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MR TAY KHIAM BACK BBM

Chairman

Singapore Fruits & Vegetables Imports & Exports Association

Singapore Fruits & Vegetables Importers & Exporters Association (SFVIEA) was established in 1948. Since its establishment, it has played an active and significant role in promoting fruit and vegetable industry in Singapore. SFVIEA has also made a significant contribution on stabilizing supply and price for fruit and vegetable in domestic market.

Through the years, we have been playing an important role towards promoting the development of Singapore's fruits and vegetables trade and ensuring food safety and diversity for our fellow Singaporean; fostering closer relationships among members, government agencies and business associates both locally and internationally.

With the evolving society and increasing consumer's sophistication, it is a challenge for our Association and members to source for wider spectrum of fresh produces that are of better quality and value from diversified sources of supply to meet their aspirations.

We are also working closely with AVA to form the Vegetables and Fruits cluster, providing

a platform for AVA to engage industries regularly, to identify and address issues of food supply; develop diversification strategies and explore new food sources and investment opportunities overseas.

Our Association is proud to present you the latest edition of our 54th Member Directory which showcases our Association's profile, business contacts and product specialties. This Directory will also be widely distributed to all relevant organizations including government agencies, embassies, trade associations as well as trade delegations from foreign countries.

We wish to acknowledge our gratitude to our advisor Minister S Iswaran and all the embassies and government agencies for their support and assistance. We would also like to express our heartfelt appreciation to all advertisers for their invaluable contribution and support in making this book has been successfully published.

郑谦木先生 BBM

主席

新加坡果菜进出口公会

新加坡果菜进出口公会自1948年成立70年以来，在新加坡的果菜行业始终都扮演着积极且重要的角色，在水果、蔬菜等农产品价格的稳定与保持平稳的供应量方面作出了重要的贡献。

本会的主要任务一直都是促进与支持新加坡果菜行业的发展，协调会员之间的联系与加强同业之间的合作。同时，公会也充当着会员与政府部门和商业机构之间沟通的桥梁，维持双方的友好关系。

公会在协助会员逐步扩大市场份额、鼓励人民健康均衡饮食，倡导健康生活意识方面也扮演着举足轻重的角色。本会也与时俱进，把握最新消费趋势，开拓新的果菜来源渠道，为国人提供多元化、高素质的果菜选择。

新加坡的果菜入口一直以来都秉持着自由、开放的态度，货品的来源也是力求多样化。随着社会的不断发展，市场的改变，消费者的要求也越来越高。本地的绿叶蔬菜只能供应国人12%的需求，必须从国外进口才可以保证有充足的供应。果菜入口商从北半球到南半球的50多个国家进口水果、蔬菜以确保品种、价格的多样化，提供给消费者更多的种类，更优惠的价格和高品质的果菜选择。

现在国人也追求更健康的生活方式，对果菜的

质量、品种和营养价值都非常重视。本会的会员在寻求果菜供应时也在不断地提高对产品品质的标准。

本会也一直与新加坡农粮与兽医局（AVA）密切合作，不断地开拓新市场，组织商贸考察团以寻求新的果菜货源。本会也一直与AVA携手合作，确保食品的安全，互相探讨关于蔬果农药残余的检测程序。公会也为AVA提供了一个平台，让他们定期参与该行业的活动，识别和应对食品供应方面的问题及挑战；制定多样化的战略，扩充现有进口食品的来源，利用新的潜在来源。

本会也时常接待来自世界各国的政要及商团代表。安排参观、访问批发中心并组织有本会会员，AVA代表参与的座谈交流会，加强本地批发商与世界各国的经贸合作。

第54届会员通讯录收集了所有会员详尽的联系方式和资料，也刊载了覆盖层面深广的果菜行业最新发展趋势。本书也将赠送给各国大使馆、政府机构、各个商团及外交商业使团代表。

在此，非常感谢本会顾问易华仁部长、各国大使馆及政府机构给予本会的支持及协助；感谢一直以来支持本会的广告商家，使本年度的会员通讯录得以顺利出版。



MR S ISWARAN

Advisor

Minister for Communications and Information &
Minister-in-charge of Trade Relations

The Singapore Fruits & Vegetables Importers & Exporters Association (SFVIEA) plays an important role in the development of the industry in Singapore. It is a means to collectively explore new business opportunities in the trade.

SFVIEA also serves as a vehicle to address the common concerns and promote the common interests of your members. Your association is well-positioned as a representative body to take up your members' concerns with government agencies and find solutions.

The publishing of the SFVIEA's Members' Directory 2017-2019 marks the continuation of another good initiative of the Association. The directory will facilitate networking among members of the fruits and vegetables trade, both locally and internationally. This will be especially useful as SFVIEA members enhance their effort to seek new markets.

I wish the SFVIEA and its member's success in your endeavours to build a thriving trade in fruits and vegetables in Singapore.





MR LIM KOK THAI

Chief Executive Officer

Agri-Food & Veterinary Authority (AVA) of
Singapore

Singapore is a nation that loves food. The import and consumption of fruits and vegetables have risen over the past 10 years. Per capita consumption of vegetables went up from 86kg to 94kg, while the import volume of fruits and vegetables climbed by about 200,000 tonnes to nearly 948,000 tonnes in 2017.

SFVIEA's members accounted for about 20% of the fruits and vegetables imported into Singapore. This makes the association a key player in Singapore's food supply chain and a valued stakeholder of AVA. It is important that we continue to work closely together to maintain a steady supply of safe fruits and vegetables in Singapore.

On 1 January 2018, AVA, as the agency responsible for food supply resilience, took over the management of the Pasir Panjang Wholesale Centre (PPWC) from the Housing & Development Board (HDB). PPWC is Singapore's main wholesale and distribution point for imported fruits and vegetables, and the transfer of management was an alignment

of the agencies' functions. We recognise that a majority of SFVIEA members operate out of PPWC. To minimise impact to PPWC tenants, engagement sessions were conducted to facilitate dialogue among members of the SFVIEA, PPWC Association, tenants, AVA, and HDB. I am pleased to note that the transition was smooth.

I am also heartened that many SFVIEA members have actively participated in AVA's Vegetables & Fruits Business Cluster and Taskforce on Imported Fruits and Vegetables Inspection. These platforms have allowed us to exchange feedback, enhance mutual understanding, and collaborate on pro-enterprise initiatives.

