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Prepared By: Alice Kwek

Approved By: Katherine McBride

Report Highlights:

Singapore's foodservice industry remains dynamic and resilient despite high costs and intense competition, driven by strong consumer demand, tourism recovery, and rapid digital adoption. Delivery platforms, automation, and cashless payments are now essential, while health, sustainability, and experiential dining shape consumer preferences. With continued government support and growing demand for international and affordable premium concepts, the sector is well positioned for continued growth.

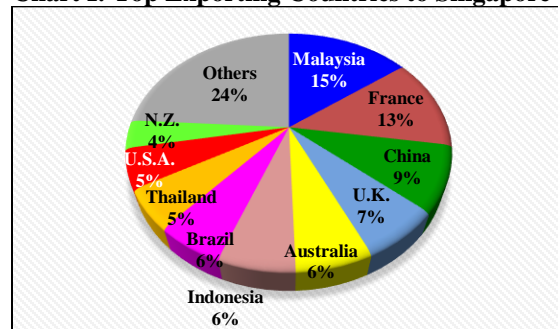
Executive Summary

Singapore's highly import dependent, multi-billion-dollar food industry is driven by robust consumer spending, high disposable incomes, and intense urbanization. The country's trade and regulatory policies are focused on ensuring a consistent foreign supply of safe, high-quality food and agricultural products.

Imports of U.S. Consumer-Oriented Products

In 2024, Singapore imported \$589 million of U.S. Consumer-Oriented products. Top U.S. products in the market include dairy, beef, fresh fruit, processed vegetables, tree nuts, and poultry.

Chart I: Top Exporting Countries to Singapore



Source: Trade Data Monitor (TDM)

Retail Foods Industry

Singapore's retail foods sector is highly developed and very competitive, with total sales of \$12 billion USD in 2024. Three key players dominate the sector: NTUC Fair Price Cooperative, Dairy Farm International Holdings, and Sheng Siong Supermarket Chain.

Food Processing Industry

The Singaporean food processing industry is relatively small. Most raw materials for food processing are imported into Singapore due to its limited land, natural resources, livestock, and agricultural production. Top prospective U.S. food processing ingredient products for the Singapore market include dairy, vegetable oils, processed vegetables, tree nuts, beef, and pork products.

Food Service Industry

Singapore has a highly developed and competitive hotel, restaurant, and institutional (HRI) sector. The country hosted 16.5 million visitors in 2024, with revenue spending at \$23 billion USD. Tourism has resumed along with major summits, exclusive concerts, and an upswing in domestic patronage. The HRI sector is forecast to grow significantly in 2025.

Quick Facts CY 2024

Imports of Consumer-Oriented Products \$11.1 billion.

Top 10 Growth Products in Singapore

- 1) Dairy Products
- 2) Food Preparations
- 3) Bakery Goods, Cereals & Pasta
- 4) Fresh Fruit
- 5) Poultry Meat & Products
- 6) Chocolate & Cocoa Products
- 7) Non-Alcoholic Bev.
- 8) Beef & Beef Products
- 9) Processed Vegetables
- 10) Tree Nuts

Food Industry by Channels (U.S. billion)

Retail Food Industry	\$12
Food Service-HRI	\$10
Food Processing*	\$9
Food and Agriculture Exports	\$15

*Primarily soda ingredient manufacturing.

Top Singapore Retailers (by sales)

NTUC Cooperative
Dairy Farm Group
Sheng Siong Supermarket Chain

GDP/Population

Population (millions): 6 million

GDP (billions USD): 547.4

GDP per capita (USD): 90,689

Sources: www.singstat.gov, Trade Data Monitor, World Bank, Euromonitor

U.S. Exporter Opportunities and Challenges

Opportunities	Weaknesses
<ul style="list-style-type: none"> -The growing Singaporean Retail, Food Processing, and HRI sectors depend highly on a broad range of imported food products and ingredients. - High disposable incomes drive demand for premium products. - Singapore as a hub for Southeast Asian logistics and innovation. It is a trendsetter and an ideal launch pad for food and beverage concepts. 	<ul style="list-style-type: none"> - Singapore's market landscape is characterized by intense competition and notable price sensitivity, especially for certain product segments. -China and other regional suppliers have gained significant market share.
Opportunities	Threats
<ul style="list-style-type: none"> -U.S. food and agricultural products are trusted and perceived as of high quality. -Top U.S. brands are popular and in strong demand. 	<ul style="list-style-type: none"> -Many U.S. exporters are unfamiliar with the market and are sometimes unable to meet specific requirements and order sizes. -Time commitment for brand building can be significant.

