

Landing pad programme for Singaporean food startups seeking Mainland China market entry

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Brinc, a leading venture accelerator with a global sustainability mandate; and Enterprise Singapore (EnterpriseSG), a Singapore government agency championing enterprise development, are launching the Food Technology Programme to provide the tools, expertise, and commercial network necessary to help Singapore-based food technology startups successfully enter the mainland China market.

The Programme is under EnterpriseSG's Global Innovation Alliance (GIA) initiative in China, which partners with accelerators in major innovation hubs to connect Singaporean startups with overseas business and technology communities.

The Programme is specifically designed for startups that have a focus on plant-based meat or dairy, novel ingredients, nutraceuticals or food as medicine, food safety, shelf life stability, or sustainable packaging. These commercially-ready food technology startups will receive support through a combination of educational content, network access, and advisory services.

Delivered virtually, the Programme will be run on a rolling basis, with startups participating in cohorts of two-to-three per intake to allow for hands-on, tailored support. Applications for the Programme are now open, with the first cohort expected to start in May 2023.

Over 12 weeks, participants will be able to leverage Brinc and EnterpriseSG's extensive networks in the food technology industry, meeting potential commercial partners including mainland China-based food brands, hospitality groups, restaurants, and grocery stores.