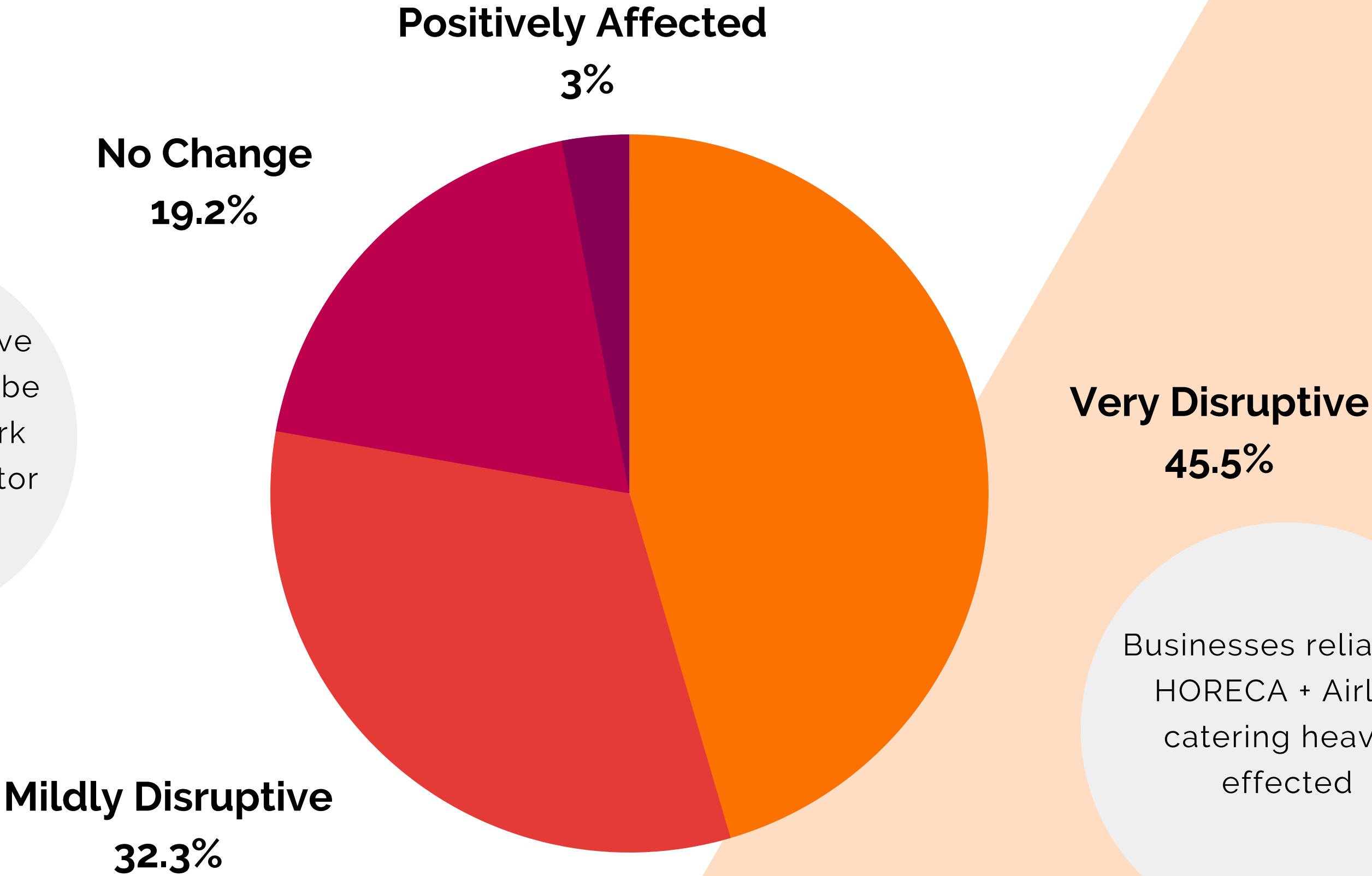
## CHALLENGES

- Food Service Downturn
- High Freight Cost
- Supply Chain Disruptions
- Payment Delays



# Food Service Sector

Distributors have been forced to be creative to work around the sector challenges