Section I: Market Summary

Singapore's foodservice industry remains highly dynamic, competitive and diverse, comprising 30,000 retail food establishments (excluding hawker stalls) nationwide. The food service industry includes hotels, full-service and limited-service restaurants, casual dining, fast food outlets and local food stalls. The sector continues to face challenges of high operating costs – rent, labor and ingredient inflation amid global supply chain disruptions, the impact of tariffs, and the geopolitical and economic climate. Despite persistent structural pressures, the market continues to expand. In 2024, the industry saw 3,357 new openings and 3,047 closures, all of which failed to reach a 5-year span (*source: Straits Times*). According to industry analysts, total sales in consumer foodservices in 2024 were valued at \$13 billion USD with estimated total sales for 2025 valued at \$29 billion. The long-term outlook for 2026-2030 projected compound annual growth rate (CAGR) of 16.5 percent is driven by tourism recovery, higher disposable incomes, international food and beverage entrants, and new dining formats and digital innovations.

Current Sector Trends

- Digitalization has significantly influenced the growth of Singapore's foodservice industry:
 - Online ordering and delivery services have become essential for foodservice operators. The trend is strong in urban areas with high population density where consumers have access to all cuisines in the comfort of their homes.
 - Time-strapped consumers are turning to delivery and takeaway options on digital platforms such as Deliveroo (recently acquired by DoorDash), Food Panda, and Grab Food. Singaporeans are also opting for fast and convenient food choices.
 - Health and Wellness: digitalization has enabled foodservice operators to adapt their offerings to meet growing consumer demand for health and wellness, incorporating wellness-focused products and services into menus that can be effectively promoted via digital channels.
 - The adoption of fintech solutions has allowed foodservice operators to enhance customer satisfaction through improved payment processes and operations using robots to help tackle the shortage of manpower, sustainable technology to reduce food waste; and self-service kiosks and cashless payments systems in fast-food chains.
 - The digital transformation has also encouraged the introduction of innovative dining concepts, infusing Singapore's rich local culinary traditions with international influences.
- The emergence of diverse outlets: independent restaurants remain the majority even as chain outlets expand. Dining venues in hotels/lodging are expected to grow, due to a rebound in travel and tourism.
- The Singapore government continues its assistance in grant programs to the foodservice businesses to help address challenges and stay competitive in the city-state's very vibrant and thriving foodservice sector, and to individuals and households through [Commercial Development Council \(CDC\)](#) vouchers to help cushion the impact of rising prices on Singaporeans.
- Through the Health Promotion Board (HPB), the [Ministry of Health](#), Singapore is also exploring regulatory measures to lower sodium use in restaurants, supermarkets and hawkers, aimed at improving public health outcomes and reducing diet-related diseases.
- Good food and experiential dining are on the rise for affluent, elite consumers. Michelin-starred restaurants offer superior food quality, ambience, and aesthetics; these outlets report no shortage of customers, but the high operating costs remain a challenge.

- While at least 40 percent of meals are eaten at hawker centers, Singapore’s hawkers face high rental costs and growing lack of interest from younger generations to carry-on the businesses due to long hours and low profit margins.

Key Emerging Trends and Drivers

1. Digital, tech-driven operations and delivery dominance, i.e. in rising adoption of cloud kitchens offering low overheads, delivery first setups for online orders, automation, artificial intelligence (AI), and smart kitchen technologies will continue to rise, for e.g. robot cooks, AI driven menu and inventory management, etc.
2. Health, wellness, and sustainability are taking center stage, especially among younger consumers who demand healthier, transparent, and responsibly-sourced food.
3. Affordable indulgence and hybrid positioning with premium feel and mass appeal. There is a growing demand for “pocket friendly” or “affordable indulgence” that combine quality/ambience.
4. Singapore remains a magnet for tourists and expatriates. Demand for international cuisines and a wide range of foods and beverages will rise, thus offering an opportunity for both local entrepreneurs and international entrants.

