

# FOOD SERVICES ITM 2025 - BUILDING INNOVATIVE AND RESILIENT HOMEGROWN REGIONAL BRANDS

The Food Services industry plays a vital role in Singapore's economy and contributes to Singapore's status as a leading vibrant food and beverage (F&B) and lifestyle hub in the region.

## A Catalyse innovation to drive new revenue streams

Develop innovative concepts through productisation and food innovation efforts

Improve green branding

Collaborate in areas of sustainability



## B Grow homegrown regional brands and support internationalisation

Drive internationalisation through structured programmes, partnerships and go-to-market channels

Deepen overseas presence through network of partners

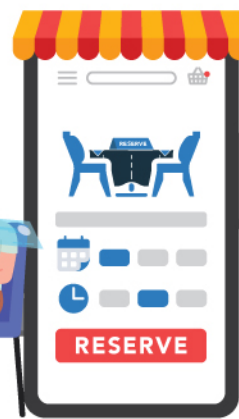
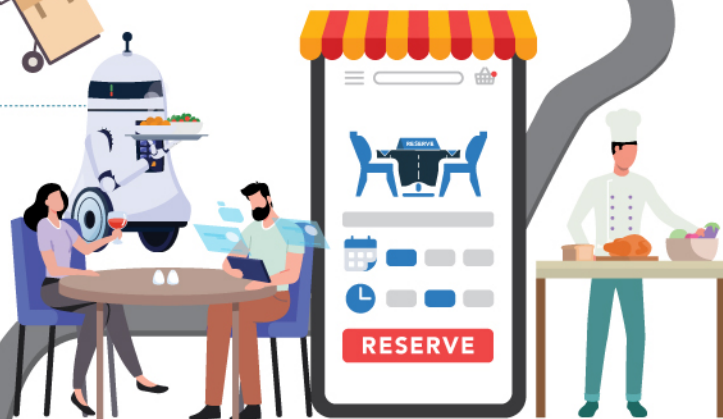


## C Groom digital champions and strengthen competencies of enterprises

Implement digital and automation solutions

Develop more advanced digital and data-driven strategies

Adopt an omnichannel approach to reach new customers



## D Step up job transformation and create quality roles for locals

Support companies in starting talent development programmes

Groom local talents for emerging roles

