



Agenda

30 October 2023

Time	Programme				
08:30 – 08:40	Registration (EU Delegation) Location: Village Hotel Bugis, Sapphire Room (located at level 5)				
08:40 – 09:15	Presentation of EU Delegation (who is in the group) Location: Village Hotel Bugis, Sapphire Room (located at level 5)				
09:15 – 09:45	Transfer to Singapore Business Federation premises Location: 160 Robinson Road, #06-01, SBF Center, Singapore 068914				
PARALLEL ACTIVITIES					
All representatives Location: 160 Robinson Road, #06-01, SBF Center, Singapore 068914	Applicable for Agri-Food sector* Location: 20 Biopolis Way, Centros Level way #B1, Singapore, 138668				
10:00 – 12:00	<table border="1"> <tr> <td> 10:00 – 10:30 Session I: Driving sales and raising brand awareness in Singapore and Southeast Asia <ul style="list-style-type: none"> <i>Stella Quek</i>, Lead Consultant, Plenty Pte Ltd </td> <td> 10:30 – 11:00 </td> </tr> <tr> <td>08:00 – 10:00</td> <td> Visit to Food Tech Innovation Center Nurasa focused on fermentation and plant-based protein R&D and scaling up Visit Next Gen Foods </td> </tr> </table>	10:00 – 10:30 Session I: Driving sales and raising brand awareness in Singapore and Southeast Asia <ul style="list-style-type: none"> <i>Stella Quek</i>, Lead Consultant, Plenty Pte Ltd 	10:30 – 11:00	08:00 – 10:00	Visit to Food Tech Innovation Center Nurasa focused on fermentation and plant-based protein R&D and scaling up Visit Next Gen Foods
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	<p>Session II: Singapore and beyond - Creating your footprint in Southeast Asia</p> <ul style="list-style-type: none"> • Hugo Tan, Director, JR Strategic Pte, Ltd <p>11:00 – 11:30</p> <p>Session III: Singapore’s innovation landscape and Singapore-Europe collaboration initiatives</p> <ul style="list-style-type: none"> • Jonathan Lim, Director of Global Innovation network, Enterprise Singapore <p>11:30 – 12:00</p> <p>Session IV: Singapore’s start-up ecosystem and support schemes & programmes for foreign start-ups</p> <ul style="list-style-type: none"> • <u>Action Community for Entrepreneurship (ACE)</u> <p>Moderation: Ian Lee, Country Head (Europe), Singapore Business Federation</p>		<p>Meeting point: Entrance Nurasa at 7:50am (20 Biopolis Way, Centros Level way #B1, Singapore, 138668)</p> <p>Note: organised by GFP *Pre-registration is required</p>
<p>12:00 – 13:00</p>	<p>Networking Lunch</p>		
<p>13:00 – 13:20</p>	<p>Opening Remarks and speeches on EU-Singapore business cooperation</p> <ul style="list-style-type: none"> • H.E. Iwona Piórko, Ambassador of the European Union to Singapore Mr Alan Yeo, Director for Europe, Enterprise Singapore • Mr Jakub Boratynski, Director for Networks and Governance, DG GROW, European Commission (video message) 		
<p>13:20 – 13:50</p>	<p>Testimonials from European and Singaporean business organisation with existing collaboration</p> <p>Presentation: “Scaling Startups Beyond Borders”</p> <ul style="list-style-type: none"> - Mike Richardson, Senior Project Manager, OpTecBB - Mabel Fu, Director, Programs Asia, Start2 Group 		

	<p>Presentation: “How face-to-face facilitates mid-term collaboration”</p> <ul style="list-style-type: none"> - Susanne Baden Jørgensen, Senior International Manager, Food & Bio Cluster Denmark - Mònica Riera, Packaging Cluster, Spain - Tracy Saw, Senior Development Partner, FoodInnovate & Sustainability, Enterprise Singapore
<i>13:50 – 14:00</i>	<i>Set up for matchmaking sessions</i>
14:00 – 15:20	Bilateral matchmaking sessions between participants (Part 1)
<i>15:20 – 15:40</i>	<i>Break</i>
15:40 – 17:40	Continuation of bilateral matchmaking sessions (Part 2)
17:40 – 19:00	Free time
19:30 – 21:00	<p>Networking Dinner, provided by Enterprise Singapore</p> <p><u>Registration opens at 19:00</u></p> <p>Location: The Glasshouse @ Andaz Singapore, 5 Fraser Street, Singapore 189354</p>

Times shown, as well as the order of planned activities may be subject to change.