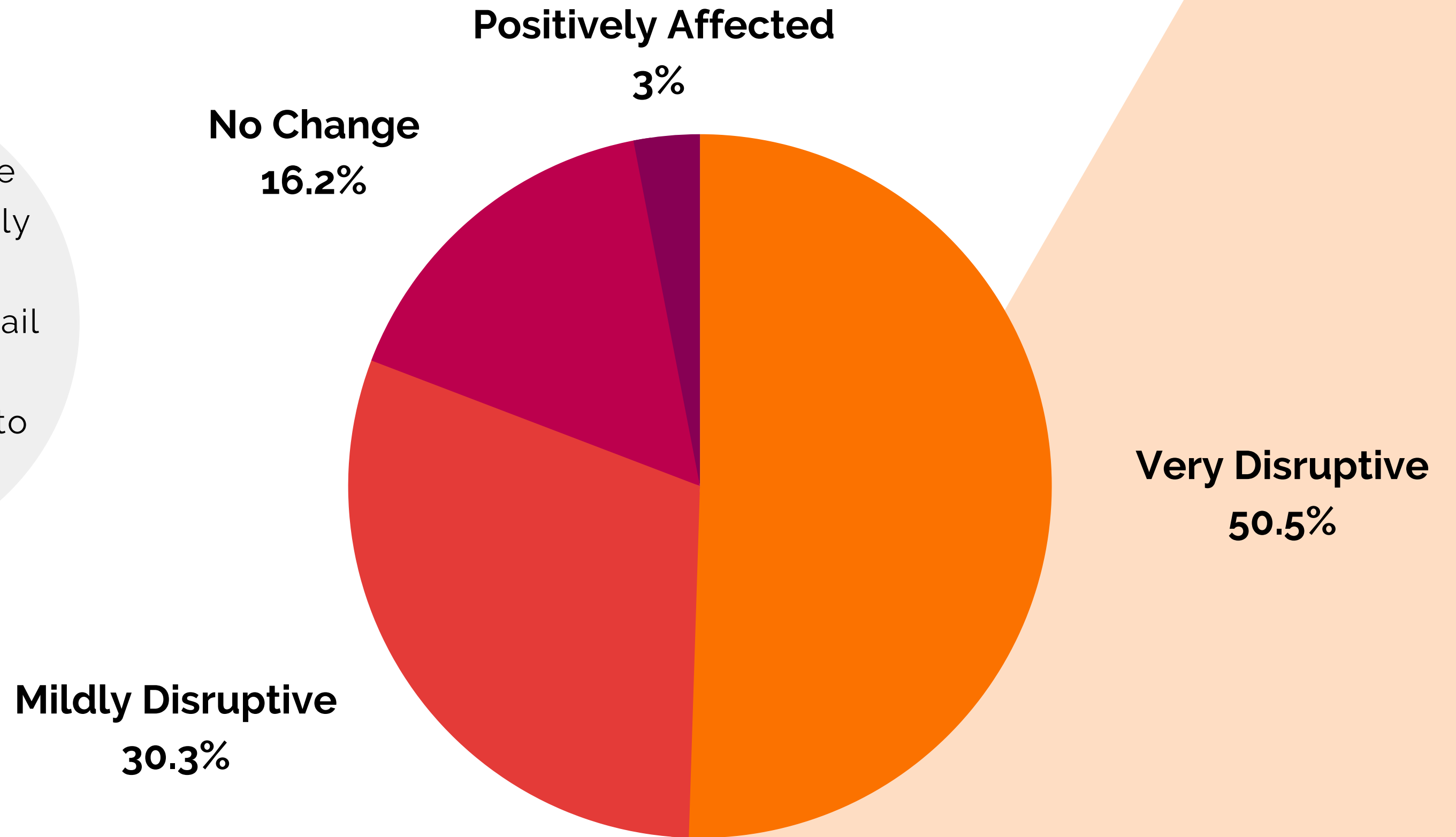


Businesses reliant on HORECA + Airline catering heavily effected

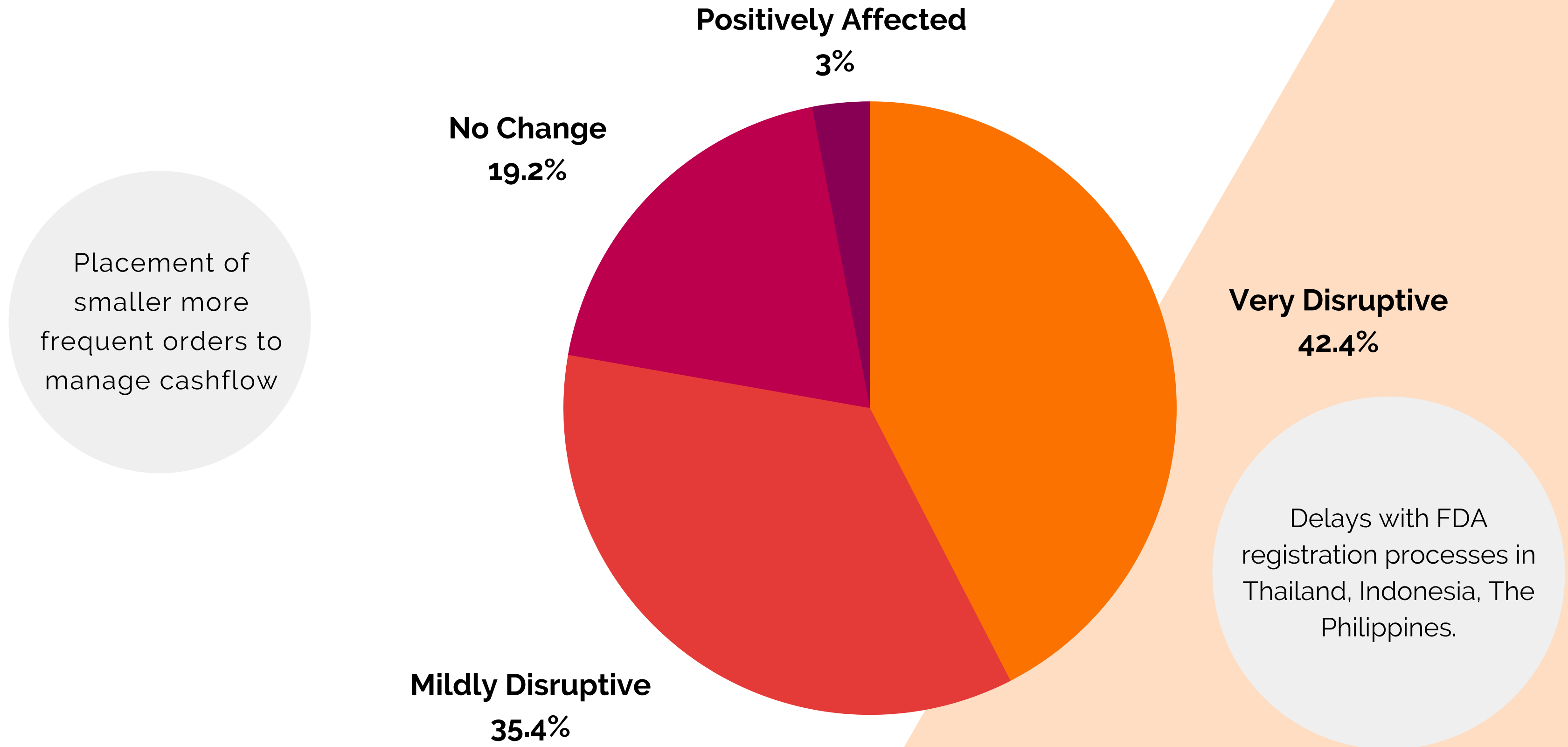


# High Freight Costs

Airfreight costs have increased significantly - retailers are not budging on lifting retail pricing, chilled business expensive to run for distributors.

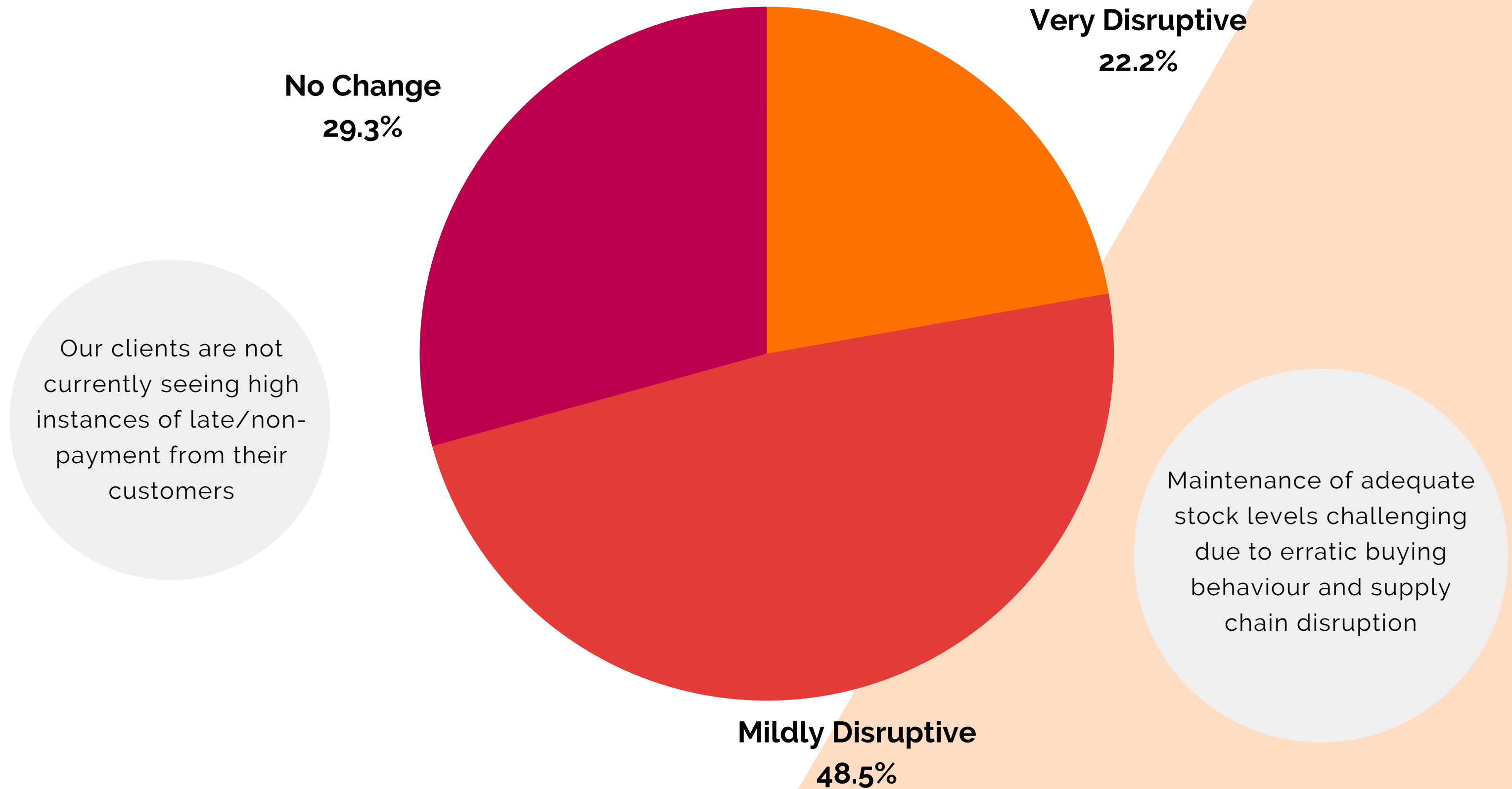


# Delays with supply chain & ordering





# Delay or non-payment from customers



# Q5 - WHAT KIND OF SUPPORT IS MOST USEFUL FROM YOUR PRINCIPAL'S RIGHT NOW?

36%

Marketing Support

30%

Extended Payment Terms

26%

New Product Development

8%

More Regular Communication

Many distributors do not have strong marketing capability and providing local digital marketing support is becoming the expectation from retailers.

