

# EXPRESSION OF INTEREST

SINGAPORE MARKET  
CONNECTIONS TOUR

## TOOWOOMBA CARNIVAL OF FLOWERS DISPLAY - GARDENS BY THE BAY

Internationally showcasing Toowoomba Region, Queensland, Australia

22 - 28 SEPTEMBER 2024





# MARKET CONNECTIONS TOUR

TSBE Food Leaders Australia is leading a seven-day Market Connections Tour to Singapore to increase awareness of the opportunities available in doing business with Singapore. The aim of this trip is to give regional agrifood businesses the opportunity to experience in market buyer matching, site visits and networking while progressing commercial industry outcomes.

The Singapore Gardens by the Bay Display is a collaborative endeavour between Gardens by the Bay (GB), Toowoomba Regional Council (TRC), Toowoomba and Surat Basin Enterprise (TSBE), and Southern Queensland Country Tourism (SQCT). The project aims to unveil an 850m<sup>2</sup> horticulture display spotlighting the Toowoomba Region, the Toowoomba Carnival of Flowers (TCOF), regional fresh produce, and our rich Indigenous culture. Scheduled to coincide with the 75th Jubilee of the TCOF, a display of this nature marks the first instance where such an opportunity has been extended to a region in Australia.

Held within the Flower Dome at Gardens by the Bay, Singapore, from September to November 2024, this showcase promises international exposure for the Toowoomba Region, highlighting its regional fresh produce, the TCOF, and Indigenous culture at a globally recognised tourism attraction. Additionally, the project encompasses promotional events aimed at endorsing local produce and positioning the Toowoomba Region as a premier tourist destination to travel agents.














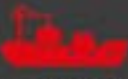


# ABOUT SINGAPORE

Singapore is a highly developed trade-oriented market economy. It has a strong and sophisticated economic structure and is the major regional hub for multinational businesses operating in Asia.

It is regarded as a model of economic development and Singapore-based workers enjoy the fourth highest per capita wages in the world.

The government has long pursued an outward-looking, export oriented economic policy that encourages two-way flows of trade and investment. This has enabled Singapore to become a global hub with a trading capacity almost three times its GDP – a noteworthy achievement given its diminutive size and distinct lack of natural resources.

## Singapore at a glance

<b>POPULATION - 2018</b>  <b>5.64 MILLION</b> <small>GDP GROWTH 2018</small>	<b>GDP PER CAPITA (PPP) - 2018*</b>  <b>US\$98,255</b> <small>INCOME LEVEL HIGH</small> <small>*Base Domestic Product (Purchasing Power Parity) (BDP)</small> <small>CAPITAL CITY</small>	<b>SURFACE AREA</b> <b>719 SQUARE KMS</b>  <small>GDP 2018</small> <b>US\$346.62 BILLION</b> <small>POLITICAL STRUCTURE</small>  <b>PARLIAMENTARY REPUBLIC</b> <small>GENERAL BUSINESS HOURS</small>  <b>MONDAY TO FRIDAY 9.00 AM TO 5.00PM</b> <small>INTERNATIONAL DIALLING CODE</small>  <b>+65</b> <small>STOCK EXCHANGE</small> <b>SINGAPORE EXCHANGE (SGX)</b> <small>OFFICIAL LANGUAGE</small> <b>ENGLISH, MALAY, MANDARIN, TAMIL</b>	
 <b>2.9%</b> <small>GDP GROWTH FORECAST (IMF)</small> <b>2.5% (2019), 2.7% (2020), 2.7% (2021)</b>	 <b>SINGAPORE</b>		
<b>RELIGION</b>  <b>DIVERSE</b> <small>BUDHISM, ISLAM, HINDUISM, CHRISTIANITY, SIKHISM, INDIAN HINDU, AND OTHERS</small>	<b>CLIMATE</b>  <b>TROPICAL</b>	<b>CURRENCY</b>  <b>SINGAPOREAN DOLLAR (SGD)</b>	<b>FISCAL YEAR</b>  <b>APRIL - MARCH</b>
 <small>TIME DIFFERENCE FROM AUSTRALIA</small> <b>2 HOURS BEHIND (AEST)</b>	 <small>AUSTRALIAN IMPORTS FROM SINGAPORE (DUP '18)</small> <b>A\$17.28 BILLION</b>	 <small>AUSTRALIAN EXPORTS TO SINGAPORE (DUP '18)</small> <b>A\$14.97 BILLION</b>	 <small>EXCHANGE RATE (DOLLAR AVERAGE)</small> <b>(AUD/SGD) A\$1 = 1.008 SGD</b>

## TRADING WITH SINGAPORE

The Singapore-Australia Free Trade Agreement (SAFTA) is the central pillar of the economic relationship with Singapore, Australia's largest trade and investment partner in South-East Asia. In addition to tariff elimination, the Agreement improves market access for Australian exporters of services, particularly education, environmental, telecommunications, and professional services. It also provides a more open and predictable business environment across a range of areas, including competition policy, government procurement, intellectual property, digital trade, customs procedures, and business travel.