31 October 2023

Organised in the framework of [Singapore Week of Innovation and Technology \(SWITCH\)](#) and [Agri-Food Tech Expo Asia \(AFTEA\)](#)

Time		Programme	
Participation in SWITCH		Participation in AFTEA	
GENERAL SWITCH INFORMATION Registration for SWITCH event is available through the following link .		Registration for AFTEA event is available through the following link	
09:00 – 09:30	Registration at SWITCH	10:00 – 10:15	Registration at AFTEA
10:00 – 12:30	<p>A selection of opportunities, based on the available programme of the event:</p> <ol style="list-style-type: none"> 1. Techinnovation: Agenda - TechInnovation 2023 2. AiMX: AIMX Programme Day 1: AIMX 3. SWITCH Global: SWITCH Global-Market Access Sessions - SWITCH 2023 (switchsg.org) 4. Slingshot Stage: SLINGSHOT- Deep tech startup pitching competition - SWITCH 2023 (switchsg.org) 	10:30 – 12:00	<p>Exhibition Introduction Tour A specially curated guided tours to introduce key exhibition highlights</p> <p>Customised Guided Tours Industry specific guided tour to visit shortlisted booths featuring relevant showcases to address delegations' needs.</p>
<i>12:30 – 13:00</i>	<i>Free time (networking opportunities)</i>	<i>12:00 – 13:30</i>	<i>Free time (networking opportunities)</i>
14:00 – 15:00	<p>Customised Guided Tour Industry specific guided tour to visit shortlisted booths featuring relevant showcases to address delegations' needs.</p>	13:30 – 15:00	<p>Participants can choose from the following:</p> <ul style="list-style-type: none"> - Access Contents <ol style="list-style-type: none"> (1) SANDBOX (2) FOUNDER' HUB - Learn technological insight & connect with solution providers for collaboration. <ol style="list-style-type: none"> (1) Visit the exhibition at own pace or arrange b2b meeting with interested exhibitors
15:00 – 18:00	Biz 'N Buzz Free and Structuring Networking sessions		<i>Recommended sessions @ Sandbox within Exhibition Hall</i>

	<p>Matchmaking and networking opportunities through the official matchmaking systems of the event</p> <p>Opportunities through the official programme of the event.</p> <p>For more information on the accessible areas by a free trade pass, please see the following link: At a Glance - SWITCH 2023 (switchsg.org)</p>	<p>15:00 – 17:30</p>	<p>15:05 – 15:15 Shaping the Future of Food: from Thought to Practice Leadership <i>Marjolein Brasz</i>, CEO, Foodvalley</p> <p>15:15 – 15:45 Panel discussion - International Collaboration on Cell-cultivated Food Production <i>Moderator: Marjolein Brasz</i>, CEO, Foodvalley</p> <p>15:45 – 15:55 The Netherlands' Enabling Infrastructure for Cellular Agriculture <i>Angelique van Helvoort</i>, Advisor Food & Health, OostNL and Program Manager at Global Coordinating Secretariat of Food Innovation Hubs, World Economic Forum</p> <p>15:55 – 16:05 Foodbytes: Partnering with Food & Ag Startups <i>Stijn Rook</i>, Head of Foodbytes, Rabobank</p> <p>16:05 – 16:25 Fireside Chat: The Future of Food and the City <i>Meiny Prins</i>, CEO, Priva Jitender Khurana, Country Manager Singapore, Signify</p> <p>16:25 – 16:40 International Innovation Ecosystem for Controlled Environmental Agriculture <i>Ard van der Kreeke</i>, CEO, Growy <i>Alexander Laarman</i>, Business Officer Urban Food, WUR <i>Willie van den Broek</i>, Chief Officer Food, AMS Institute</p> <p>16:40 – 16:55 Urban Farming Partners Singapore and Securing Food Production in Urban Areas <i>Wouter Vos</i>, Director international, Kuiper Compagnons</p>
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			<p>16:45–17:10 Enhancing Agri-Food tech innovation through Intellectual Property Rights in Singapore <i>Wai Yang Chan</i>, External Expert of the South-East Asia IP SME Helpdesk Location: Founder's Hub stage within the Expo</p>
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1 November 2023

08:00 – 08:45	<p>Debriefing Session, Feedback - performed by EISMEA and ECCP Location: Village Hotel Bugis, Sapphire Room (located at level 5)</p>
8:50 – 09:30	Organised transfer by bus to one-north
09:30 – 10:40	<ul style="list-style-type: none"> Welcome Address by Alvin Tan ACEO , JTC Panel Discussion by JTC representatives: <i>Fostering a collaborative ecosystem for innovation: one-north perspective</i> <p>Location: Let's Connect at Timbre+, one-north</p>
10:45 – 11:30	<p>Location: Let's Discover, Experiential Showcase at one-north (JTC will profile 3 companies based on the 6 thematic priorities to share and connect with EU delegation)</p> <p>Sharing by LaunchPad Startup – SIMPPL Sharing by LaunchPad Startup #2 – NICE Surgical Sharing by LaunchPad Startup #3 – Garuda Robotics</p>
11:35 – 12:00	Sharing on Punggol Digital District at ACE Ideation Centre
Afternoon	Possibilities to explore further opportunities through the programmes of Singapore Week of Innovation and Technology (SWITCH) and Agri-Food Tech Expo Asia (AFTEA)

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