With the formation of Singapore Food Agency (SFA) on 1 April 2019, I look forward to SFVIEA's continued support and partnership as we work together to ensure Singapore's food security. Meanwhile, I am sure that the SFVIEA's 54th Members Directory will continue to serve as a useful resource for the industry to forge business links.



黄山忠先生

新加坡中华总商会会长

新加坡果菜进出口公会自1948年成立以来，在新加坡果菜行业的发展扮演着关键的角色，不断与时俱进，把握最新消费趋势和开拓新鲜果菜来源渠道，迄今已和全球超过40个国家和地区的果菜供应商、消费群体等建立密切的伙伴关系，也为国人提供更多元化、更低廉与更高品质的果菜产品。

作为总商会的商团会员，贵会长期以来给予本会鼎力支持，带领属下会员参与总商会主办的各项活动，协助会员提升业务及寻找海外商

机，同时也与政府密切的联系，努力提高生产力和不断自我提升，以积极的态度和实际的行动，应对我国经济重组期间带来的挑战。

贵会出版新一期会员手册，收集了详尽的会员联系方式和资料，以及刊载了覆盖层面深广的果菜行业最新发展趋势。

展望未来，本会期望在现有良好的基础上与贵会加深合作，互利共赢，共创繁荣，让双方诚挚友好的关系更上一层楼。



HER EXCELLENCY MAGDALENA BOGDZIEWICZ

Ambassador of Poland to Singapore

Poland, as a European agricultural powerhouse, is an important fruit and vegetable producer both on a regional and global scale.

Among the European Union countries, Poland is the largest grower of apples (1 in every 4 apples produced in the EU originates from Poland), sour cherries (30% of EU harvests comes from Poland), raspberries, currants and high bush blueberries. We are also a second biggest European producer of strawberries, gooseberries and chokeberries. Fruit growing is a significant part of agricultural production in Poland. Annual production volumes exceed 4 mln tons and fruit export constitutes more than 2% of Poland's agri-food export.

Poland is also a European leader in production of vegetables, with annual volumes reaching 5 mln tons. We are the European champion in producing carrots, champignons and cabbage, and second biggest producer of cucumbers (20% of the EU harvest). In onions production we take the 3rd position in Europe. Although we are only the 6th largest producer of tomatoes, their taste might be the best in the world. You should try Polish 'raspberry tomato' to get the full understanding of what I mean.

Though the main destination for the Polish agricultural exports is the European market, Polish producers are ready and eager to expand globally, including to a fast growing

Asian market. Since 2015, slowly but steadily Polish apples and blueberries have been conquering Singaporean market. We have been selling about 100 tons of apples and 30 tons of blueberries annually. Certainly, there is potential for more.

While promotional activities of the Polish food industry conducted by the Embassy of Poland in Singapore and other stakeholders create awareness of our offer among local consumers and buyers, establishment of a direct flight connection between Warsaw and Singapore in May 2018 substantially improves logistics of food exports. I truly hope that Polish strawberries – juicy, sweet, but gentle – or tasteful, luscious and naturally fragrant red tomatoes will also find the way to Singaporean tables shortly.

I feel truly honored and privileged to offer my message to the 54th edition of SFVIEA Members Directory. Let me also take this opportunity to congratulate SFVIEA on its contribution to strengthening bilateral relations between Polish and Singaporean industries and providing the local customers with wider and better choice of products available for their consumption.

There is a huge potential for further development of our relations. I strongly encourage you to explore it.



MR BRUCE GOSPER

Australian High Commissioner to Singapore

The Australian Department of Foreign Affairs and Trade (DFAT) and the Australian Trade and Investment Commission (Austrade) work together to make Australia stronger, safer and more prosperous.

We do this by promoting and protecting Australia's interests internationally, and contributing to its economic growth, in partnership with countries around the world.

With a highly skilled workforce, growing economy and strong rule of law, Australia offers significant trade and investment opportunities.

Our natural advantages in agriculture coupled with our capabilities in science, research and innovation, and our geographic proximity, further adds to Australia's ability to export reliable, clean and green products to the Indo-Pacific region.

Australia and Singapore are natural trade and investment partners. As trading nations, we both understand the importance of stable, open and mutually beneficial trading relationships.

Indeed, Singapore is Australia's largest trade and investment partner in ASEAN and Australia's eight largest overall trading partner.

This important trading relationship extends to agricultural products. In 2017, Australia exported \$52 million worth of fresh vegetables and \$72 million worth of fresh fruit to Singapore.

Given Singaporeans' appetite for high quality agricultural products, Australian producers are constantly seeking to introduce and promote new fresh product varieties from Australia to the local market.

The Australian High Commission to Singapore is pleased to work with the Singapore Fruits & Vegetables Importers & Exporters Association (SFVIEA) to continue introducing and promoting Australian fresh, clean, green and reliable produce to Singaporean consumers.

We would also like to commend SFVIEA for its unceasing efforts to grow and develop the fruit and vegetables industry in Singapore. We are confident SFVIEA's 54th Members Directory will be a useful reference for members and buyers alike.

We look forward to continuing to build on our relationship with SFVIEA in 2018 and beyond.



HIS EXCELLENCY MODISE CASALIS MOKITLANE

High Commissioner
Republic of South Africa to Singapore

We congratulate the Singapore Fruits & Vegetables Importers & Exporters Association (SFVIEA) on reaching the venerable age of 70. The relationship between South Africa and the SFVIEA is one of our most important. We also congratulate the leaders and members of the SFVIEA for their important contribution to the growth and development of the fruit and vegetable sector in Singapore. We believe this Directory is an invaluable reference tool for its members and the industry.

South Africa is one of the most sophisticated, diverse and promising emerging markets globally. We have a complex and diversified economy, the 53rd most competitive country in the world, and 2nd amongst BRICS countries. South Africa is ranked as the leading emerging economy in Africa, and the only African State to be in the top 15 worldwide of the Emerging Markets Opportunity Index at number 14. South Africa has world-class infrastructure, exciting innovation, research and development capabilities and an established manufacturing base, as well as a highly developed agro-industrial sector. South Africa has some of the world's best produce; our fish, seafood and meats, including ostrich and our venison, are delicious, while our fruits and fruit juices are globally sought after, as are our vegetables and spices. There are 200 wine cultivars just around Cape Town.