Advantages and Challenges for U.S. Exporters

Advantages	Challenges
<ul style="list-style-type: none"> • Multicultural population drives demand for international, halal, organic, and specialty foods. Consumers generally perceive “Made in USA” or “Imported from USA” and U.S. brands as signs of high-quality food and drink products. • Growing popularity of fast and convenient food options complement procurement systems that source food and beverage products from the United States. • Singapore is import-reliant for its food needs; 90 percent of its foods are imported from 170 countries/regions, including beef, dairy products, fresh fruits, and vegetables. • The high-end HRI segment maintains high standards of quality and hygiene, which is positive for U.S. food and beverage prospects. 	<ul style="list-style-type: none"> • Imported U.S. products are generally more expensive (high freight prices). • End-users lack knowledge on use of U.S. products and their versatility. • Expensive rental and operating costs, including difficulty in hiring workers from neighboring countries due to the government's labor policies. • Strong competition, especially from long-standing partners and cheaper food-supplying countries such as Australia, New Zealand, China, Malaysia, and other regional countries.

Section II: Roadmap for Market Entry

A. Entry Strategy

U.S. exporters should consider the following when planning to enter the Singapore market:

- **Regulatory Compliance:**

- Analyze Singapore food laws, packaging and labeling requirements, and importer criteria for entry into the Singapore market.
- Detailed information on Singapore regulations and requirements can be found by accessing the FAS/Singapore [*Food and Agricultural Import Regulations & Standards Country Report*](#). Maintain strong communication with local importers to ensure all certificates and import permits are valid and up to date.
- **Market Research:**
 - Review the types of U.S. products that can be readily targeted in the market.
 - Consider the price competitiveness of U.S. products in comparison with similar products available in Singapore.
 - Analyze product fit and market segmentation.
 - Develop pricing strategy
- **Exporter Assistance:**
 - USDA/FAS partners with [*State and Regional Trade Groups \(SRTGs\)*](#) and manages a toolkit of market development programs to help U.S. exporters develop and maintain markets. U.S. exporters are encouraged to participate in regional trade shows and trade missions by tapping into the resources offered by the SRTGs.
- **Due Diligence:**
 - Select partners/importers carefully and conduct due diligence and background checks to avoid trade conflicts and financial disputes.
- **Develop Links:**
 - Develop links with local importers that target major retailers. U.S. exporters are advised to appoint local distributors or at least a local representative to help guide them through the requirements of Singapore food regulations and local trading practices.
 - Singaporeans are long-term planners; therefore, building relationships through meetings and visits when possible is key.
- **Market Promotion:**
 - Participate in regional trade shows and trade missions by tapping into the resources offered by SRTGs or Cooperators supported by USDA's funding allocations.
 - Conduct product promotions and/or demonstrations through retail in-store promotions, online platforms via social media, web-based advertising, etc. to engage with end-users. This type of marketing is particularly effective during festive and peak seasons (for example, "Great Singapore Sale", Chinese Lunar New Year, Christmas, etc.)