We are seeing credit insurers tightening up, even for existing customers



## Q6 - CAN YOU SHARE ANY POSITIVE TRENDS YOU SEE HAPPENING IN THE F&B SECTOR?

**Increase in food and beverage online and delivery services**

**Healthier options are in demand**

**Consumption of at home Ready to Eat meals growing**

**Push for innovation in new products - stand out amongst noise**





# COVID-19

## What is moving?

- Importers and distributors continue to onboard new brands
- Speed of 'yes/no' decision making is faster than ever
- Presenting well thought out, locally tailored pitch is critical
- Do the work for your target distributors to make the decision a no brainer

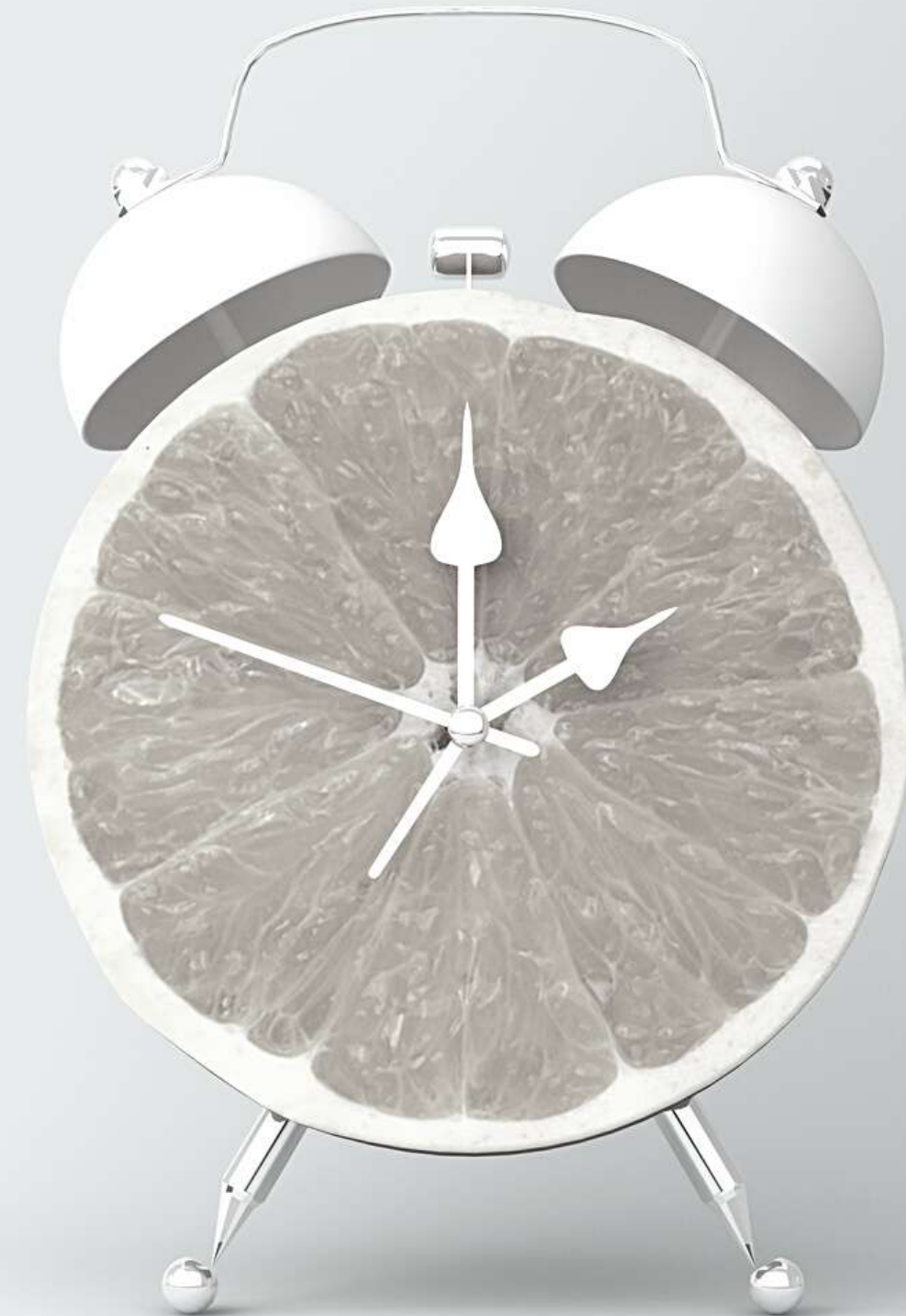




# COVID-19

## Where are the road blocks?

- Retailers are taking longer to review and approve new listings
- It's critical to show how the business will be supported (A&P plan)
- Digital marketing support is becoming an expectation from retailers
- Delay with regulatory processes





# COVID-19 Strategies for fast tracking?

Show target distributors:

1. Your in-market category composition - do homework for them
2. Where you will sit in category
3. You understand target sales channels and investment required (retailer listing fees and A&P requirements)
4. You will invest



# How to enter the market

Working through a deliberate process gives you the best chance of a successful launch and sales growth over the longterm

## STRATEGY

1. Target sales channels
2. Required investment
3. Category analysis
4. Establishing target RRP

## ENGAGEMENT

1. Identify target distribution partners
2. Pitch
3. Short list
4. Sampling
5. Bring in distribution plans
6. Appoint distributor

