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Media Release

FEEDING SINGAPORE'S PASSION FOR FOOD WITH TECHNOLOGY F&B BUSINESSES HUNGRY FOR SUCCESS TO LEARN FROM INNOVATORS

Singapore, 18 July 2017 - Amidst rising costs of operations and materials, the food and beverage (F&B) sector has been facing challenges on multiple fronts. Although Singapore is a nation of tech-savvy, food enthusiasts who appreciate convenient and hassle-free ways to enjoy their meals, F&B businesses struggle with scarce manpower resources to cater to the needs of their customers. To tap on this ever-growing market, F&B businesses appreciate the need to leverage on the latest technologies to stay competitive in a fast-changing landscape.

The F&B sector is among the many industries strengthening their digital capabilities to build a more resilient business model that is ready for the future economy. Market researcher Euromonitor reported in May 2017 that harnessing innovative technology would allow F&B businesses to be more efficient, allocating limited crew to tasks requiring higher productivity.

The upcoming Digital Transformation Exchange (DTE) session will feature service providers for FoodTech Solutions. Organised by the Action Community for Entrepreneurship (ACE), DTE is a platform for knowledge-sharing and potential adoption of technologies. Each thematic session will focus on sectors such as Cyber Security, Logtech, Fintech and Education Technology, facilitating the synergy between SMEs' and corporations' business knowledge and the technological resources of startups. DTE aims to foster the collaborative spirit between these firms to leverage on each other's areas of expertise, progressing towards greater success.

The FoodTech Solutions session will focus on trends and opportunities in the F&B sector and how F&B businesses can tap on these smart technologies to boost business growth. The

startups will be sharing on their knowledge with F&B business owners and SMEs who wish to improve operational efficiency and achieve stronger business growth.

Details of the FoodTech Solutions session are as follows:

ACE Ideation Centre
JTC LaunchPad @ one-north
Tuesday, 25 July 2017
2pm to 5pm

The five startups presenting are:

Oddle

Engage, manage and grow via an all-in-one online ordering system

Cloud-based software | E-commerce and order management solution

Eunoia

Connects F&B businesses and foodtech providers into one open ecosystem

Order from smart phones without downloading an app | Integrating point-of-sale systems into existing platform

Fastbee

Aggregator platform for hawker food

Order Singapore hawker food | Collect at automated food dispenser

TabSquare

Next generation restaurant management and customer engagement platform

Customisable tablet-based digital menus | Meaningful customer interactions that drive profits



ZeeMart

Empowering businesses to make smarter purchasing

B2B e-commerce marketplace | Easy-to-use purchasing experience

For more information on the DTE session on FoodTech Solutions, please visit www.eventnook.com/event/foodtech.

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About Action Community for Entrepreneurship (ACE)

The Action Community for Entrepreneurship (ACE) was launched in 2003 by the Ministry of Trade & Industry as a national effort to foster innovation and entrepreneurship in Singapore. It was re-structured in 2014 as a private-led initiative supported by the government to continue its national mandate to drive entrepreneurship initiatives in Singapore. The Senior Minister of State for Ministry of National Development and Ministry of Trade & Industry, Dr Koh Poh Koon is Patron. Working closely with SPRING Singapore, ACE is guided by a board of directors that comprises of experienced entrepreneurs and professionals who are immersed in the entrepreneurial ecosystem.

ACE takes on three main thrusts to focus on strengthening the entrepreneurial scene by, (i) working with the community to engage and support promising entrepreneurs through resources, networks and mentorship, (ii) being the voice to speak for entrepreneurs and lobby for relevant policy changes and (iii) reaching out to schools and youths to support their entrepreneurial efforts.

For more information on ACE, please visit www.ace.org.sg.

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