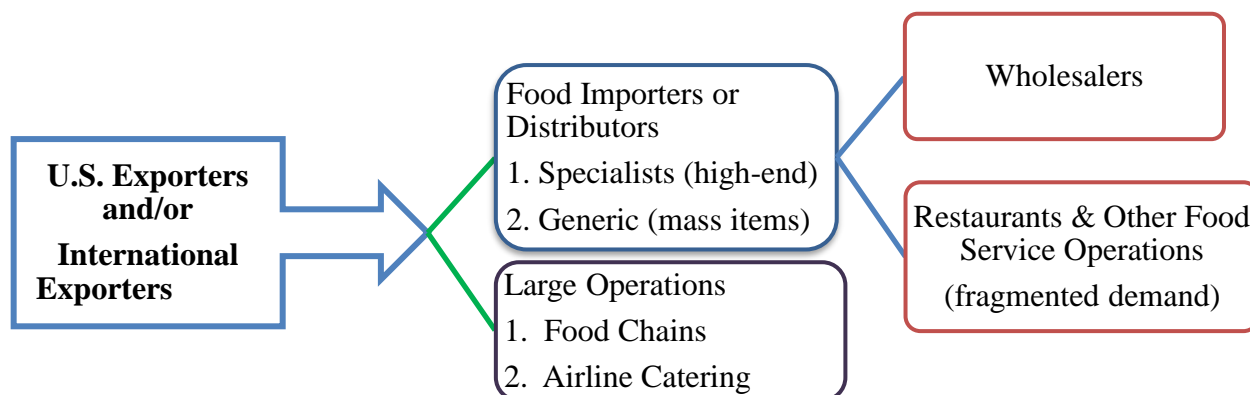
B. Market Structure

Table 1: Consumer Foodservice- Independent vs. Chained: Units/Outlets 2024

Outlets	Independent	Chained	Total
Cafés/Bars	1,758	860	2,618
Full-Service Restaurants	1,234	573	1,807
Limited-Service Restaurants	68	1,695	1,763
Self-Service Cafeterias	-	7	7
Street Stalls/Kiosks	20,493	1,956	22,449
Consumer Foodservice by Type	23,553	5,091	28,644

Source: Euromonitor

C. Distribution



Major Singapore foodservice suppliers/distributors are: [Angliss](#), [Classic Fine Foods](#), [CulinaColina](#), [Euraco](#), [FoodServices Inc. Pte. Ltd.](#), [Indoguna](#), [Gan Teck Kar](#), [QB Foods](#), [Kaiser Foods](#), [Lim Siang Huat](#), etc. Singapore Importers/Distributors have their own cold stores and fleet of refrigerated trucks.

D. Sub-Sector Profiles

- Hotels/Resorts:** The hotel industry is a cornerstone of Singapore's tourism sector, contributing approximately 20 percent of total tourism receipts. There are 450 properties providing over 73,000 total rooms¹ in Singapore. Apart from lodging, the properties make a significant portion of their revenue from the sale of food and beverages to the public. Major upscale hotel brands usually house high-end restaurants. The Laurus, a luxury accommodation brand launched its first chain in October 2025, Mama Shelter Singapore, an Accor hotel chain, Mandai Rainforest Resort by Banyan Tree, and Raffles Sentosa, another new ultra luxury hotel also launched recently. These hotels boast exclusive lodging and impressive dining concepts. Hotel food and beverage supplies are usually procured through local foodservice suppliers offering the best product choices sourced globally. The following is a list of international chain hotels and resorts in Singapore:

International Hotel Chains	Website
Accor Hotels	Heat Up Your Winter ALL.com
Banyan Tree Group	Homepage Banyan Group
Como Hotels and Resorts	Luxury Hotels and Resorts COMO Hotels and Resorts
The Editions	EDITION Hotels A Unique Collection of Luxury Boutique Hotels
Far East Hospitality	About Us & Our Brands
Four Seasons Hotels and Resorts	Four Seasons Hotels and Resorts Luxury Hotels Four Seasons
Hilton Worldwide	Hilton Honors Credit Cards - Earn Hotel and Travel Rewards
Hyatt Hotels Corporation	Hotel Reservations Book Hotel Rooms Online - Hyatt Hotels and Resorts

Intercontinental Hotel Group	https://www.ihg.com/destinations/us/en/singapore/singapore-hotels
Mandarin Oriental Hotel Group	Luxury 5 Star Hotels & Resorts Worldwide Mandarin Oriental Hotel Group
Marriott International	Marriott Bonvoy Hotels Book Directly & Get Exclusive Rates
Millennium Hotels	Millennium Hotels and Resorts Iconic hotels in amazing destinations
Pan Pacific Hotels Group	Pan Pacific, PARKROYAL COLLECTION & PARKROYAL Pan Pacific Hotels Group
The Ritz-Carlton Hotel	The Ritz-Carlton - Luxury Hotels & Resorts
Shangri-La Hotels and Resorts	Luxury Hotels and Resorts Official Site Shangri-La Hotels and Resorts
Wyndham Hotels and Resorts	Our Brands - WHG Corporate

(source: Euromonitor)

(¹: source: Singapore Tourism Board)

- **Limited-Service Restaurants, Cafés/Bars & Street Stalls/Kiosks**

The limited-service restaurants, cafés/bars and street stalls, otherwise known as the mass market segment, comprises 75 percent of the foodservice market. Players in this segment include chain, casual and fast-food style restaurants. This segment is among the fastest-growing F&B categories in Singapore as it offers inexpensive and convenient options. The famous American fast-food chain, Chick-fil-A, opened its first in Singapore on December 11, 2025.