## SUPPORT

1. Retailer listings
2. Roll out of distribution plan
3. Marketing activations

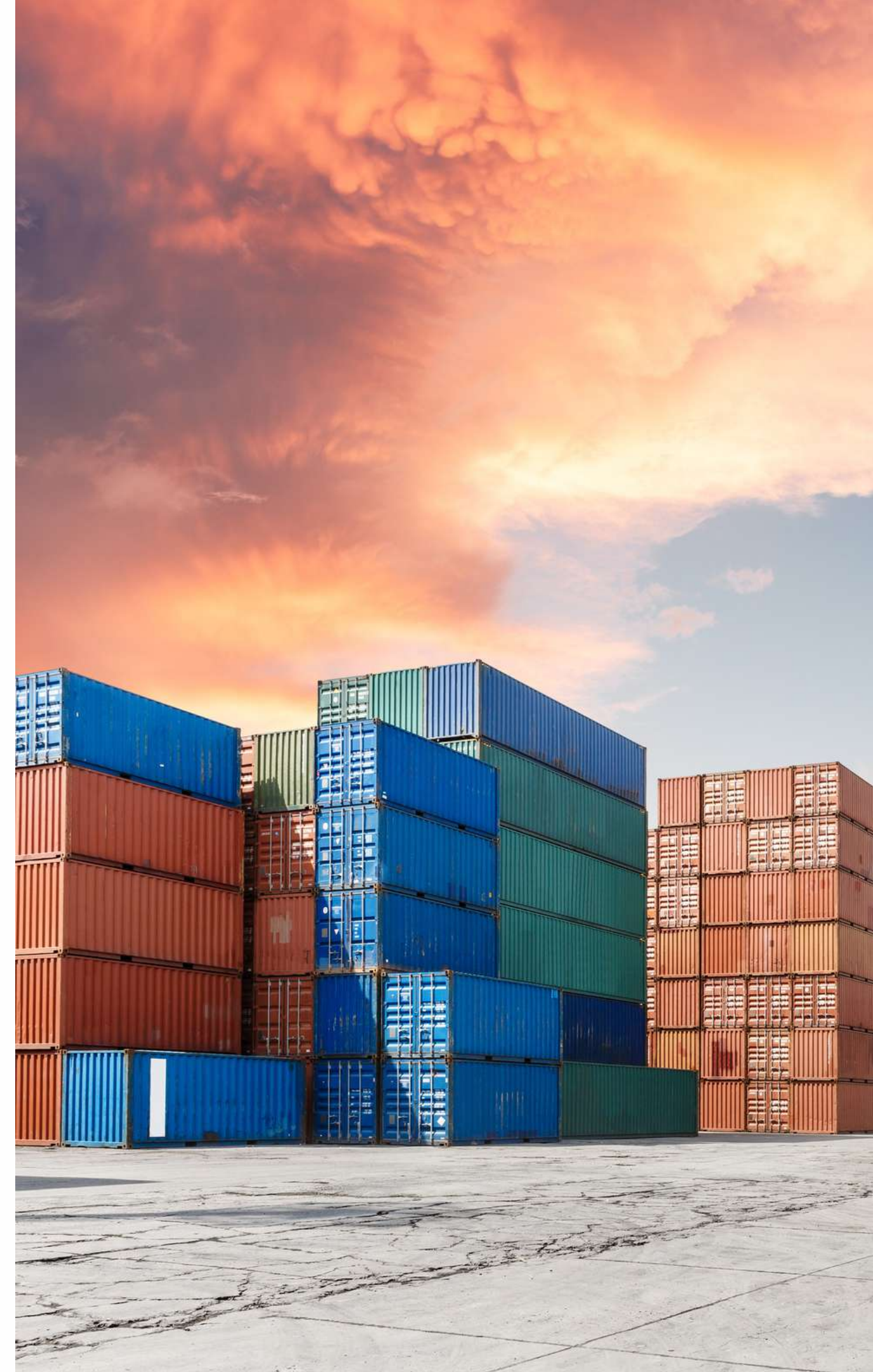




Bringing together Executives of established UK food and drink brands exporting to ASEAN markets to share strategies and insights about commercial trade in a roundtable format.

[www.exportincite.com/exporters-forum](http://www.exportincite.com/exporters-forum)

- Monthly 60 minute Virtual Roundtable Meetings
- Each meeting will focus on export related issues in individual ASEAN countries
- Access to a closed discussion panel with other Members
- Chaired by Cameron Gordon, Incite Founding Partner + Head of Client Growth
- This initiative is supported by Incite and the FDEA (Food and Drink Exporters Association).



# **Incite Webinar 8<sup>th</sup> October 2020**

## **Navigating the Food and Drink Export Landscape in Asia**

8 October 2020

Presented by  
S. Sivanesan and Catherine Lee  
Senior Partners  
Dentons Rodyk & Davidson LLP



## Life in Singapore in the New Normal: COVID-19

- **Circuit Breaker beginning 7 April 2020**
  - Restaurants, hawker centres, coffee shops, food courts and other food and beverage (**F&B**) outlets opened only for takeaway or delivery
    - Resulting in fewer to no visits to these places
  - Food suppliers, including manufacturers, caterers, importers and traders, and food logistics, cold stores / warehouses, supermarkets, convenience stores, wholesale markets and wet markets remained open
- **Phase One: Safe Re-opening beginning 2 June 2020**
  - Dining-in at F&B premises continued to be disallowed
  - F&B outlets in parks as well as standalone outlets selling predominantly beverages were to remain closed






## Life in Singapore in the New Normal: COVID-19

- **Phase Two: Safe Transition beginning 19 June 2020**
  - F&B establishments allowed for dine-in services
  - Re-opening of F&B establishments selling predominantly beverages
  - Sale and consumption of alcohol prohibited after 10.30 p.m.
- **Safe Management Measures**
  - **Table and seating management**
    - Each table / group limited to 5 or fewer persons
  - **Queue management**
    - To clearly demarcate queue lines, ensure at least one-metre spacing between customers at areas such as entrances and counters
  - **Crowd management**
    - At least one-metre safe distancing between groups
  - **Contact tracing**
    - SafeEntry



## Life in Singapore in the New Normal: COVID-19

- **Circuit Breaker**  **Phase One**  **Phase Two**  **Phase Three?**
  - Resumption of dine-in services resulting in more visits to F&B establishments
- **Yet we see a heightened demand for online grocery and food delivery as people exercise caution and remain indoor to reduce exposure**
  - Increased use and improvement of technology by F&B establishments – e.g. mobile application allowing customers to make orders, launching of online stores or e-shops and ordering platforms etc.
    - Easy and quick manoeuvre, more payment methods
- **Education and assistance for elderly**
  - Most elderly consumers still prefer to visit supermarkets
  - Senior hawkers struggling with incorporating technology into their businesses
- **Logistics service providers experiencing high volumes struggling to cope**
  - Delays in delivery, shortage of personnel and vehicles
- **Default in deliveries and acceptances**
  - Possible breaches of contracts, force majeure etc.