We are at the forefront of the development and rolling out of new green technologies and industries, creating new and sustainable jobs in the process and reducing environmental impact. South Africa's membership of the Tripartite Free Trade Area adds to this attractiveness. South Africa is one of the economic powerhouses of Africa

and is also a member of the BRICS group of countries with Brazil, Russia, India and China. Our Special Economic Zones assist investors with all aspects of setting up their operation. In view of the global interest in investment in South Africa, President Cyril Ramaphosa is hosting an Investment Summit in October 2018, and we expect many Singaporean companies to attend.

Most importantly for SFVIEA members, South Africa's excellent fruit juices and vegetables are world famous and highly sought after. Most Singaporeans have eaten or drunk many South African products already; our food and beverage trade with Singapore remains strong as a result of Singapore's recognition of the quality and availability of these products. South African fruit and vegetable exporters export large quantities of product to Hong Kong, Singapore, Malaysia, Japan and Indonesia, and this trade is assisted by the fact that qualified products are halal certified and fully recognised by MIUS in Singapore.

South African companies have close relationships with several SFVIEA members, which are expanding year after year. Aside from a blip in 2017, as a result of the drought in South Africa, imports of South African fruit and vegetables have risen year after year. In 2015 and 2016, this was over S\$100 million per year, slumping in 2017 to S\$53 million; in October 2018, we are already seeing imports reaching S\$77 million, well on track to reach 2016 levels again.

The South African High Commission is ready and available to assist all SFVIEA members with trade enquiries related trade with South Africa. Together, we can assist in growing your business.



H.E. AHN YOUNG-JIP

Ambassador

Embassy of the Republic of Korea to the Republic of Singapore

Congratulations to the Singapore Fruits & Vegetables Importers & Exporters Association (SFVIEA) for its new issue of the member's directory!

Korea and Singapore are a great trading and investment partner. In the year 2017, Singapore was recorded as the tenth largest trading partner of Korea with a total trading volume of USD 20.55 billion. Moreover, the cumulative investment from Singapore to Korea since 1968 has reached USD17.47 billion making it Korea's 4th biggest investor.

Despite this tight economic relationship, the export volume of agricultural and marine products from Korea to Singapore has been not as outstanding as other goods and services with a yearly trading volume of USD270 million, which has not increased since 2014.

However, we see a big potential in the future of Korean fruits and vegetables in the Singapore market. The love for Korean products led by the Korean Wave never seems to waver.

More than 100 Korean restaurants are actively running their business in Singapore, and we are witnessing more and more Singaporeans looking for quality Korean products.

There are a lot of seasonal quality products that we would like to introduce to Singapore customers including persimmons, Muscat grapes, pears, onions, garlic, ginger, kiwis, tomatoes, paprika - just to name a few. What makes them great is Korea's distinct four-season, which help each product to have its peak nutritional value and the best taste. Korean Strawberries, for example, have already made its successful debut in the Singaporean market at a high quality and competitive price.

By becoming a partner with the Singapore Fruits & Vegetables Importers & Exporters Association, we hope to introduce more premium fruits and Vegetables to the Singaporean customers and see them enjoying our good products!



MRS QUYNH TRAN, PH.D.

Commercial Counsellor

Head of Trade Office

Embassy of the S. R. of Viet Nam in Singapore

On behalf of the Trade Office of Vietnam Embassy in Singapore (VTO), we would like to extend our special congratulations to the Singapore Fruits & Vegetables Importers & Exporters Association (SFVIEA) on its 70th Anniversary.

Over the last four decades, the VTO office in Singapore has collaborated closely with SFVIEA to promote trading in fruits and vegetables between Vietnam and Singapore and to introduce and promote new fresh produce varieties to the Singapore consumer. The close sociopolitical and business ties between our two countries have contributed to the recent expansion of the trade in fruit and vegetables from Vietnam into Singapore market.

Singapore is now our 10th largest trading

partner; in 2017, Vietnam imported approximately S\$ 5.3 billion from Singapore and exported only S\$ 2.9 billion. The trading opportunity in fruit and vegetables in Vietnam remain huge; a wide range of fruits (such as: red dragon, chiku, avocado, ananas, letchi, pomelo, passionfruit and many others) and organic vegetables is still undiscovered by SFVIEA members.

The VTO treasures the support from SFVIEA and looks forward to forging even closer relations with its members via joint marketing efforts in Singapore and business missions in Vietnam on a regular basis. We also seek your support to help Vietnamese farmers to improve their handling, storage capacity; standard knowledge and merchandizing practices in your market.



MR WILLIAM VERZANI

Agricultural Attaché

U.S. Department of Agriculture/U.S. Embassy
Foreign Agricultural Service
Brunei/Malaysia/Singapore/Papua New Guinea

We are delighted to offer our heartiest congratulations to the Singapore Fruits & Vegetables Importers & Exporters Association (SFVIEA) on the occasion of their 54th anniversary. The United States was Singapore's top supplier of fresh fruit and 3rd largest supplier of consumer oriented food and beverage products in 2017. The U.S. Department of Agriculture (USDA) highly values SFVIEA's efforts to support this robust trade. We also greatly appreciate the pivotal role SFVIEA member companies play in introducing U.S. products to Singapore consumers.

The USDA Foreign Agricultural Service (FAS) Office in Singapore is part of a network of 93 FAS offices worldwide that work to link high quality U.S. agriculture products to our global customers. Along with working closely

with local government on trade policy and regulatory issues, our office partners with several U.S. fruit and vegetable associations to promote our products in the Singapore market. The strong bond SFVIEA members have developed with these trades associations (e.g. the California Table Grape Commission, Northwest Cherries, the Washington Apple Commission, Sunkist Growers, Idaho Potato Commission and the U.S. Apple Export Council) has served to support a broad range of livelihoods within the food and agricultural industries in both of our countries.

To all of the officials and members of the SFVIEA, we thank you for the years of friendship, business, communication, and cooperation and we look forward to working closely with each and every one of you in the future.



MS MÜGE DAĞLI DURUKAN

Commercial Counsellor
Turkish Embassy in Singapore

I would like to extend my warm congratulations to the Singapore Fruits & Vegetables Importers & Exporters Association (SFVIEA) for the latest edition of its Members' Directory.