Table 2: Percent share of Food and Beverage Sales by Food Service Type

Percentage Value Analysis	Food	Drink	Total
Cafés/Bars	33.4	66.6	100.0
Full-Service Restaurants	73.0	27.0	100.0
Limited-Service Restaurants	70.7	29.3	100.0
Self-Service Cafeterias	85.3	14.7	100.0
Street Stalls/Kiosks	64.6	35.4	100.0
Consumer Foodservice by Type	61.1	38.9	100.0

Source: Euromonitor

Top 10 Foodservice Brands by Value Share (2024) (source: Euromonitor)

1. **McDonald's** – 19.0%
2. **Haidilao Hot Pot** – 4.1%
3. **KFC** – 3.7%
4. **Din Tai Fung** – 2.9%
5. **7-Eleven** – 2.9%

6. **The Coffee Bean & Tea Leaf** – 2.6%
7. **Starbucks** – 2.6%
8. **Burger King** – 2.4%
9. **Subway** – 2.3%
10. **Tung Lok Restaurants** – 2.0%

The Singapore foodservice brand landscape remains highly fragmented, with the “**Others**” category accounting for about one-third of total value, highlighting strong competition from independent and smaller players. **McDonald’s** continues to lead the market, though its share softened slightly in 2024, while **Haidilao** showed steady growth over the period. Several global QSR brands such as **KFC, Pizza Hut, and Starbucks** experienced gradual declines, reflecting shifting consumer preferences and intensifying competition. All remaining brands individually hold less than 2% market share, forming a highly fragmented long tail that collectively accounts for roughly one-third of total market value. This group is dominated by local chains, casual dining, bubble tea, and specialty concepts, underscoring demand for affordable, convenient, and trend-driven offerings, highlighting intense competition, low concentration, and continued opportunities for niche and emerging players to scale.

- Institutional Food Service

There are several well-established institutional caterers in Singapore. For commercial catering, [Singapore Airport Terminal Services Limited](#) (SATS) provides catering for large-scale markets: the military, hospitals, food retail stores, and event catering (including MICE - meetings, incentives, conventions and exhibitions events). SATS is also the main ground handling and in-flight catering service provider at the Singapore Changi Airport, managing 80% of the airport’s food services including airline catering, food distribution, logistics, and industrial catering. Aside from SATS, caterers in Singapore are typically small to medium-sized private enterprises that provide local and international foods. They typically cater to schools, company events, private social functions, and factories. Prominent caterers include [NTUC food fare](#), [Pro*Institutional Catering](#), [Institutional Catering Pte. Ltd.](#), [Catering Culture Pte. Ltd.](#) and [Dining Haus Pte. Ltd.](#)

Section III: Competition

Table 4: Competition in the Major Consumer-Oriented Product Categories

Product Category (2024)	Major Supply Sources (2024)	Foreign Supplier Situation	Local Supplier Situation
Beef and Beef Products Net Imports: \$348 million	1. Brazil: 28% 2. Australia: 27% 3. United States: 18% 4. Japan: 7% 5. New Zealand: 6%	Australia & New Zealand are traditional suppliers. Brazil competes in the frozen beef segment.	Singapore does not produce beef.
Pork and Pork Products Net Imports:	1. Brazil: 46% 2. Australia: 21% 3. Spain: 8%	Brazil dominates the frozen segment, while Australian pork	Live pigs from East Malaysia are imported and slaughtered. Most of

