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Brinc and Enterprise Singapore launch Food Technology Program

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Brinc, a leading venture accelerator with a global sustainability focus, and Enterprise Singapore (EnterpriseSG), a Singapore government agency promoting enterprise development, have partnered to launch the Food Technology Program. The initiative aims to provide the tools, expertise, and commercial network necessary to support Singapore-based food technology startups looking to enter the mainland China market. The Program is part of EnterpriseSGâ??s Global Innovation Alliance (GIA) initiative in China, which connects Singaporean startups with business and technology communities in major innovation hubs.

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The virtual program will be run on a rolling basis, with startups participating in cohorts of two-to-three per intake to allow for personalized, hands-on support. Applications for the program are open, with the first cohort expected to start in May 2023.

Over 12 weeks, participants will leverage Brinc and EnterpriseSGâ??s extensive networks in the food technology industry to meet potential commercial partners, including mainland China-based food brands, hospitality groups, restaurants, and grocery stores. The Programâ??s educational content will focus on go-to-market and commercialization best practices in the context of mainland China, with an emphasis on portability, regulation, pricing, market sizing, and customer discovery.

Participants will also be able to work out of Brincâ??s Shanghai office to connect directly with potential customers and partners and gain access to Brinc and EnterpriseSGâ??s regional investor networks during and after The Program.

Manav Gupta, Founder and CEO of Brinc, said, â??To be successful in the region, we believe it is essential for companies to craft a strategy rooted in a deep understanding of local consumer behavior, taste preferences, and sensory expectations.â• Eugene Toh, Director of Food Manufacturing and Agritech at Enterprise Singapore, added, â??We are happy to partner with Brinc on this regional market accelerator program and encourage startups looking to establish a presence in the Chinese market to tap this program.â•