## Life in Singapore in the New Normal: COVID-19 Opportunities

- New opportunities for **more non-premium brands** to enter Asian markets
  - As COVID-19 has led to most consumers having less income
- New opportunities for **more premium brands** to enter Asian markets
  - Consumers with expendable income and able to spend on “better” items
- Grasping the new opportunities during the challenging period
  - The importance of tech platforms, use of food ordering apps, payment apps, logistics enhancements, online advertising
- Provide for COVID-19 disruptions in contracts
  - Resolutions instead of dispute?

## Life in Singapore in the New Normal: COVID-19

### Change in Consumer Habits and Consumer Trends in the past 6 months in Singapore

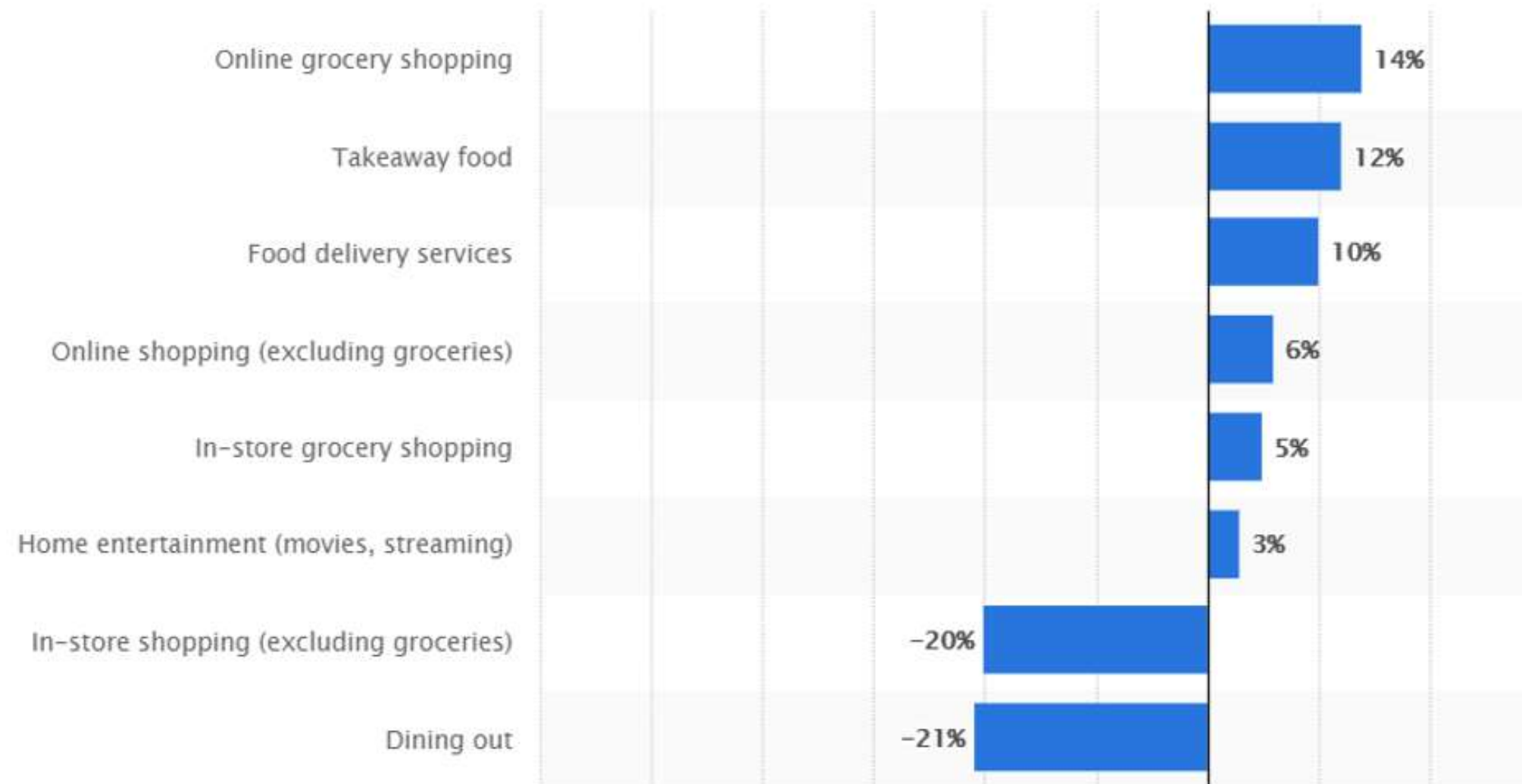
- Increase in online grocery shipping and food delivery services brought about by restrictions on social gatherings to contain the spread of COVID-19 in Singapore
- Convenience and accessibility to products online have also converted many offline shoppers to online – trend is unlikely to return to pre-COVID status
- Consumers cooking or eating more often at home now, allowing for more family time and interaction with loved ones living under the same roof