Singapore is also a party to the ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA), the Regional Comprehensive Partnership Agreement (RCEP), and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).



## OPPORTUNITIES FOR AUSTRALIAN BUSINESSES

Singapore is one of the most dynamic and business orientated nations in the world. Its excellent connectivity, world-class infrastructure, strategic location, and breadth of global industry experts and professionals offer unrivalled opportunities for Australian businesses.

Singapore has consistently ranked as the world's easiest place in which to establish a business; economic and regulatory affairs are highly transparent and reliable and are backed by an efficient and pro-business government. Low crime rates, a clean and green environment, and effective public transportation systems make the city state a great place to work, live and play.

Singapore is equipped with a first-class labour force that is highly educated, motivated and productive, attracting both local and international talent. The country's sustained growth – and subsequent wealth – is the result of its openness to international capital and technology, investment-friendly policies and support for free-market competition. This philosophy has underpinned Singapore's drive to be a globally connected business centre, contained within a thriving multicultural and cosmopolitan society. However, given its sophistication and maturity, Singapore is a saturated market and running a business there can be expensive.

## So why would Australian businesses looking to expand consider Singapore?

Australian capability is well regarded in Singapore and exporters will find a number of opportunities available to them in areas where Australia exhibits strengths: service-related industries, advanced engineering and manufacturing, and technology (including e-health, medical devices and information and communications technology). Given its size and lack of natural resources, Singapore is also heavily reliant on imported agricultural products. Australia is Singapore's fifth largest trading partner. With increased focus on food safety and sustainability in Singapore, the demand for Australian products is growing. Consumers see Australian products as high quality. Our brands have a premium position in the market. Consider promoting products that are organic, natural and healthy. This could help you position your brand in a premium segment and charge higher prices.

### Food and Agribusiness Opportunities Horticulture

Singapore imports over 90% of its food due to the limited land available for agriculture. This creates opportunities for Australian and other exporters. It's a relatively easy market to access with no tariffs on horticulture imports (except tobacco). Demand for horticulture products is growing in Singapore due to:

- increased focus on healthy food following the pandemic
- greater availability of pre-cut, pre-packed fresh fruit and vegetables in stores and cafes
- more specialty fruit and fruit juice shops in stores and online.

There's also a growing demand in Singapore for sustainable, traceable produce. Singapore is a major trading and distribution hub. Nearly a quarter of imported food is re-exported to Asian markets and beyond.



# QUEENSLAND TRADE RELATIONSHIP WITH SINGAPORE

## Country Overview

An overview of Queensland's trade relationship with Singapore. A summary of this trade relationship is below.

- Singapore was the world's 31st largest economy, with an estimated Gross Domestic Product (GDP) of US\$497.3 billion (US\$87,884.2 per capita) in 2023
- Singapore's GDP increased by an estimated 1.0% over 2023
- Singapore's population was estimated at 5.7 million in 2023
- Singapore was Queensland's 11th largest merchandise trading partner (exports plus imports) in 2023p
- Queensland's merchandise exports to Singapore totalled A\$2,625.1 million in 2023p
- Queensland's merchandise imports from Singapore totalled A\$1,445.4 million in 2023p
- There were 41,737 international visitors to Queensland from Singapore in 2022–23
- There were 1,102 international student enrolments to Queensland from Singapore in 2023

All trade data are reported to the nearest hundred thousand dollars. Percentages are based on unrounded figures.