\$467 million	<ul style="list-style-type: none"> 4. Germany: 6% 5. China: 5% 6. Netherlands: 4% 7. United States: 3% 	<p>dominates the fresh/chilled market.</p> <p>U.S. processed pork is growing in popularity.</p>	the locally slaughtered meat is sold at wet/traditional markets and supermarkets.
Poultry Meat and Products Net Imports: \$582 million	<ul style="list-style-type: none"> 1. Brazil: 50% 2. Thailand: 28% 3. Malaysia: 5% 4. China: 5% 5. United States: 4% 	Brazilian poultry is currently price competitive in the Singaporean market.	Malaysian live chickens are imported and processed in-country.
Seafood Products Net Imports: \$1.2 billion	<ul style="list-style-type: none"> 1. Malaysia: 15% 2. Vietnam: 14% 3. China: 13% 4. Indonesia: 9% 5. Japan: 8% 13. United States: 1% 	ASEAN countries and China dominate. Fresh/chilled prawns, live crabs, frozen cuttlefish, and squid are key products.	90% of seafood is imported. The remainder is supplied by sea-based Singaporean aquaculture operations.
Fresh Fruit Net Imports: \$598 million	<ul style="list-style-type: none"> 1. China: 20% 2. Malaysia: 13% 3. Australia: 13% 4. United States: 8% 5. South Africa: 8% 	Top U.S. fresh fruits in the Singapore market include grapes, oranges, strawberries, and apples.	Singapore produces very little fresh fruit.
Processed Fruit Net Imports: \$148 million	<ul style="list-style-type: none"> 1. China: 22% 2. Malaysia: 11% 3. Indonesia: 10% 4. Thailand: 9% 5. United States: 9% 	U.S. processed fruits are very popular; some are repacked and sold under local brands.	Singapore is not a significant producer of processed fruit.
Tree Nuts Net Imports: \$163 million	<ul style="list-style-type: none"> 1. Malaysia: 23% 2. Indonesia: 18% 3. United States: 15% 4. China: 11% 5. Thailand: 7% 	Along with cashews from neighboring countries, U.S. nuts such as almonds, walnuts and pistachios are very popular. They are repacked and sold under local brands.	Singapore is not a major producer of edible nuts.
Wine and Beer Net Imports: \$840 million	<ul style="list-style-type: none"> 1. France: 63% 2. Australia: 7% 3. Italy: 4% 4. United States: 4% 5. Japan: 2% 	France dominates the premium wine market. U.S. wines are growing in popularity.	Singapore does not produce wine. Asia Pacific Breweries (APB) dominates the beer market.