The Embassy of Turkey in Singapore is pleased to work with local business associations and their counterpart organizations in Turkey to promote trade and investment between Turkey and Singapore. I strongly believe that SFVIEA, as one of the most prominent trade associations in Singapore, plays an important role in connecting Turkish companies with local companies interested to do business with each other, with the aim to diversify the fruits and vegetables market in Singapore.

As you may know, Turkey, with its favourable geographical conditions and climate, is one of the most important agricultural producers in the world. In 2017, more than 49 million tons of fresh fruits and vegetables were produced in Turkey. Most of it was consumed in domestic market, while about 4 million tons were exported to the world. Notably, about 2.5 million tons of products as part of organic agriculture were produced in Turkey,

following a rising global appreciation for organic products.

The past few years have seen a continued growth in the number and variety of Turkish fruits and vegetables available in the Singapore market. Turkish dried fruit such as dried apricots and raisins, as well as fresh lemons, apricots, grapes, figs and cherries can already be found in local supermarkets. But there is so much more to discover. From fruits such as apples, watermelons, peaches, plums, to vegetables like tomatoes, cucumbers, peppers, eggplants, green beans and pumpkins, we would like to invite Singapore to explore the bountiful produce that Turkey offers.

I thus would like to encourage members of the SFVIEA to get in touch with our Office should you be interested to learn more about Turkish fruits and vegetables. It will be my pleasure to share additional information and business contacts with members of the SFVIEA.

I wish SFVIEA a great success and look forward to working together more closely in the coming years.

Embassy of the Republic of Turkey

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HIS EXCELLENCY NGURAH SWAJAYA

Ambassador of the Republic of Indonesia

It is our pleasure to congratulate the Singapore Fruits & Vegetables Importers & Exporters Association (SFVIEA) for the new edition of the member directory. As the one of the reputable associations in Singapore along with the 54 members, the Association's reputation until now reflects an extraordinary achievement and gained through hard work and commitment from all parties.

SFVIEA plays an important role in promoting Indonesia's products not only in Singapore market but also in global market. Indonesia remains strongly committed to continue working with SFVIEA to increase our quality fruit and vegetable export products to Singapore.

With its vast and abundant fertile soils Indonesia is a major global key producer of a wide variety of agricultural tropical product as well as vegetables. Indonesia is very confident and committed to meet high quality standard for its best quality, competitive and reliable products.

The proximity between Singapore and Indonesia provides greater advantages for both countries especially in delivering fresh agricultural products from Indonesia to Singapore in a faster time. Therefore, we may continue to strengthen our commitments for the partnership and cooperation for mutual benefits.



DATO' ZAINOL RAHIM ZAINUDDIN

High Commissioner of Malaysia to Singapore

On behalf the business partners of Singapore Fruits & Vegetables Importers & Exporters Association (SFVIEA) in Malaysia and on my own behalf, I wish to extend our heartiest congratulations and best wishes to SFVIEA on the publication of the 54th SFVIEA Members' Directory Publication. The publication is testimony to the excellent work SFVIEA has done over the course of seven decades since its establishment, in the forefront of promoting and expanding the development of fruits and vegetables trade in Singapore. I also wish to express our appreciation to SFVIEA for the many years of excellent partnership in the business relations between Malaysia and Singapore.

Being Malaysia's closest neighbor to the south and bonded by historical, social and economic ties, trade relations with Singapore has steadily been growing over the years. Singapore is Malaysia's second largest trading partner globally and top trading partner within ASEAN. In 2018, Singapore imported more than USD\$72 million worth of fruits and USD\$126 million worth of vegetables from Malaysia, an increase of 10.8% and 6.6% respectively compared to the previous year 2017. Among main fruits imported were pineapple, durian, watermelon, melon, grapefruit and coconut, while main vegetables imported were onion, cabbage, lettuce, cucumber, lady's finger and sweetcorn. Quality fresh produces, supplier

reliability and competitive pricing have made Malaysian products to be top choice for Singapore's market. Given the growing trend for healthy eating and rising disposable incomes, this also provides good opportunities for both countries to continue promoting our existing products and introducing new fresh products.

In expanding our business horizons, we should also recognise the importance of digital connectivity to trade, which had created tremendous business potential and possibilities. The recently signed ASEAN Agreement on e-Commerce sets an important milestone to facilitate a seamless digital market of ASEAN – the third largest number of internet users in the world with 330 million internet users. Businesses in both Malaysia and Singapore including members of SFVIEA can leverage on technology to spur trade at both business-to-business (B2B) and business-to-consumer (B2C) levels.

Moving forward, the High Commission of Malaysia in Singapore looks forward to working closely with SFVIEA at further enhancing mutually beneficial collaboration between both countries, in particular, between SFVIEA with Malaysian partners in this area in the many years ahead.

Thank you and Salam hormat.



MR YOAV SAIDEL

Head of Economic and Trade Mission to Singapore at Ministry of Economy and Industry, Israel

Congratulations to the Singapore Fruits & Vegetables Importers & Exporters Association (SFVIEA) on its latest members' directory publication.

This year marks a special year for bilateral trade between Singapore and Israel, as our countries celebrate 50 years of diplomatic relations in 2019. Israel and Singapore are "old friends" and have bilateral ties that go back to 1965 that have now expanded beyond defence and security, as noted by Prime Minister Lee Hsien Loong.

Quite a number of Israeli companies and start-ups are in Singapore, using the Republic as a base to launch into the region; and Singapore's and Israel's universities as well as research institutes have joint research projects and regular exchanges with one another.

During a joint press briefing with visiting Israeli Prime Minister Benjamin Netanyahu at the Istana, Mr Lee noted that Israel is now the second-largest contributor of foreign direct investment in Singapore from the Middle East.

We look forward to our continued relationships with Singapore.

Israel is a major exporter of fresh produce. Due to the diversity of the land and climate across the country, Israel is able to grow a wide range of crops. Field crops grown in the country include wheat, sorghum and corn. On 215,000 hectares of land, these sorts of crops are grown, 156,000 hectares of which are winter crops.