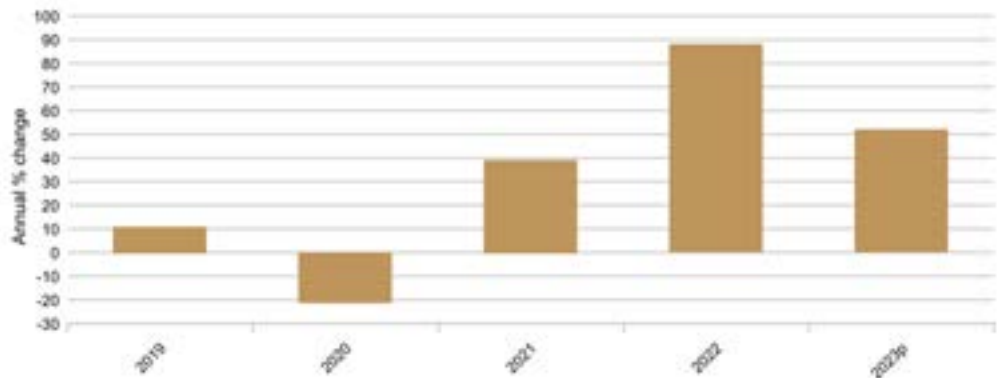
## Merchandise Exports - Time Series

Nominal value of merchandise exports

Year	Queensland		Australia		Qld's share of Australia
	Value	Annual change	Value	Annual change	
	\$m	%	\$m	per cent	%
2018	755.8	1.8	9,837.0	48.4	7.7
2019	837.1	10.8	11,935.7	21.3	7.0
2020	661.0	-21.0	11,791.3	-1.2	5.6
2021	919.3	39.1	15,428.2	30.8	6.0
2022	1,729.2	88.1	19,001.5	23.2	9.1
2023p	2,625.1	51.8	17,100.8	-10.0	15.4

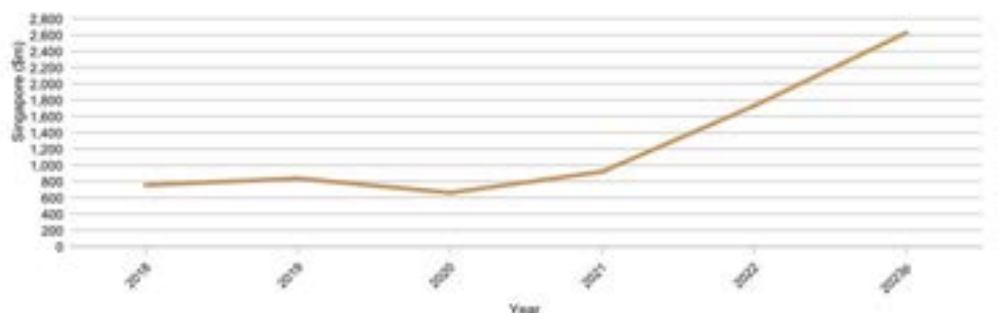
Source: ABS International trade in goods and services, Australia (unpublished data)

Annual change (%) in Queensland's merchandise exports, Singapore



Source: ABS International trade in goods and services, Australia (unpublished data)

Queensland's merchandise exports, Singapore



Source: ABS International trade in goods and services, Australia (unpublished data)



# CONNECTIONS TOUR DETAILS

The seven-day Market Connections Tour to Singapore will provide exposure and explore on trade and commerce opportunities.

The aim of this trip is to give regional agrifood businesses the opportunity to experience Singapore Market, in market buyer matching, site visits and networking while progressing commercial industry outcomes.

## What will you learn from being on this delegation?

- Doing Business in Singapore
- Explore investment and business opportunities
- High level connectivity events with Australian & Singapore business leaders in the Singapore business ecosystem
- Enjoy geo-political briefings, cultural experiences, networking events and visits to some of Singapore's most significant tourist destinations

## Final Programme

The final program will be tailored to provide a broad overview of Singapore, as well as deep dives into specific areas of the industry to meet the requirements of the delegates the attend.

## Registration fees include:

- General administration costs
- Group Program for the duration of the delegation.
- Group meetings for the duration of the delegation.
- Special receptions and events for the delegation
- Specialised industry briefings and visits in Singapore
- Internal Ground transport arrangement in Singapore

## Program fee

- TSBE Member \$7,000
- TSBE Non-Member \$9,500

(plus GST where applicable)

Please note that the above fees do not include meals (unless outlined in the final program) local travel undertaken on a private basis or travel for individual meetings whether or not accompanied by staff.

Contribution from each participant is required, covers for costs associated with flights and accommodation. All costs associated with living expenses in market are worn by each participant and have not been included in this price.