Website: <https://www.nielsen.com/sg/en/press-releases/2020/covid-19-new-norm-consumers-behaviour-press-release/>



# Life in Singapore in the New Normal: COVID-19

## Statistics



Website: <https://www.statista.com/statistics/1106263/singapore-covid-19-induced-change-in-consumption-habits/>

# Life in Singapore in the New Normal: COVID-19

## Successful Brands in Singapore

- **NTUC FairPrice**

- Investing in its Omnichannel Strategy, with a revamped e-commerce offering and an automated online fulfilment system
- Piloted its first completely omnichannel programme “Scan-and-Go”

- **Sin Mui Heng Food Industries**

- Quick to realise that key source of revenue during the pandemic would come from direct consumers rather than restaurants and hotels
- Swiftly re-deployed production resources to drive retail products and expand their range of supermarket offerings – direct factory sales, work-from-home dim sum packages

- **Three Buns by Potato Head**

- Established a new kitchen in Orchard in June so as to serve delivery customers in the area faster
- On various food delivery platforms – Deliveroo, Oddle, Foodpanda and GrabFood
- Flexible in adapting business model and improving features on website



# Life in Singapore in the New Normal: COVID-19

## Strategies Moving Forward

- Embark on a digital business transformation
  - Adoption of e-payments, e-invoicing
  - Online food delivery and e-commerce services, and virtual events
- Undertaking digital marketing tools
  - Marketing to consumers via Facebook, Instagram etc.
- Enhancing online and after-sales services
  - As opposed to organic store expansion
- Strengthen convenience value

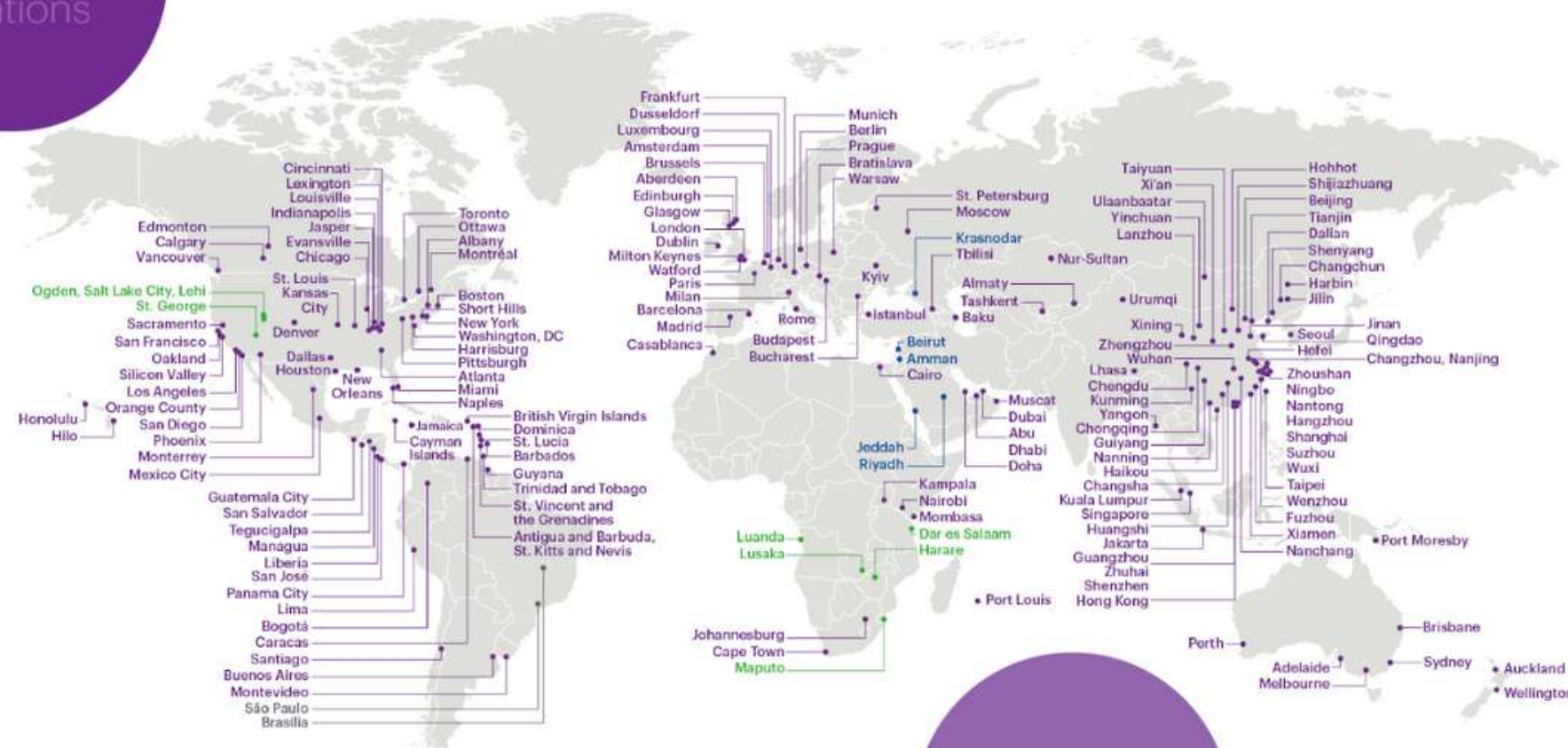


**10,000 Lawyers**



# Dentons by the numbers 2020

**189**  
locations



Locations in purple represent Dentons offices.  
 Locations in blue represent associate firms, offices and special alliances.  
 Locations in green represent proposed combinations that have not yet been formalized.  
 Locations in gray represent Brazil Strategic Alliance.

