

# Tasty Singapore logo to give local food a boost

By GLENYS SIM

WHETHER it is laksa paste or chilli sauce, food manufacturers here will soon be able to slap a Tasty Singapore seal on their products.

This new branding tool was thought up by International Enterprise (IE) Singapore, the Singapore Food Manufacturers' Federation and the Singapore Food Manufacturers' Association.

IE Singapore's assistant chief executive officer, Mr Ted Tan, said the Republic's food industry generated \$10.6 billion in trade last year.

"Tasty Singapore aims to unify the food industry because individually, most companies have no budget for global branding," he said.

The three partners have put in a total of \$200,000 to \$300,000 to put the Tasty Singapore logo on Singapore booths at international food and beverage exhibitions over the next 12 months, as well as to get local food manufacturers to use it on their packaging.

Food association president Lim Boon Chay called it "a new beginning for the food industry in Singapore". Mr Lim is chairman of Thong Siek Food Industry which makes DoDo seafood products.

He said: "It's a very com-



petitive world out there so there is a need for such a collective effort by the industry to help the players along."

When Trade and Industry Minister George Yeo opened Food and Hotel Asia 2004 at Singapore Expo on Tuesday, he observed that Singaporeans spend a lot of time eating and thinking about food.

"Tasty Singapore combines this Singapore passion for a wide range of food with Singapore's reputation for quality to create a signature for our food and beverage companies, one that is Uniquely Singapore," he added.

That same day, he announced a tie-up between Cornell University and Nanyang Technological University (NTU), to offer a joint post-graduate programme in hospitality management.

Students in the year-long, US\$40,000 (S\$67,700) course will spend half the time here at NTU's Nanyang Business School and the other

half at Cornell's School of Hotel Administration in Ithaca, New York, and graduate with a master's in management in hospitality.

The Cornell-Nanyang Institute of Hospitality Management will take in 50 students each year, starting next June.

"The collaboration will be a first for both universities. We are delighted that Cornell University has chosen NTU as its first overseas partner for a joint-degree programme since its founding in 1865," he said.

It will also offer executive programmes including three-day courses and week-long seminars on topics like marketing and rooms management.

Cornell and NTU have each contributed US\$500,000 to a fund for researchers from both universities to study the issues and trends in the hospitality industry in Asia.

At the exhibition opening, Miss Cheryl Goh shows off mooncakes cut by a machine, costing over \$10,000, that can stamp 75 pieces a minute.

CHEW SENG KIM