# DRAFT PROGRAMME

## Day 1 Sunday 22 Sept

- Travel Toowoomba to Singapore
- Dinner hosted by Gardens by the Bay

## Day 2 Monday 23 Sept

- Launch - Carnival of Flowers display.
- VIP tour of GBTB
- Tourism Networking Event

## Day 3 Tuesday 24 Sept

- Welcome High Commissioner
- Doing Business in Singapore
- Trade opportunities and exporting to Singapore
- Trade Networking Event

## Day 4 Wednesday 25 Sept

- Market Insights and Pitching Opportunities

## Day 5 Thursday 26 Sept

- Thematic site tours on Food & Agriculture, Innovation and Manufacturing (Food Innovation & Resource Centres, Smart Protein Hubs, Food Plant, Food Hub and Food Tech Innovation Centres)

## Day 6 Friday 27 Sept

- Site Tours continued and Trade Mission de-briefing

## Day 7 Saturday 28 Sept

- Travel Singapore to Toowoomba



# HEALTH & EDUCATION

## WHY SINGAPORE?

### Health

Singapore is renowned as a world leader in their health and education systems. Singapore's health care system is known globally for

- Its efficiency in delivering high quality care & standards,
- Being at the forefront of healthcare innovation, incorporating digital solutions and advanced technologies to enhance patient care and operational processes,
- Placing significant emphasis on health promotion and disease prevention.
- And now home to the largest Centre for Sustainable Medicine globally with the aim to lead the healthcare profession's response to sustainability in healthcare systems.
- Singapore's ageing population is increasing the need for chronic care that focuses on pre-existing or long-term illness. Combined with a shortage of domestic workforce, learn what Singapore is doing to meet these challenges where traditional care models are no longer effective.



### Education

Singapore's education system is highly regarded globally, with students ranked #1 academically according to OECD in Mathematics, Reading and Science.

Their education system is renowned for

- academic excellence,
- its role in driving the nation's economic development,
- its integration of technology
- strong emphasis on continuous teacher professional development
- and for providing students with strong foundation's in character development and values.

Come learn why Singapore is a global leader in education, understand what opportunities may be available in terms of incorporating methods in your organisation and potential partnership collaborations available.





## KEY DATES

Date	Activity
June 2024	Expression of Interest Opens
July 2024	Expression of Interest Close
August 2024	Market Briefing Workshop
September 2024	Pre-Departure Workshop
22 - 28 September 2024	Trade Mission

## NEXT STEPS

Find out how your business can benefit from developing trade relationships with Singapore.

- Fill out the Expression of Interest and email them to [nilesh@tsbe.com.au](mailto:nilesh@tsbe.com.au)
- We will keep in contact with you about updates/briefings & finalisation of the program.

# EXPRESSION OF INTEREST FORM

## Expression of Interest

If your business is interested in to participate in this Trade Mission, please fill out the below details.

Business Name	
Business Summary	
Key Contact	
Phone Number	
Email Address	
Product	
Product Description	
Operating Years	
Have you exported before, if so, what market?	

## Company/Individual Profile

This information will assist us in personalising your delegation program. Also, we will include this information within the Delegate Booklet.

Please outline your organisation's core business (up to 300 words)	
Individual Profile / Bio (up to 300 words)	
What are your objectives in participating on this delegation? (up to 300 words)	

### Attachments

1. Head shot photo.
2. Company Logo

For more information contact Nilesh Prasad, Trade & Market Development Coordinator, on email [nilesh@tsbe.com.au](mailto:nilesh@tsbe.com.au) or mobile 0423 518 242

