

The new Asia Pacific Market Entry Program will support Canadian plant-based ingredient and food companies in preparing their products for launch in Singapore and across the broader Asia-Pacific region. The program will accelerate market entry by offering tailored market insights, product development and formulation support, and access to Nura's state-of-the-art facilities and network of commercialisation partners.

Nurasa plays a pivotal role in the program's implementation, offering technical and product development capabilities alongside deep regional market knowledge and access to a growing commercial network across Asia. As a strategic partner, Nurasa will support participating companies in localising their offerings, navigating regulatory requirements, and testing market-fit in Singapore and beyond.