

JOINT MEDIA RELEASE

1,000 food manufacturing companies to benefit from new Industry Digital Plan

Enterprise Singapore and IMDA roll out three-stage industry roadmap and corresponding training roadmap to guide food manufacturers and workers on building digital capabilities

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1. About 1,000 food manufacturers and 50,500 workers can take advantage of the Food Manufacturing Industry Digital Plan (IDP) launched by Ms Low Yen Ling, Minister of State for Trade and Industry, during her visit to Tiong Lian Food Pte Ltd today. The IDP comprises a three-stage digital roadmap that charts out the different digital solutions food manufacturing SMEs can adopt at each stage of their business growth and digital maturity, as well as a corresponding roadmap of training programmes to equip workers with the right skillsets.
2. The IDP was jointly developed by Enterprise Singapore (ESG) and the Infocomm Media Development Authority (IMDA), following consultation with early adopters of digital solutions, as well as industry partners including the Singapore Manufacturing Federation (SMF) and the Food Innovation and Resource Centre (FIRC).

A step-by-step guide on digital adoption for food manufacturing SMEs

3. The IDP is part of the SMEs Go Digital Programme¹ which aims to make going digital simple for SMEs. It provides a step-by-step guide on the digital solutions that SMEs can adopt at these three stages of growth:

¹ SMEs Go Digital, launched in April 2017, is a whole-of-government programme that aims to help SMEs use digital technologies, build strong digital capabilities and participate in the Digital Economy. More information can be found at www.imda.gov.sg/SMEsGoDigital.

- **Stage 1** gets SMEs ready for the digital economy and lists the basic digital solutions that help them streamline operations and optimise the use of their resources. Solutions such as Enterprise Resource Planning (ERP) for sales and inventory management will automate labour-intensive tasks, improving productivity and providing higher-value work for employees.
 - **Stage 2** provides digital solutions for SMEs that are more ready to scale up. The solutions enable SMEs to integrate and connect key processes along the production value chain, as well as access new markets. For example, manufacturing analytics can be used to provide demand forecast for products based on trend analysis, while manufacturing operations management solutions enable real-time visibility of production status and performance to optimise operations. Solutions such as e-commerce allow businesses to reach out to new customers.
 - **Stage 3** identifies advanced digital technologies that SMEs can adopt to strengthen their competitive edge. These include technologies such as Augmented Reality to conduct training for employees as well as the use of Artificial Intelligence to identify utilisation patterns and recommend maintenance activities along the production line.
4. Ms Dilys Boey, Assistant Chief Executive Officer of ESG said, “The food manufacturing industry must accelerate its pace of digitalisation to deal with challenges, such as changing consumer preferences and disruptions to supply chain. By making use of digital tools to reap higher efficiencies, optimise resources and access new customers, our companies will be able to raise their competitive edge and scale up. The Food Manufacturing IDP can be the first step in helping our food manufacturers acquire new digital capabilities that will benefit both company and employees.”
5. Mr Kiren Kumar, Deputy Chief Executive of IMDA said, “The Food Manufacturing IDP is a practical resource for food manufacturers to use digital tools to ensure food safety and traceability, automate labour-intensive tasks and access new markets. It is essential that SMEs in this sector build their digital capabilities, given the shifts in today’s operating environment, with consumer preferences for sustainable products and online purchases, as well as employee demand for upskilling and higher value-added jobs.”

Online self-assessment checklist and training roadmap

6. To make it easier for SMEs to embark on their digitalisation journeys, SMEs can make use of an online self-assessment checklist to help them better understand their digital maturity and readiness, as well as identify gaps in their digital capabilities. It takes into consideration factors such as the SME's current business operations, level of digitalisation and business expansion plans. The checklist is accessible at www.go.gov.sg/imda-foodmfg-idp.
7. To ensure that workers are also equipped with the right skills to stay relevant and support the SME's digitalisation journey, the IDP also includes a Digital Training Roadmap to guide the industry in preparing their workforce with the necessary skills to adopt digital solutions.
8. SMEs can visit GoBusiness Gov Assist² for the list of pre-approved solutions under the IDP that are supported by the Productivity Solutions Grant (PSG).

Annex: Infographic of the Digital Roadmap for Food Manufacturing Industry and Digital Training Roadmap

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² GoBusiness Gov Assist is a one-stop, centralised platform aimed at improving SMEs' access to technology and digital solutions. SMEs can visit <https://govassist.gobusiness.gov.sg/productivity-solutions-grant/> for more information.

About Enterprise Singapore

Enterprise Singapore (ESG) is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

Visit www.enterprisesg.gov.sg for more information.