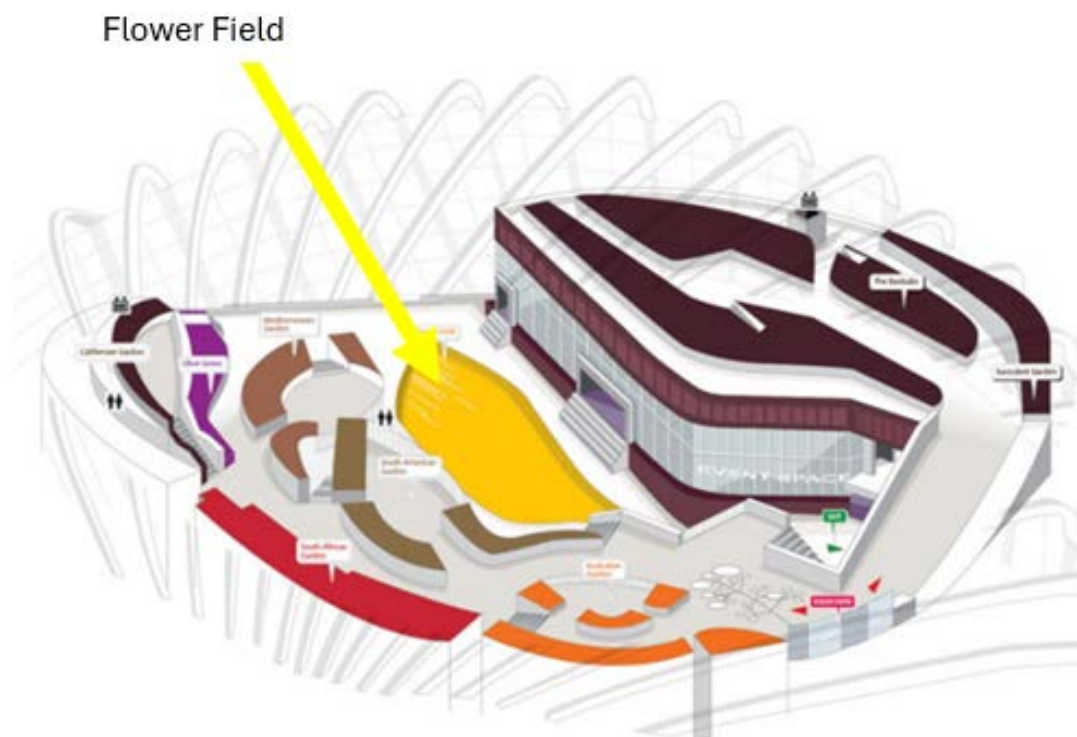
## Additional Information - Gardens By the Bay

Gardens by the Bay is situated in Singapore, renowned as one of the world's leading horticultural attractions, drawing millions of visitors annually. Spanning a vast area of 101 hectares, GB stands as a testament to Singapore's commitment to creating sustainable green spaces within urban environments. Established in 2012, this iconic landmark has since become a symbol of Singapore's dedication to environmental conservation and horticultural excellence.

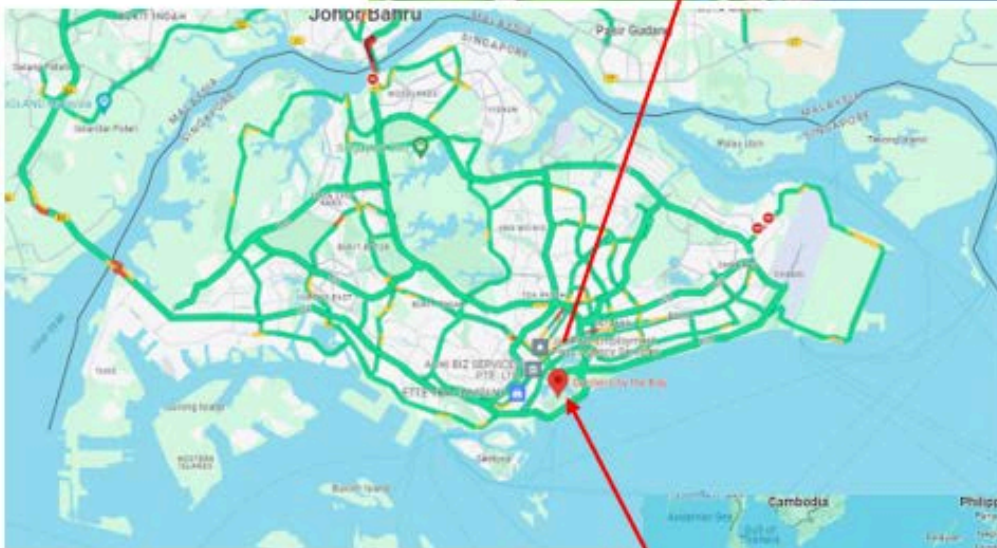
At the heart of GB lies the Flower Dome, a marvel of modern engineering and botanical innovation. The Flower Dome is a climate-controlled glass conservatory, covering an area of 1.2 hectares and standing at a height of 38 meters. This architectural wonder replicates the cool-dry Mediterranean climate, providing an ideal environment for the cultivation of a diverse array of plants from various regions around the world.

