

Thai company to export chilled poultry under S-Pure brand to Singapore

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Dr. Sorravis Thaneto, Director-general of the Department of Livestock Development says that "The Department of Livestock Development (DLD) has responsibilities to regulate and monitor livestock production chain for export. The DLD closely collaborates with food business operators to ensure that Thailand's livestock products comply with international standards. In 2020, Thailand exported poultry products around 946,868 tons (exported value was around 110,260 million baht). 41% of exported poultry products were chilled and frozen chicken meat. The main importers are Japan, Mainland China, the European Union, and Singapore.

Mr. Vasiit Taepaisitphongse, Chief Executive Officer and President of Betagro Group mentioned that "Singapore is the country with strict import regulations to ensure safety and quality of all merchandise. Being the first Thai entrepreneur to export chilled poultry to Singapore, we would like to thank you the cooperation of Thai government agencies under the lead of Department of Livestock Development, Ministry of Agriculture and Co-operatives together with Singapore government

agencies, such as Enterprise Singapore (ESG), Singapore Food Agency (SFA) and Thai private sector to support and drive Thai entrepreneur to have the chance to show our potential to global market."

Mr. Kevin Cheok, Ambassador of the Republic of Singapore to Thailand says "I am pleased to welcome Betagro as the first Thai importer of chilled poultry into Singapore. Betagro worked closely with the Thai Department of Livestock Development and the Singapore Food Agency to ensure that these products meet Singapore's import requirements. Betagro also collaborated with Enterprise Singapore to bring these products to market in Singapore. This will give Singapore consumers more choice when it comes to selecting quality proteins for their meals. Thailand is one of the largest food exporting countries in the world, with a bevy of successful food companies. Singapore looks forward to continuing our engagement with these Thai companies to explore possibilities for more food imports. There are also opportunities for collaboration in other areas like food innovation and R&D. We look forward to deepening agri-food cooperation with our Thai partners."