Source: Trade Data Monitor

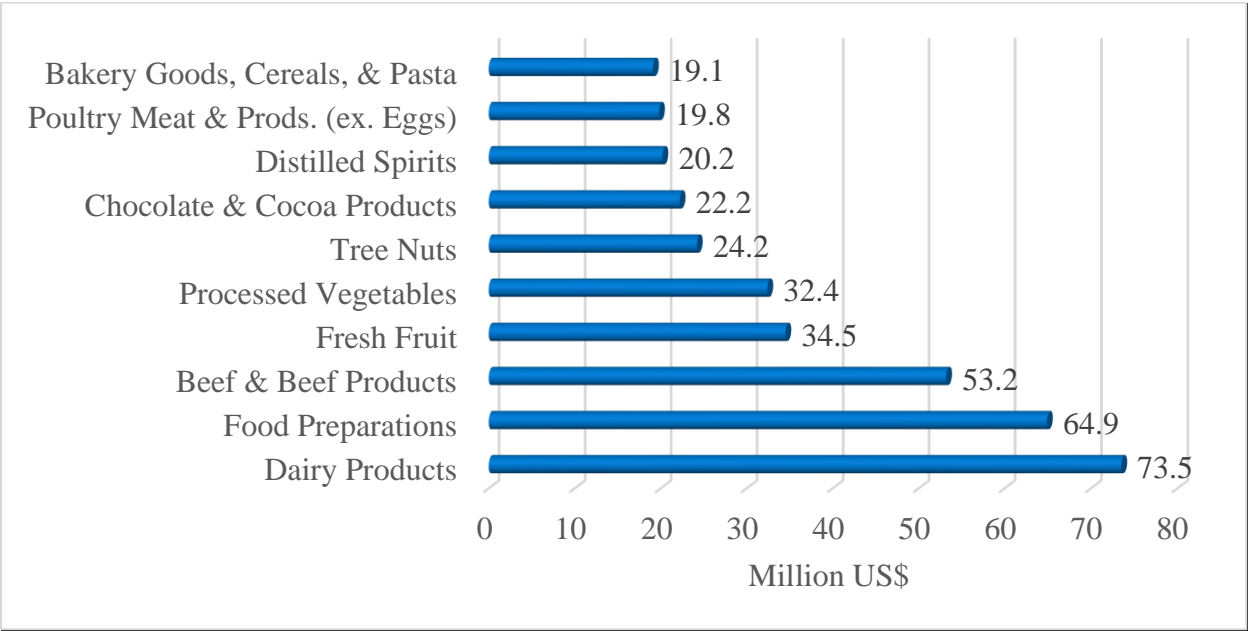
Section IV: Best Product Prospects

Table 5: Singapore’s Top Ten Consumer-Oriented Agricultural Products Imports from the World (million USD)

Product Category (2024)	Major Supply Sources/Competing Country (2024)
1. Dairy Products Net Imports: \$1.1 billion	New Zealand – 28%, Australia – 15%, Thailand - 8% and U.S.A. – 7%
2. Food Preparation Net Imports: \$1.1 billion	Indonesia – 18%, Malaysia – 14%, U.S.A. – 12% and China – 12%
3. Bakery Goods, Cereals, & Pasta Net Imports: \$626 million	Malaysia – 38%, China – 8%, Japan – 7%, Thailand – 6%, Indonesia – 5% and U.S.A. – 4%
4. Fresh Fruit Net Imports: \$598 million	China – 20%, Malaysia – 13%, Australia – 13%, U.S.A. – 8% and South Africa – 8%
5. Poultry Meat & Products (ex. Eggs) Net Imports: \$582 million	Brazil – 50%, Thailand – 28%, Malaysia – 5%, China – 5% and U.S.A. – 4%
6. Chocolate & Cocoa Products Net Imports: \$533 million	Malaysia – 30%, Netherlands – 13%, Ghana – 8%, Indonesia – 6%, Italy – 5%, Switzerland – 5% and U. S. – 5%
7. Non-Alcoholic Beverages Net Imports: \$388 million	Malaysia – 62%, Thailand – 9%, China – 4%, France – 3%, Vietnam – 3% and U.S.A. – 2%
8. Beef & Beef Products Net Imports: \$348 million	Brazil -28%, Australia – 27%, U.S.A. – 18%, Japan – 7% and New Zealand – 6%
9. Processed Vegetables Net Imports: \$305 million	China – 29, Thailand – 19%, U.S.A. - 14%, and Malaysia – 8%
10. Tree Nuts Net Imports: \$163 million	Malaysia – 23%, Indonesia – 18%, U.S.A. – 15%- China – 11% and Thailand – 7%

Source: Trade Data Monitor

Table 6: Top U.S. Consumer-Oriented Food and Beverage Imports from the United States (2024)



Source: U.S. Census Bureau Trade Data

Table 7: Products Present in the Market with Good Sales Potential

<ul style="list-style-type: none">• Bakery Goods and Pasta• Beef & Beef Products: fresh/frozen beef cuts and beef deli items• Condiments and sauces• Cooking oils• Dairy products: butter, cheese, milk and cream, yoghurt, dairy spreads• Fresh/Frozen Fruit and vegetables: citrus, apples, grapes, cherries, stone fruits, strawberries or temperate fruits, potato products.• Chilled/Shelf stable Fruit Juices	<ul style="list-style-type: none">• Non-alcoholic beverages• Poultry Meat and Products: chicken parts, whole duck and parts,• Pork and Pork Products: fresh/frozen pork cuts, pork deli items• Processed Vegetables• Tree Nuts• Seafood: Fresh fish, prawns and shellfish and frozen cod, crab legs, salmon, halibut, and scallops• Wine and Beer: mid-range wines
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Products Not Present in Market with Good Sales Potential: The Singapore Food Agency, the lead agency for food-related matters including ensuring and securing a supply of safe food for Singapore, works with industry to diversity import sources. The industry is well informed and traveled (i.e. foreign buyer/trade missions) to source food supplies, and thus the shelves are well stocked.

