

# Guangzhou Study Mission: Food Technology and Innovation

25 June to 29 June 2018



## I. OBJECTIVES

- Learn the latest F&B productivity trends and best practices in China.
- Visit food service restaurants and understand their operations that uses food technology and innovation to keep their business competitive.
- Study successful implementations that has significantly improved efficiency and productivity (focused on reducing the cost and increasing consumer convenience and experience).
- Learn how to improve the innovation and productivity of back-end central kitchens.
- To guide participants through the whole end-to-end process of supply chain (bringing the farm to table concept) in Guangzhou.
- Visit **China International Food Exhibition & Import Food Exhibition.**

## II. PROPOSED TENTATIVE ITINERARY (TO BE CONFIRMED)

The study tour will be held for 5 days.

Date	Time	Location	Activities
25 <sup>th</sup> June	AM	Flight from Singapore to China	
	PM	Guangzhou	<ul style="list-style-type: none"> <li>▪ Visit Café de Coral Central kitchen</li> <li>▪ 广州南国思念食品有限公司 / LSG Guangzhou</li> </ul>
26 <sup>th</sup> June	AM	Dongguan	Workshop 1
	PM	Dongguan	<ul style="list-style-type: none"> <li>▪ Visit Guangdong Wen's Food Group Co / Nestle Dairy Farm Guangzhou Limited / Maggi</li> </ul>
27 <sup>th</sup> June	AM	Dongguan	Workshop 2
	PM	XinHui	<ul style="list-style-type: none"> <li>▪ Visit Lee Kum Kee</li> <li>▪ Visit Infinitus</li> </ul>
28 <sup>th</sup> June	AM	Guangzhou	<ul style="list-style-type: none"> <li>▪ Visit 心致餐饮 / 真功夫 &amp; Hai Di Lao (Lunch)</li> </ul>
	PM	Guangzhou	Exhibition- IFE China
29 <sup>th</sup> June	AM	Guangzhou	Exhibition- IFE China & Wrap-up
	PM	Flight from China to Singapore	

### III. TOUR FEATURES HIGHLIGHT

#### Workshop Features

1. Learn the latest productivity trends in F&B industry, focusing on the following 3 areas:
  - Customer Engagement
  - Payment Methods via mobile and face detection
  - Automation and Utilisation of Customer Data
2. Study successful implementation cases that have significantly improved the efficiency and productivity in restaurants and factories.
3. Learn about the whole supply chain (from farm to table concept).

#### Exhibition Features



#### **China International Food Exhibition & Import Food Exhibition**

The 18<sup>th</sup> China (Guangzhou) International Food Exhibition and Import Food Exhibition is one of the Informa trade events under Informa GE Asia's portfolio. With years of accumulation, IFE China becomes a leading B2B platform covering the whole value chain of food industry. The event presents extensive opportunities for all participants to get in touch with prospective business partners in China. It is a must-attend platform for overseas food companies to enter the China market.

Exhibitors will be showcasing affordable advanced food processing equipment such as:

- Meat Processing
- Fruit and Vegetable
- Packing Machinery

*(and many more equipment widely used in China Factories)*

For more information, visit the following link:

<http://www.ifechina.com/web/en/>

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**IV. PROGRAMME FEE**

	<b>EARLY BIRD &amp; BUNDLE PROMOTION</b>	<b>USUAL PRICE</b>
<b>Programme Fee* (incl. accommodation)</b>	<b>S\$8,800 for 2 pax (save S\$600)</b> <u>Register by 23 February 2018 to</u> enjoy this promotion!	<b>S\$4,700/pax</b>
<b>Travel Period</b>	<b>25 – 29 June 2018</b>	

\*Fees exclude air ticket

\*Participants are entitled to Double Tax Deduction Scheme. For more information, please refer to [Double Tax Deduction Scheme](#).

To register, please [click here](#).

For enquiries, please contact:

Ms. Damala Lim

Damala\_lim@sgpc.sg

+65 6745 5833 Ext 124