

## Nurasa and Protein Industries Canada launch strategic program to support Canadian Food Innovation in Asia-Pacific

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Singapore-based, Temasek-owned food technology company, Nurasa, and Protein Industries Canada announced a new international partnership to help Canadian companies expand into the fast-growing Asia-Pacific (APAC) market - one of the world's most dynamic regions for plant-based food innovation.

Launched at an event attended by Minister of Agriculture and Agri-Food Canada, Heath MacDonald, and Pradeep Pant, Chairman of the Board of Directors, Nurasa, the partnership is anchored by the Asia Pacific Market Entry Program, which will support Canadian plant-based ingredient and food companies prepare their products for commercial launch in Singapore and across the broader region.

"Canadian innovation is driving the global shift toward sustainable food solutions," said the Honourable Melanie Joly, Minister of Industry and Minister responsible for Canada Economic Development for Quebec Regions. "By supporting our plant-based companies as they expand into new markets like Asia-Pacific, we are helping them scale up, create good jobs at home, and showcase Canadian expertise on the world stage. This partnership is another example of how the Global Innovation Clusters are helping Canadian businesses succeed both at home and abroad."

The Honourable Heath MacDonald, Minister of Agriculture and Agri-Food commented, "In partnering with Nurasa, the Asia Pacific Market Entry Program will fast-track opportunities for Canadian plant-based ingredient and food companies to bring their products directly to this important market. It will help the sector realise its multi-billion-dollar potential and advance our

goal of strengthening collaboration with reliable trading partners around the world.â”¸

### **Addressing Asiaâ”¸s Food Challenge**

Asia is experiencing a growing demand for sustainable, nutritious, and locally relevant food solutions, driven by rapid urbanisation and a fast-ageing population. However, fragmented markets and complex supply chains continue to pose challenges to scaling innovation across the region. With its world-class food innovation infrastructure and strategic location, Singapore serves as a launchpad for companies to test, adapt, and scale their offerings across the APAC.

Nurasa plays a key role in enabling this growth, providing deep market insights, technical expertise, and access to a broad commercial network. Through the Asia Pacific Market Entry Program, it will help Canadian companies localise their products, navigate regulatory frameworks, and build meaningful regional partnerships.

Xiuling Guo, Chief Executive Officer of Nurasa, said, â”¸Nurasaâ”¸s mission is to accelerate the adoption of accessible and affordable food innovation across Asia and beyond, in collaboration with our partners. This partnership underscores our shared commitment to driving large-scale innovation and commercialisation. By combining Canadaâ”¸s leadership in sustainable agriculture and plant-based ingredient expertise with Singaporeâ”¸s strategic role as a gateway to Asia, we are proud to co-develop solutions that overcome market-entry barriers and delight consumers throughout the region. This is more than a partnershipâ”¸itâ”¸s a catalyst for scale, transformation toward a sustainable future, and shared food security.â”¸

For regional food manufacturers, this means access to high-quality, sustainable Canadian ingredients â”¸ enabling the creation of innovative, on-trend products that meet local consumer needs. From healthier formulations to new plant-forward offerings, the program helps brands differentiate in a competitive market while delivering better choices to consumers across Asia.

### **Enabling Canadaâ”¸s Plant-Based Sector to Scale Globally**

As a strategic partner, Nurasa will support participating companies localise their offerings, navigate regulatory requirements, and facilitate access to regional commercial pathways.

Robert Hunter, Chief Executive Officer of Protein Industries Canada, said, â”¸The Asia-Pacific region represents a significant opportunity for Canadian plant-based ingredient and food companies. Through this partnership, weâ”¸re removing key barriers to market entry, helping Canadian businesses diversify their export markets and scale internationally, bringing us one step closer to achieving the full potential of our \$25 billion plant-based sector.â”¸

This program directly supports Protein Industries Canadaâ”¸s Road to \$25 Billion vision to grow Canadaâ”¸s plant-based food, feed and ingredient sector into a CAD\$25 billion industry by 2035. This partnership also reinforces Singaporeâ”¸s ambition to become a leading agri-food innovation hub for the region, and underscores the importance of cross-border collaboration in delivering nutritious, sustainable solutions to feed a growing population.