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European dairy exports from Ireland to Asia top â?¬440Mn in 2024

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Building on the success of the European dairy exports from Ireland to Asia, which exceeded â?¬440 million in 2024, the European Union and Ireland launched the â??European Dairy â?? Ireland, Where Nature Meets Scienceâ? campaign. This â?¬3.2 million co-funded investment aims to strengthen Asiaâ??s nutrition pipeline and foster long-term trade partnerships. Positioning Singapore as the regional hub, the three-year project, running until 2028, will focus on building supply resilience and driving new partnerships across Singapore, China, and Vietnam.

Singapore stands at the heart of Asiaâ??s food innovation and trade ecosystem. Its world-class safety standards, research infrastructure, and regional influence empower European dairy to meet Asiaâ??s demand for sustainable, traceable, and science-driven ingredients in a volatile global market.

Sarah McGrath, Ambassador of Ireland to Singapore, said, â??This campaign is a symbol of Irelandâ??s commitment to strengthening the bridges between Europe and Asia. By launching in Singapore, we are reinforcing not only a vital trade relationship but also our shared commitment to innovation, research, and sustainable development in the food sector. Irelandâ??s expertise in science-driven agriculture, combined with Asiaâ??s leadership in food innovation, creates an opportunity to deepen trust and collaboration across sectors. This initiative reflects the spirit of partnership that will define the future of our cultural and economic ties.â?•

Driving this mission isÂ Bord BiaÂ - the Irish Food Board, which champions the national and international growth of Irelandâ??s food, drink, and horticulture sectors. With a strategic network of offices across Europe, the Middle East, Africa, the United States, and Asia (including Singapore, Shanghai, and Tokyo), Bord Bia connects European producers from Ireland

with priority partners in these key markets, thereby strengthening trade links and fostering long-term collaboration.

Lisa Phelan, Director for Southeast Asia and Australia and New Zealand at Bord Bia, explained, "Irelandâ??s grass-fed, sustainably produced dairy, supported by Origin Green, our pioneering national food and drink sustainability programme, brings provenance, quality, and science-driven innovation - but we cannot achieve impact alone. By collaborating with Singapore, which combines technological expertise, research capabilities, and regional market knowledge, we can secure Asiaâ??s nutrition future with dairy that is trusted, traceable, and future-ready. This campaign exemplifies how Europeâ??s strengths and Asiaâ??s innovation ecosystem can come together to drive sustainable, long-term food solutions."