## CHANGING OF THE FLOWER DISPLAY

The Changing Flower Display is a hallmark feature within the Flower Dome, renowned for its thematic exhibitions highlighting the flora and culture of specific countries. With seven displays held annually, GB collaborates with nations worldwide to curate immersive showcases that celebrate their unique plant species and cultural heritage. Spanning an expansive display space of 850 square meters, each exhibition captivates an estimated average of 10,000 visitors daily, contributing to a total annual footfall of approximately 4 million visitors. This dynamic platform offers visitors an enriching journey through diverse landscapes and botanical wonders, fostering cross-cultural appreciation and environmental awareness.



# LOCATION



# PLANT SOURCING

Toowoomba Regional Council is tasked with sourcing 1,000 native plants for the display, to showcase the unique flora of the Region to the world, which will be procured in stages from Wallum Plants in Brisbane. Extensive research and consultations were conducted to ensure compliance with export regulations and to secure plants of the highest quality. The initial stages of sourcing involve trial shipments, with careful consideration given to factors such as soil type, treatment, accreditation, and thermal packaging for freight. This meticulous approach aims to guarantee the successful acquisition and transport of the plants, contributing to the authenticity and visual impact of the display.



# FIRST NATIONS PEOPLE PERFORMANCES

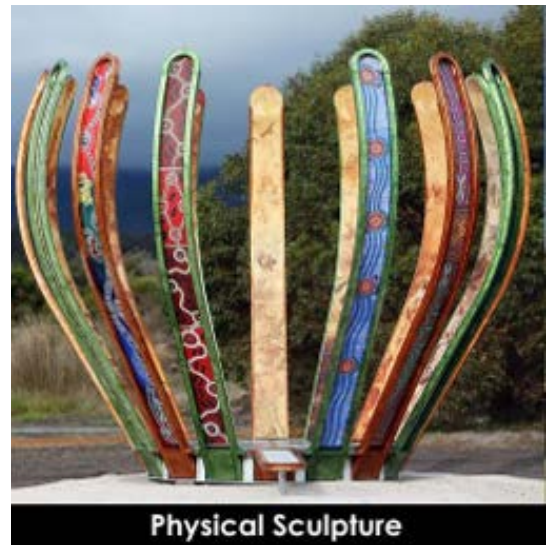


In line with the overarching objectives of the project, a pivotal element involves the proposed inclusion of captivating performances by Australia's First Nations people. These performances serve as a vibrant expression of cultural heritage and provide an immersive experience for visitors, fostering deeper connections and understanding of Indigenous traditions.

The performances aim to feature a group of experienced performers with versatile skills, including professional speaking in front of diverse audiences and captivating dance and didgeridoo performances. Their presentations will reflect the rich cultural identity of the Toowoomba Region, the broader Australian landscape, and the profound essence of First Nations peoples' songlines. These performances are proposed to be strategically integrated into various facets of the project, including the Official Launch of the Gardens by the Bay Carnival of Flowers display, local school engagements, trade events for commercial tourism operators, and public performances for visitors to the Gardens by the Bay display. Each performance session, whether in front of VIP guests, school children, or the general public, will aim to evoke a sense of cultural pride, celebration, and cross-cultural exchange, aligning seamlessly with the project's objectives of promoting cultural diversity, community engagement, and international awareness. Through these performances, the project seeks to honour and amplify the voices and traditions of Australia's First Nations peoples, fostering greater appreciation and respect for their enduring contributions to Australia's cultural landscape.

# FIRST NATIONS ARTWORK

As part of this display, SQCT are proposing to commission a digital artwork that encapsulates the essence of the region's cultural heritage of the First Nations People's songlines, flora and fauna. Designed to be versatile and dynamic, the artwork will seamlessly transition across various mediums, including display screens, electronic platforms, walls, and promotional materials, ensuring its widespread accessibility and impact. With a rich tapestry of cultural motifs, symbolic imagery, and storytelling elements, the artwork will transcend boundaries, inviting viewers to immerse themselves in a journey of discovery and connection with Australia's First Nations People.





**TSBE**

**Toowoomba and  
Surat Basin Enterprise**

**TOOWOOMBA AND  
SURAT BASIN ENTERPRISE**

6 Ann Street  
Toowoomba QLD 4350

P + 61 7 4639 4600  
F + 61 7 4639 3416  
E [info@tsbe.com.au](mailto:info@tsbe.com.au)  
W [www.tsbe.com.au](http://www.tsbe.com.au)