Fruit and vegetables grown include citrus, avocados, kiwifruit, guavas and mangoes, grapes from orchards located on the Mediterranean coastal plain. Tomatoes, cucumbers, peppers and zucchini are grown commonly throughout the country; melons are grown during winter months in the valleys. Subtropical areas in the country produce bananas and dates, while in the northern hills apples, pears and cherries are grown.

Israel is one of the world's leading fresh citrus producers and exporters, including oranges, grapefruit, tangerines and the pomelit, a hybrid of a grapefruit and a pomelo, developed in Israel.

More than forty types of fruit are grown in Israel. In addition to citrus, these include avocados, bananas, apples, cherries, plums, nectarines, grapes, dates, strawberries, prickly pear (tzabbar), persimmon, loquat (shesek) and pomegranates. Israel is the leading producer of loquat (shesek) after Japan.

In 1973, two Israeli scientists, Haim Rabinowitch and Nachum Kedar, developed a variety of tomato with slower ripening than ordinary tomatoes in a hot climate. Their research led to the development of the world's first long shelf-life commercial tomato varieties.

We look forward to continuing our close collaboration in 2019 and bringing value to the ecosystem



HIS EXCELLENCY JOSEPH DEL MAR YAP KICK KUOA

Ambassador
Embassy of Philippines

I extend my warmest greetings to the Singapore Fruits & Vegetables Importers & Exporters Association (SFVIEA). The work of SFVIEA is truly very relevant for Singapore and as well as for the markets it interfaces with. SFVIEA has the very important mission of promoting and expanding the development of fruits and vegetables trade in Singapore, and providing fresh and nutritious fruits and vegetables to millions of people working and living in this amazing, beautiful, and prosperous country. In today's globalized economy driven by global supply chains, the provision of nourishment remains a critical enterprise.

The Philippines is a major source of fresh agricultural produce for Singapore, and I am glad that the Philippines is a strong partner of SFVIEA. The Philippines has a rich diversity of produce to offer --from basic food staples to exotic delights, that nourish the body and feed the soul -for the sophisticated and discerning palate of the people of Singapore.

2019 marks the Fiftieth Anniversary of the establishment of diplomatic relations between

the Philippines and Singapore. During the past half century, the relations, friendship and cooperation between our Governments and Peoples have been growing stronger, deeper, and broader in scope. Our two countries are partners in ASEAN, the ASEAN Free Trade Area, APEC, and in other multilateral forums, and have cooperated in matters of shared interest and concern.

Singapore is one of the world's most vibrant and developed economies and is one of the major trading partners of the Philippines. SFVIEA is an active and important market player and stakeholder in the region and through its interaction with the agricultural sector of the Philippines, it is an instrument for the further strengthening of relations and interactions between our two countries.

We look forward to further developing our agricultural trade with Singapore by strengthening our close relations with SFVIEA, towards the mutual sustainable growth of the Philippines and Singapore.

SINGAPORE FRUITS & VEGETABLES IMPORTERS & EXPORTERS ASSOCIATION

54th (2018-2020) Committee Members 第五十四届执委会



易华仁 部长
Mr S Iswaran

Advisor, Minister for Communications
and Information & Minister-in-charge of
Trade Relations



李锦祥 法律顾问
Mr Lee Kim Siang BBM (L)

Legal Advisor
Lawyer



郑谦木 主席 Chairman
Mr Tay Khiam Back BBM

合果有限公司
Hupco Pte Ltd



陈振贤 副主席 Vice Chairman
Mr Tan Chin Hian

万春商行私人有限公司
Ban Choon Marketing Pte Ltd



李前广 副主席 Vice Chairman
Mr Li Qian Kuang

崇源兴私人有限公司
Choong Guan Heng Pte Ltd



陈春发 副主席 Vice Chairman
Mr Jerry Tan Soon Huat

和利出入口商有限公司
Hu Lee Impex Pte Ltd



林亚九 总务
General Secretary
Mr John A. K. Lim

南发号
Chop Nam Huat



蔡贵安 副总务
Asst Secretary
Mr Kelvin Chye

泰诚企业 (蔬菜批发商)
Thygrace Marketing



周亚伦 财政
Hon Treasurer
Mr Alun Zhou

101 生果
101 Fruits



黄国华 副财政
Asst Secretary
Mr Wong Kok Fah

国华科技农场
Kok Fah Technology Farm Pte Ltd

SINGAPORE FRUITS & VEGETABLES IMPORTERS & EXPORTERS ASSOCIATION

54th (2018-2020) Committee Members 第五十四届执委会

委员 Committee Member



王钦华
Mr Ong Khim Hwa

毅率私人有限公司
Aries Fresh Pte Ltd



黄海泉
Mr Ng Hai Chuan

美丽新私人有限公司
Benelux Flowers & Food Pte Ltd



谢崇标 BBM PBM(OS)
Mr Chia Chong Peow

谢德顺食品进出口公司
Chia Teck Shun Food Impex Co



郭三川 PBM
Mr Kwek Sum Chuan

郭三川有限公司
Kwek Sum Chuan Pte Ltd



谢丽芬
Ms Seah Lay Hoon

Fresco Pte Ltd



王福铭
Mr Ong Hock Beng

光明花园
Bright Garden



曾锦发
Mr Tony Chan Kean Huat

Satoyu Trading Pte Ltd

查账 Auditor



蔡瑞武
Mr Chua Swee Boo

联合1978 (私人) 有限公司
Lian Hup Co. (1978) Pte Ltd



戴成裕
Mr Tai Seng Yee

诚兴有机食品有限公司
Zenxin Agri-Organic
Food Pte Ltd



林国友
Mr Lim Kok Yoo

钦潮号
Chop Khim Teah



刘华强
Mr Lau Hua Kiong

巧园
Hao Yun Foodstuffs



吴德安
Mr Sunny Ng

日鲜热带水果有限公司
Nishen Tropical Fruits Pte Ltd

新加坡果菜进出口公会

SINGAPORE FRUITS & VEGETABLES IMPORTERS & EXPORTERS ASSOCIATION

The 54th Management Council Inauguration Ceremony & Dinner

第54届理事就职典礼宴会

25th July 2018 (Wednesday)

2018年7月25日 (星期三)

Chief of Honorary

Mr S Sivaran

President of Management Council

Mr S Sivaran

President of Management Council

Mr S Sivaran

President of Management Council

Mr S Sivaran

President of Management Council

Mr S Sivaran

President of Management Council

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President of Management Council