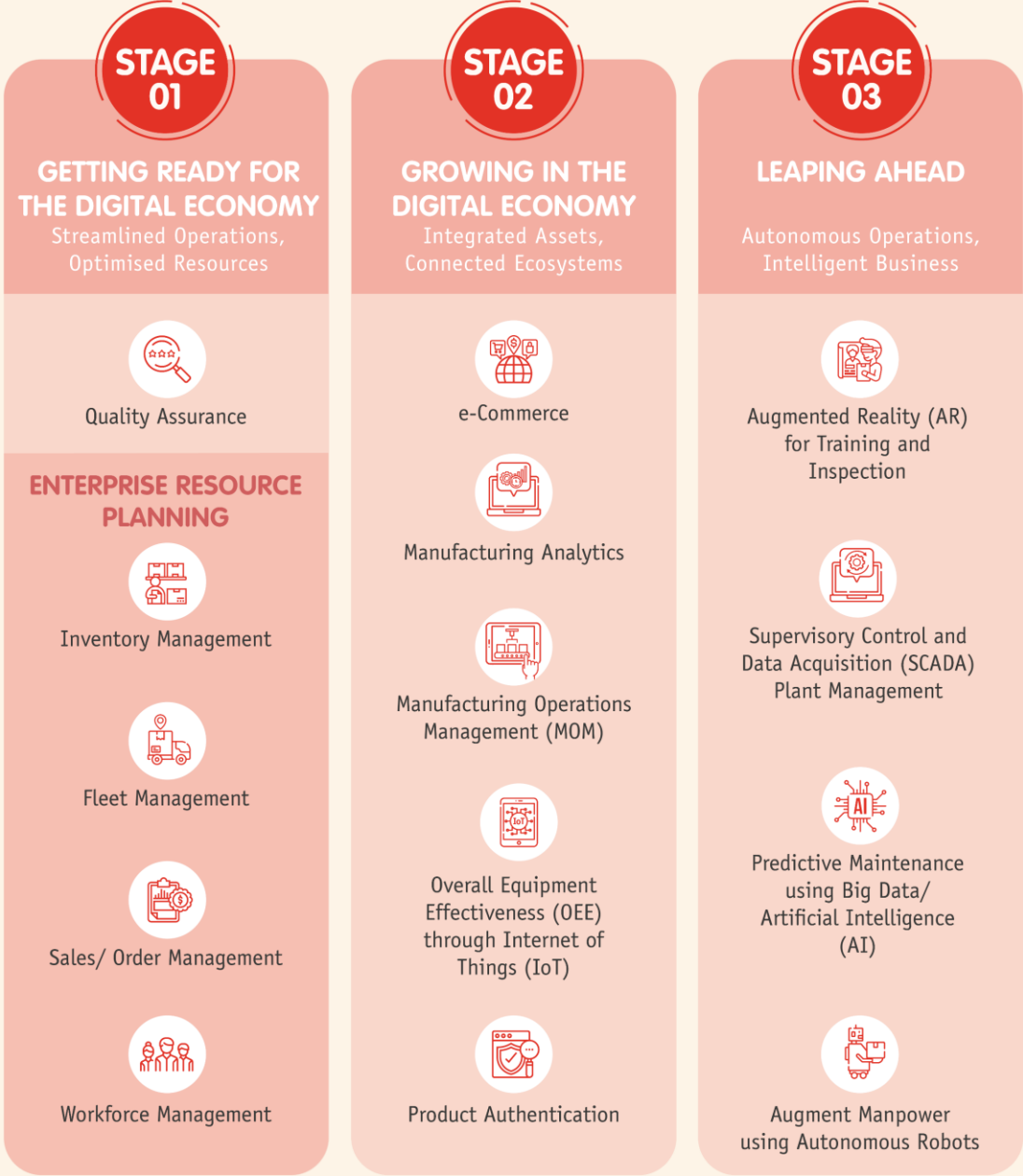
About Info-communications Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission.

For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook IMDAsg and Twitter @IMDAsg.

04 DIGITAL ROADMAP FOR FOOD MANUFACTURING INDUSTRY

This digital roadmap serves as a guide for your company to embark on your digitalisation journey. Digital solutions that are interoperable will enable integrated processes and information flow.



BUSINESS CAPABILITIES
Customer Relationship Management, Human Resource, Payroll, Accounting

Note: This roadmap will be updated over time as digitalisation of the industry progresses and new technologies are introduced to the industry.

05 DIGITAL ROADMAP ON TRAINING

This training roadmap serves as a guide to prepare companies' workforce to adopt digital solutions at each of the three stages of growth. For more information, please refer to [MySkillsFuture Portal](#).

	STAGE 01	STAGE 02	STAGE 03
"TECH BASICS" All employees in the industry	GETTING READY FOR THE DIGITAL ECONOMY <ul style="list-style-type: none"> • Smart Industry Readiness Index (SIRI) Implementation • Data Analytics for Workplace • Assurance and Governance - A Practical Approach • Safer Foods Through Rapid Technology • Design Thinking 101 • Effective Digital Marketing And Sales • Transport Management • Procurement & Materials Management • Human Resource Management • Digital Intelligence: Opportunity Identification • Starting an Online Business 	GROWING IN THE DIGITAL ECONOMY <ul style="list-style-type: none"> • Social Media Marketing Strategies for Startups • Machining Analytics • e-Commerce for Starts-ups: All You Need to Know • E-Payments Made Easy • Machine Learning in Finance • The Economics of Supply Management in the Sharing Economy • Creating an Interactive Web Presence for Digital Marketing • Digital Manufacturing Essentials • Automation & Digitalisation in Food Manufacturing • Smart IoT Basics • Strategies for Effective Data and Information Management • Sensor Technology and Traceability for Digital Manufacturing • Design Thinking & Innovation 	LEAPING AHEAD <ul style="list-style-type: none"> • Create Your Own Augmented Reality (AR) Applications • Introduction to Predictive Analytics for Maintenance • Application of Robotics
"TECH ADVANCED" Employees that use or are exploring advanced tech in their work / organisation	<ul style="list-style-type: none"> • Robotic Process Automation (RPA) for Executives • Benefits of using Analytics for Start-ups • Predictive Analytics • Cyber Security for Non-IT Professionals 	<ul style="list-style-type: none"> • Augmented Reality Design and Development • IoT for Engineers • Immersive Experiences: Introduction to AR, VR and 360 Media Creation • Developing Your First Chatbot 	<ul style="list-style-type: none"> • Python for Robotics • Cloud Computing Awareness • Data Visualisation - Beyond the Basics • Deep Learning with Python

Training programmes aligned to **Skills Framework** and emerging areas under **SkillsFuture Series**