



Incentive Snippets



Issue 4 | Paving the way for a healthier Singapore with enhanced Government Support for the F&B Industry

There is raised awareness of healthy living in Singapore in recent years. At the National Day Rally 2017, Prime Minister Lee Hsien Loong weighed in on the importance of healthy living.

With fast-paced lives and busy schedules, an increasing number of people are eating out or buying off-the-shelf, ready-to-eat meals. With initiatives like the Healthier Choice Symbol Programme and Healthier Dining Programme, the Health Promotion Board (HPB) aims to help Singaporeans make healthier dining and purchasing choices.

In line with these programmes, the HPB has introduced a new scheme in July 2017 to help food manufacturers and suppliers to innovate, develop and market the uptake of healthier ingredients in Singapore's food industry.

In this issue, we provide a brief overview of the Healthier Ingredient Development Scheme (HIDS).

Supportable Categories

Applicants may apply for one or more of the following categories:

- ✓ Product Development, Packaging and Certification
- ✓ Marketing and Publicity
- ✓ Trade Promotions

Funding Quantum

HIDS will support up to 80% of the total qualifying project cost with an overall cap of \$500,000 for all three categories.

Eligibility Criteria

Applicants must:



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- ✓ Be registered with ACRA as a sole-proprietorship, partnership or Company and be physically present in Singapore.
- ✓ Manufacture healthier ingredients in Singapore or import them into the Singapore market.
- ✓ Supply healthier ingredients directly or indirectly to qualifying F&B outlets in Singapore through distributors/wholesalers.

How we can help

KPMG's Enterprise Incentives Advisory's multidisciplinary team, with backgrounds in engineering, chemistry and finance, has extensive experience assisting clients in the food industry on a range of incentives. We can assist you with the following:

- ✓ Assess the company's current and future planned activities to determine eligibility for the scheme.
- ✓ Review the company's business plan and provide feedback on any information gaps required for the purpose of the grant application.
- ✓ Provide guidance in preparing relevant documentation for the grant application.
- ✓ Liaise with the authorities during the application process, if required.

We hope you find the information useful. If you need any further details or support, we would be happy to help.

Stay tuned for our next incentive snippets newsletter.

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