Mr S Sivaran

President of Management Council

Mr S Sivaran

President of Management Council

新加坡果菜进出口公会第五十四届理事就职典礼

敦请： 本会顾问通讯及新闻部长兼主管贸易关系部长， 西海岸集选区国会议员易华仁先生合影

25th July 2018

HISTORY OF SFVIEA



新加坡果菜进出口公会 Singapore Fruits & Vegetables Importers & Exporters Association

Singapore Fruits & Vegetables Importers & Exporters Association (SFVIEA) was established in 1948 by a group of fruits and vegetables importers in Singapore. At that time, the Association had only seventeen members and office was located in one of Singapore early wholesale markets at Carpenter Street. With the construction of the Pasir Panjang Whole Sale Centre in 1983, many fruits & vegetables importers and exporters shifted their operations to the new Centre. In the same year, SFVIEA relocated its base to this Centre as well.

SFVIEA's main mission is to promote and expand the development of fruits and vegetables trade in Singapore. As a bridge to promote and expand the development of fruits and vegetables trade in Singapore. As a contact point to promote member's interest, the association helps to foster closer links amongst members and facilitate valuable networks with various government ministries and trade organization.

The SFVIEA plays a pivotal role in assisting members to expand market share, promote

healthy eating and advocate healthy lifestyles for public. The SFVIEA also helps members to keep abreast of latest trends and developments. The association is ever ready to work with its members to establish links with overseas exporters and importers. It has made important contributions to stabilize market prices and supply of fruits and vegetables.

Since its inception, the organizations had organized many activities and initiated projects and initiatives for its members. The association regularly welcomes overseas trade delegations and arranges meeting and business matching sessions, allowing members and potential business partners to exchange information and most important of all, promote bilateral trade.

SFVIEA will continue to expand further and to actively explore new overseas trade opportunities for its members as well as looking at various ways to improve and upgrade the industry.

HISTORY OF SFVIEA



新加坡果菜进出口公会

Singapore Fruits & Vegetables Importers & Exporters Association

新加坡果菜进出口公会是由早期的一组果菜进出口商发起并成立于1948年。成立之初有会员17位，早期的会所位于加宾打街的批发市场内。1983年，大部分的果菜和干粮进出口商纷纷迁到新落成的巴西班让批发中心内，公会会所也迁至此。

本会的宗旨是促进与支持新加坡果菜行业的发展，协调会员之间的联系与加强同业之间的感情与合作。同时，公会也充当着会员与政府部门和商业机构之间沟通的桥梁，维持双方的友好关系。

公会在协助会员逐步扩大市场份额、鼓励人民健康均衡饮食，倡导健康生活意识方面也扮演着举足轻重的角色。本会也与时俱进，掌握最新消费趋势，寻找新的水果和蔬菜来源，为国

人提供多样化和高品质的果菜选择。水果和蔬菜等农产品价格的稳定与供应量的平稳方面作出了重要的贡献。

SFVIEA自成立以来，协助会员通过各种活动提升业务，了解果菜市场的最新发展。组织考察团访问国外；安排专题讨论会与来访的外国商务代表团代表进行沟通。通过这些活动，成员将能够进一步了解每个国家的农业前景和贸易条件，结识更多的商业伙伴，促进会员与世界各国的经贸合作。

今后，公会会更积极扮演提升会员利益与素质的角色，为会员开拓新市场，扩大业务范围，使我们的行业更具竞争优势，为果菜行业创造更美好的未来。

SFVIA ACTIVITIES PHOTOS



Philippines Delegates



Meeting with Vietnam Delegates

SFVIA ACTIVITIES PHOTOS



SCCCI National Day Dinner



Thailand Trip



MEMBER'S INDEX





周亚伦
Alun Zhou
Managing Director

101 Fruits 101 生果

Nature of Business Specialised in All South-East Asisa
商业活动 Durians; Tropical Fruits; Import & Export ;
Distribution
经营进出口生果贸易

Representative Mr Alun Zhou
代表 周亚伦

Address Blk 336 New Bridge Centre
(facing Keong Saik Road)
#01-300 / 301 Singapore 050336

Tel 65 6323 2101

Fax 65 6225 9286

Mobile 65 9010 1101

Email alun101@singnet.com.sg

Business Reg No 38421000/K



杨敦发
Yeo Thong Huat
Sole Proprietor

Ah Huat Vegetables Dealers 亚发蔬菜商

Nature of Business Vegetables
商业活动 蔬菜贸易

Representative Mr Yeo Thong Huat
代表 杨敦发

Address Blk 10 Pasir Panjang Wholesale Centre
#01-422 Singapore 110010

Tel 65 6779 5225

Fax 65 6779 2552

Mobile 65 9836 9959

Business Reg No 32206900M



王钦华
Ong Khim Hwa
Director

Aries Fresh Pte Ltd 毅率私人有限公司

Nature of Business Trading (Import & Export) in Various Kinds of Fresh Vegetables, Oyster Mushrooms and Fruits.

商业活动

经营出入口生果与蔬菜贸易

Representative Mr Ong Khim Hwa
代表 王钦华

Address Blk 10 Wholesale Centre (Pasir Panjang)
#01-417 Singapore 110010

Tel 65 6773 6273

Fax 65 6773 6281

Mobile 65 9320 8181 / 65 9684 0881

Email enquiry@ariesfresh.com

Web www.ariesfresh.com

Business Reg No 200303258W



陈振贤
Tan Chin Hian
Managing Director

Ban Choon Marketing Pte Ltd 万春商行私人有限公司

Nature of Business Trading (Import & Export) in Fruits, Fresh Mashrooms, Vegetables and Organic Grocery