Products Not Present in Market due to Significant Barriers:

1. Chilled Pork
2. Table Eggs

Section V: Key Contacts and Further Information

Organization	Address	Contact
USDA Agricultural Affairs Office American Embassy Singapore www.fas.usda.gov	27 Napier Road Singapore 258508 Tel: (65) 6476-9120	Email: AgSingapore@usda.gov
California Wine Institute Food Export-Midwest Food Export-Northeast Western U.S. Agricultural Trade Association	48 Toh Guan Road East #02-129 Enterprise Hub Singapore Tel: (65) 6515 6113	Richard Lieu Chuah Siew Keat Emails: richardlieu@lieumktg.com.sg ; siewkeat@lieumktg.com.sg
The Cranberry Institute	B1-23A-6, Soho Suites KLCC 20 Jalan Perak, Kuala Lumpur 50450 Malaysia Tel: +60 3 2181 4936	Amira Azman Country Manager Orissa International – Malaysia Email: amira@orissa- international.com
Dairy Farmers of Wisconsin		Sukanya Sirikeratikul Email: sukanya@theacaciaworld.com
Ginseng Board of Wisconsin Southern U.S. Trade Association	Unit 12-13, 22/F, Shanghai ICC Phase I No. 999 Middle Huaihai Road, Shanghai 200031	Stephanie Pan SMH International Email: stephanie.pan@smh- intl.com
U.S. Dairy Export Council USA Rice Federation	20 Martin Road Seng Kee Building, 08-01 Singapore 239070 Tel: (65) 6230 8550	Dalilah Ghazalay USDEC Regional Director, SEA Marketing & Operations USARF Country Director Email: dali@agribusinessconnect.asia
U.S. Grains Council	14-1 Wisma UOA Damansara II No. 6, Changkat Semantan, Damansara Heights 50490 Kuala Lumpur, Malaysia Tel: (60) 3 2093 6826	Caleb Wurth Regional Director, SE Asia & Oceania Email: sea- oceania@grains.org
U.S. Meat Export Federation	2 Venture Drive #16-30/31, Singapore 608526 Tel: (65) 6733 4255	Sabrina Yin, Regional Director Email: singapore@usmef.com.sg

California Wine Institute Food Export-Midwest Food Export-Northeast Western U.S. Agricultural Trade Association	48 Toh Guan Road East #02-129 Enterprise Hub Singapore Tel: (65) 6515 6113	Richard Lieu Chuah Siew Keat Emails: richardlieu@lieumktg.com.sg ; siewkeat@lieumktg.com.sg
U.S. Soybean Export Council	541 Orchard Road #11-03 Liat Towers Singapore Tel: (65) 6737 6233	Timothy Loh, Director Email: TLoh@ct.ussec.org
U.S. Wheat Associates	#15-02 Liat Towers Singapore Tel: (65) 6737 4311	Joe Sowers, Regional Vice President for South Asia Email: InfoSingapore@uswheat.org

Singapore Government Websites:

Singapore Food Agency

The Singapore Food Agency (SFA) is the national authority responsible for food security and safety matters in the country. Several types of food products entering Singapore must originate from establishments approved by SFA. For more details on export requirements to the Singapore market, please refer to the latest FAS Singapore [FAIRS Country Report 2025](#).

<https://www.sfa.gov.sg/>

Department of Statistics

<https://www.singstat.gov.sg/>

Singapore Government

<https://www.gov.sg/>

U.S. Websites:

USDA FAS

<https://www.fas.usda.gov/>

USDA FAS GAIN Reports

<https://fas.usda.gov/data/search>

USDA FSIS

www.fsis.usda.gov/inspection/import-export/import-export-library

Regional Associations & Trade Groups

www.nasda.org/about/regional-associations-trade-groups

Food Export Midwest

<https://www.foodexport.org/>

Food Export Northeast

Southern U.S. Trade Association

<https://www.susta.org/>

Western U.S. Agricultural Trade Association

<https://www.wusata.org/>

Attachments:

No Attachments