**77**  
countries

**80+**  
languages spoken

**US\$48,600,000+**  
value of pro bono and volunteer work

\*FIGURES REFLECT COMBINATIONS PROPOSED IN 2019-2020.

## Lawyer numbers



**10,500+**  
Total number of lawyers

**14,000+**  
All timekeepers

**19,000+**  
Total number of people



**700+**  
Chambers rated lawyers

**90+**  
Lexpert rated lawyers

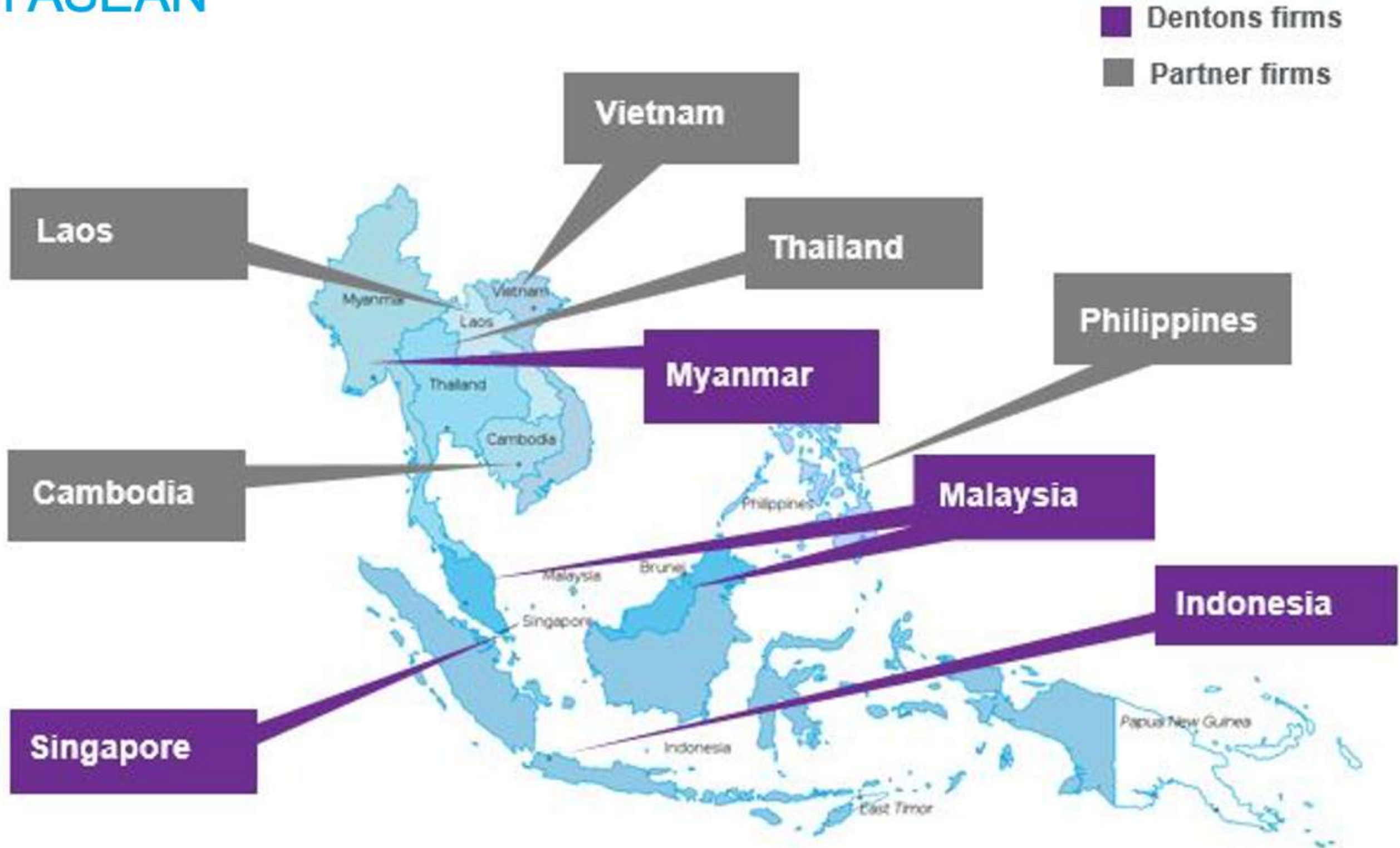
## Lawyers by locations

AFRICA	120+
AUSTRALASIA	400+
CANADA	500+
CENTRAL ASIA	45+
CENTRAL AND EASTERN EUROPE	420+
CHINA	5,900+
EUROPE	1,240+
HONG KONG	20+
LATIN AMERICA AND THE CARRIBBEAN	400+
MIDDLE EAST	80+
RUSSIA, CIS AND THE CAUCASUS	150+
ASEAN	270+
UNITED KINGDOM	550+
UNITED STATES	1,300+



# Regional Overview

## Dentons in ASEAN





# Awards & Rankings

Our lawyers and practices are highly ranked by the following directories:

*"The firm has a large network across the world and is able to deliver a high standard of legal services in many jurisdictions."*

**- Chambers & Partners**



*"They are a fantastic firm to work with on all fronts – highly recommended!"*

**- Chambers & Partners**

## Key Contacts



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**QUESTIONS?**





Early bird offer



E-Goodie Bag

**THANK YOU!**

**Let's talk:**

Incite | Food & Drink Export Development

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[www.exportincite.com](http://www.exportincite.com)