商业活动

经营出入口生果、鲜菇、蔬菜、有机蔬菜和有机干粮贸易

Representative Mr Tan Chin Hian 陈振贤
代表 Ms Michelle Tan 陈俐心

Address 30 Quality Road Singapore 618803

Tel 65 6777 7333

Fax 65 6777 1400

Mobile 65 9630 2276

Email enquiries@banchoon.com.sg

Web www.banchoon.com.sg

Business Reg No 198304071N



黄海泉
Ng Hai Chuan
Managing Director

Benelux Flowers & Food Pte Ltd 美丽新私人有限公司

Nature of Business 商业活动	Trading (Import & Export) in Fruits & Vegetables 经营进出口生果与蔬菜贸易
Representative 代表	Mr Ng Hai Chuan 黄海泉
Address	245 Pandan Loop Singapore 128428
Tel	65 6779 6890
Fax	65 6779 7203
Mobile	65 9278 0027 / 65 9113 9473 (Geok Hong)
Email	alan@beneluxproduce.com alantay@beneluxproduce.com guekhong@beneluxproduce.com
Web	www.beneluxproduce.com
Business Reg No	198600012N



王福铭
Ong Hock Beng
Manager

Bright Garden 光明花园

Nature of Business 商业活动	Trading (Import & Export) in Vegetable, Fruits & Flower 经营进出口生果、蔬菜与鲜花贸易
Representative 代表	Mr Ong Hock Beng 王福铭
Address	Blk 758, Woodlands Ave 6 #12-40 Singapore 730758
Tel	65 6481 8766
Fax	65 6365 3049
Mobile	65 9621 1476
Email	bright4620@gmail.com
Business Reg No	32180000A



郑孝德
Tay Hau Teck
Managing Director

Chan Seng Heng Pte Ltd 赞成兴（私人）有限公司

Nature of Business Trading (Import & Export)
商业活动 in Fruits & Vegetables
经营进出口生果与蔬菜贸易

Representative Mr Tay Hau Teck 郑孝德
代表 Mr Tay Wan Huat 郑温发

Address 230A Pandan Loop
#03-05 Singapore 128416

Tel 65 6773 6128

Fax 65 6773 6166

Email chanshpl@yahoo.com.sg

Business Reg No 197803217H



谢崇标 BBM, PBM (OS)
Chia Chong Peow

Chia Teck Shun Food Impex Co 谢德顺食品进出口公司

Nature of Business Trading (Import & Export) in Potatoes,
商业活动 Onions, Fresh Vegetables, Foods (Dried & Canned), Fresh Fruits etc.
经营食品进出口--马铃薯、洋葱、干粮及
罐头食品、新鲜蔬菜、新鲜水果贸易

Representative Mr Chia Chong Peow *BBM, PBM (OS)*
代表 谢崇标 *BBM, PBM (OS)*

Address Blk 13 Pasir Panjang Wholesale Centre
#01-612 Singapore 110013

Tel 65 6779 6622

Fax 65 6778 9978

Mobile 65 9323 6622

Email genechia@singnet.com.sg
ctsfood@singnet.com.sg

Business Reg No 07399700E



谢松河
Chia Song Hoe

Chia Yong Joo Trading Pte Ltd 谢永裕私人有限公司

Nature of Business 商业活动	Wholesale of Fresh Vegetable & Fruits. Supplier for: Ship Chandlers, Cruise Liners, Food Cateres, Food Manufacturers, Institution
Representative 代表	Mr Chia Song Hoe 谢松河 Mr Alan Chia Song Wee 谢松炜
Address	Blk 13 Pasir Panjang Wholesale Centre # 01-599 Singapore 110013
Tel	65 6778 9276
Fax	65 6779 0602
Mobile	65 9816 0719
Email	alan@chiayongjoo.com.sg
Web	www.chiayongjoo.com.sg
Business Reg No	01441/1986R



陈楚华
Tan Chor Wah

CHC Fruits (Chit Hong) Pte Ltd 集丰果品私人有限公司

Nature of Business 商业活动	Importer and Exporter, Commission Agent 经营进出口生果与蔬菜贸易
Representative 代表	Mr Tan Chor Wah 陈楚华 Mr Loh Kiah Nghoh
Address	230-A Pandan Loop (QAF Fruits Cold Store Unit #03-16) Singapore 128416
Tel	65 6773 6880
Fax	65 6773 6882
Mobile	65 9665 7885
Email	tanchorwah@gmail.com
Business Reg No	200814958M



李前广
Li Qian Kuang
Vincent
Managing Director

Choong Guan Heng Pte Ltd 崇源兴私人有限公司

Nature of Business Import, Export, Wholesale and Supply
商业活动 of Fresh Vegetables, Fruits and Food Products

经营果菜食品出入口, 批发与供应

Representative Mr Li Qian Kuang (Vincent) 李前广
代表 Mr Li Junde (William) 李俊德

Address Blk 11 Pasir Panjang Wholesale Centre
#01-579 Singapore 110011

Tel 65 9338 6633

Fax 65 6778 6456

Mobile 65 9383 3126 / 65 9338 6633

Email marketing@choongguanheng.com

Business Reg No 200818695M



林国友
Lim Kok You
Manager

Chop Khim Teah 钦潮号

Nature of Business Trading (Import & Export)
商业活动 in Fruits & Vegetables
经营出入口生果与蔬菜贸易

Representative Mr Lim Kok You 林国友
代表 Mr Lim Si Jun 林思俊

Address 219 Syed Alwi Road Singapore 207778

Tel 65 6298 7553

Fax 65 6296 3604

Email limsijun@gmail.com

Business Reg No 200750/00C



林亚九
John A. K. Lim
Managing Partner

Chop Nam Huat 南发号

Nature of Business Trading (Import & Export)
商业活动 in Fruits & Vegetables
经营进出口生果与蔬菜贸易

Representative Mr John A. K. Lim 林亚九
代表 Mr Lim Gin Guan 林王源

Address Blk 6 Pasir Panjang Wholesale Centre
#01-226 / 227 Singapore 110006

Tel 65 6779 4988

Fax 65 6779 6091

Mobile 65 9817 8722 / 65 9489 2908

Email jolimcnh@singnet.com.sg

Business Reg No 03846900/J



Leonard Neo
Director

CT Vegetables & Fruits Pte Ltd

Nature of Business Trading (Import & Export)
商业活动 in Fruits & Vegetables
经营进出口生果与蔬菜贸易

Representative Mr Leonard Neo
代表 Mr Richard Tan

Address 14 Joo Koon Circle Singapore 629045

Tel 65 6779 2694

Fax 65 6862 0913

Email ctveg@singnet.com.sg
purchase@ctfresh.com.sg

Web www.ctfresh.com.sg

Business Reg No 199100994R



谢丽芬
Seah Lay Hoon
Director

Fresco Pte Ltd

Nature of Business Trading (Import & Export)
商业活动 in Fruits & Vegetables
经营进出口生果与蔬菜贸易

