

A **FoodInnovate** Initiative



# Food For **Elders** Briefing & Workshop

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22 Jun 2018, 9am – 12pm

*Multi-agency initiative to equip Singapore-based companies with knowledge and resources to pursue food innovations, with a vision to position Singapore as a location of choice to create food for Asia*

## FoodInnovate

### What is FoodInnovate?

A multi-agency drive to equip Singapore companies with resources to pursue food innovations and to position Singapore as the place of choice to create food for Asia.

### Our Vision

Singapore as the leading food and nutrition innovation hub in Asia.

### 4 Key Strategies of FoodInnovate:

#### Provide Infrastructure

Develop a network of shared facilities for companies to test bed new ideas and accelerate commercialization of new products.



#### Build Knowledge Base

Promote knowhow transfer from MNCs and research institutes to SMEs and encourage learning of food innovation knowledge.



#### Drive Co-Innovation

Create platforms for co-innovation opportunities among food companies, research institutes and overseas innovation clusters.



#### Cultivate Disruptive Technologies

Develop an ecosystem to attract and groom food tech start-ups with innovative food products or disruptive processing technologies.

### Current FoodInnovate Programmes:



#### FOOD FOR ELDERS

A demand-led programme that brings together hospitals, nursing homes, day care centres, research institutes and food companies to co-develop elder-friendly products targeting at local and regional markets.



#### FOOD WASTE VALORIZATION

A programme that brings together local and overseas research institutes, waste management companies and food companies to convert identified food manufacturing by-products into new usable products, and facilitate the adoption of these solutions.



#### FOOD INNOVATION PRODUCT AWARD (FIPA)

A competition-based programme that brings together food manufacturers and tertiary students to develop innovative food products and market launch strategies. Participants will be put through a 9-month structured innovation process covering areas such as design thinking, market insights, prototyping and packaging evaluation, to facilitate product commercialisation.



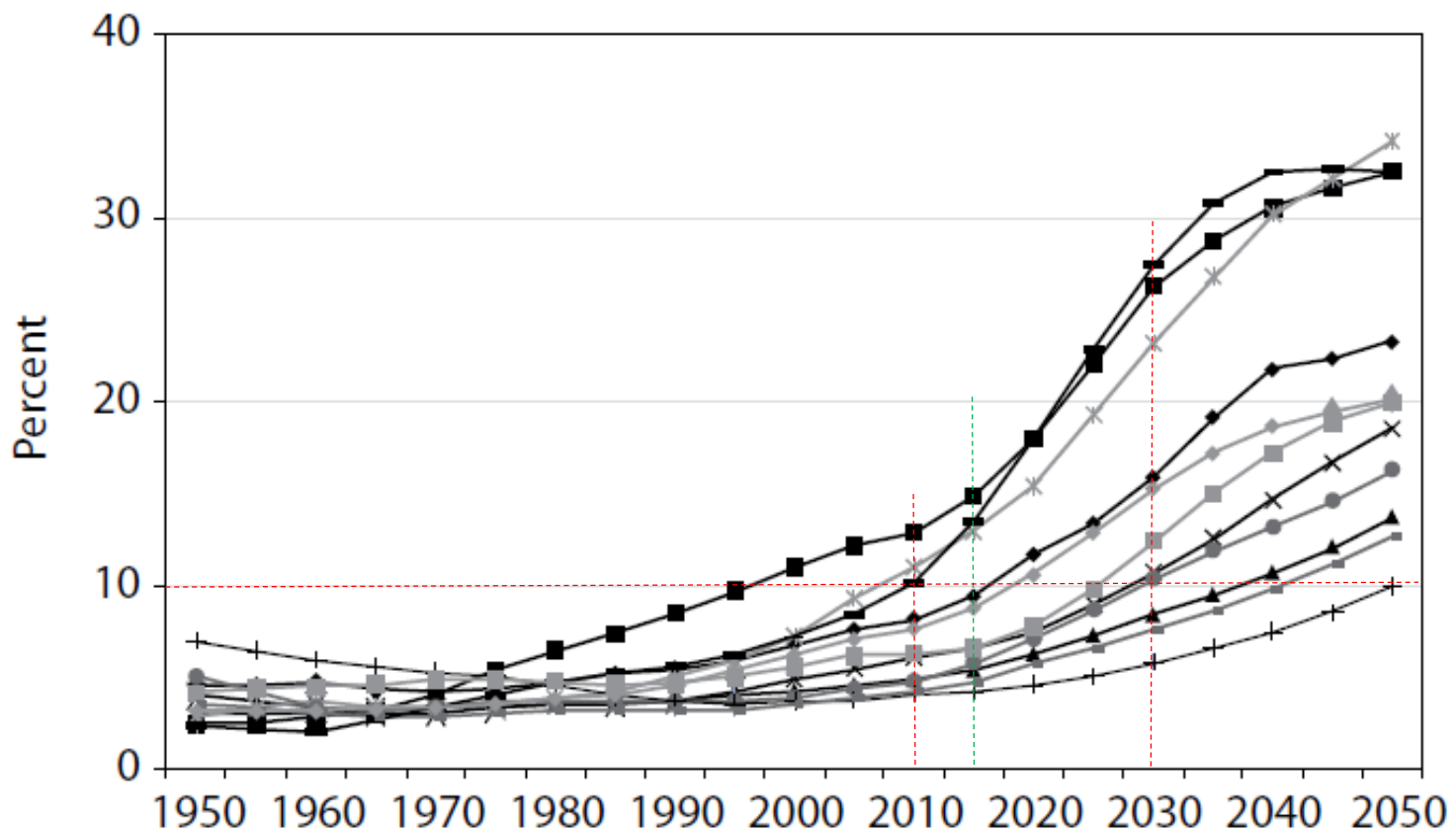
#### HIGH PRESSURE PROCESSING (HPP) RESOURCE SHARING FACILITY

HPP is an advanced technology that extends shelf life without using heat, preserving the nutritional value and quality of food products. This resource sharing facility gives companies access to HPP without a need to invest in the equipment. It is a collaboration between Warehouse Logistics Net Asia (WLNA) and the Food Innovation and Resource Centre (FIRC).

Visit our website to get updates on new programme, capabilities upgrading workshop and networking event.

[www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg)

# Population Aged 65 and Older as a Share of Total Population



## Observations

1. Pop above 65 lower than 10% for over 60 years (1950-2010)
2. This will change in the next 20 years (2010-2030)
3. Singapore amongst most rapidly ageing

# “Food For Elders”

- Programme to help food companies to develop elderly-friendly food products



# Programme

TIME	PROGRAMME
0900-0915	Registration
0915-1015	Knowledge sharing by: <ul style="list-style-type: none"><li>• Ms Michelle Teodoro, Food Science and Nutrition Analyst, Mintel <b><i>Market trends for elderly food products in Asia</i></b></li><li>• Ms Mary-Ann Chiam, Senior Principal Dietitian, MAC Consultancy <b><i>Elderly needs in food nutrition and texture</i></b></li><li>• Mr Martyn Wong, Consumer Centric Innovation Manager, Food Innovation and Resource Centre (FIRC) <b><i>Examples of elderly-friendly food concepts</i></b></li></ul>
1015-1030	Panel Q&A
1030-1050	<i>Break and Refreshments</i>
1050-1130	Briefing on “Food For Elders” initiative, release of problem statements, and Q&A
1130-1200	Introduction by <i>Lead Entities</i> and <i>Innovation Partners</i>
1200-	Networking