Representative Ms Seah Lay Hoon
代表 谢丽芬

Address Blk 25 Pasir Panjang Wholesale Centre
#01-200 / 201 Singapore 110025

Tel 65 6774 8108

Fax 65 6774 8300

Mobile 65 8108 8108

Email enquiry@fresco.com.sg

Web www.fresco.com.sg

Business Reg No 201812478W

FRESHDirect Pte Ltd

Nature of Business Trading (Import & Export)
商业活动 in Fruits & Vegetables
经营进出口生果与蔬菜贸易

Representative Mr Lee Choon Siong (Adrian)
代表

Address Blk 17 Pasir Panjang Wholesale Centre
#01-119 Singapore 110017

Tel 65 6775 4454

Fax 65 6777 4454

Mobile 65 9146 7177

Email adrian@freshdirect.com.sg

Business Reg No 200005709Z



黄子标
Patrick Ng
Managing Director

Greatway Holdings Pte Ltd 大方控股有限公司

Nature of Business Trading (Import & Export) in Fruits & Vegetables, Soybeans, Cashew Nuts, Groundnuts Kernels, Sesame Seeds, Mung Beans, Canned Fruits, Vegetables, Canned Fish & all Kinds of Foodstuffs
商业活动 经营进出口生果与蔬菜、大豆、腰果、花生仁、芝麻、绿豆豆类、水果罐头、蔬菜、鱼罐头及各类食品贸易

Representative 代表	Mr Patrick Ng 黄子标 Mr Peter Ng <i>Director</i> 黄嘉薄
Address	12 Farrer Park Road #27-19 Singapore 210012
Tel	65 6532 5333
Fax	65 6533 1922
Mobile	65 9818 2626
Email	greatwayholdings@gmail.com
Business Reg No	197901241M



林福基
Tony
Lim Hock Kee
Managing Director

Hai Lian Enterprises 海联企业

Nature of Business Trading (Import & Export) in Fruits & Vegetables
商业活动 经营进出口生果与蔬菜贸易

Representative 代表	Mr Tony Lim Hock Kee 林福基 Mr James Lim Kim Leong 林金龙
Address	Blk 6 Pasir Panjang Wholesale Centre #01-222 Singapore 110006
Tel	65 6778 1884
Fax	65 6779 0330
Mobile	65 9692 3663 / 65 8100 3313
Email	lfcfood@singnet.com
Business Reg No	26753300D



刘华强
Lau Hua Kiong
Manager

Hao Yun Foodstuffs 巧园

Nature of Business 商业活动	Trading (Import & Export) in Fruits & Vegetables 经营进出口生果与蔬菜贸易
Representative 代表	Mr Lau Hua Kiong 刘华强 Mdm Lee Choon Moi 李堇瑁
Address	Blk 17 Pasir Panjang Wholesale Centre #01-117 Singapore 110017
Tel	65 6874 8722
Fax	65 6872 2533
Email	haoyun@singnet.com.sg
Business Reg No	41328700M



朱仰漳
Choo Ngian Tang
Managing Director

Heng Guan Seng Kee Trading Pte Ltd 兴源成记贸易私人有限公司

Nature of Business 商业活动	Trading (Import & Export) in Fruits & Vegetables 经营进出口生果与蔬菜贸易
Representative 代表	Mr Choo Ngian Tang 朱仰漳 Mr Lim Hong Kee 林鸿基
Address	Blk 6 Pasir Panjang Wholesale Centre # 01-218 / 219 Singapore 110006
Tel	65 6778 6155
Fax	65 6779 3118 / 65 6778 2771
Mobile	65 9631 4264
Email	hgsk@pacific.net.sg
Web	www.hgsk.com.sg
Business Reg No	00951987W



陈坤波
Tang Khoong Poh
Sole Proprietor

Heng Kee Trading And Food Supplier 兴记贸易粮食供应商

Nature of Business 商业活动	Trading (Import & Export) in Fruits & Vegetables 经营进出口生果与蔬菜贸易
Representative 代表	Mr Tang Khoong Poh 陈坤波
Address	Blk 10 Pasir Panjang Wholesale Centre #01-454 / 453 Singapore 110010
Tel	65 6776 2458
Fax	65 6774 1702
Mobile	65 9634 3349
Business Reg No	29711700M



陈春发
Jerry
Tan Soon Huat
Managing Director

Hu Lee Impex Pte Ltd 和利进出口商有限公司

Nature of Business 商业活动	Import / Export / Wholesale of Fresh / Processed Fruits and Vegetable 进出口及批发新鲜或加工水果和蔬菜
Representative 代表	Mr Jerry Tan Soon Huat 陈春发
Address	16A Chin Bee Avenue Singapore 619945
Tel	65 6268 1616
Fax	65 6268 6116
Mobile	65 9733 8840
Email	info@huleeimpex.com
Web	www.huleeimpex.com
Business Reg No	199302538E



郑谦木 BBM
Tay Khiam Back
Managing Director

Hupco Pte Ltd 合果有限公司

Nature of Business Import / Export / Wholesale of all Kinds of
商业活动 Fresh Fruits, Vegetables & Organic Food
进出口各国水果、蔬菜及有机食品批发供应

Representative Mr Tay Khiam Back *BBM*
代表 郑谦木 *BBM* 65 9638 6868
Mr Daniel Tay Kian Xung
郑钦弘 65 9653 4588

Address Head Office: 12 & 14 Chin Bee Ave
Singapore 619937
Branch: Blk 20 Pasir Panjang Wholesale
Centre #01-136 Singapore 110020

Tel 65 6776 2188

Fax 65 6777 9873

Email admin@hupco.com.sg

Web www.hupco.com.sg

Business Reg No 199206471G



Ng Jun Kai Niki
Director

Kai Xiang Huat Fruit Supplier 培翔发

Nature of Business Import & Wholesale of Fruits
商业活动 进出口生果批发

Representative Mr Ng Jun Kai Niki
代表

Address Blk 24 Pasir Panjang Wholesale Centre
#01-182 Singapore 110024

Tel 65 6219 7468

Fax 65 6219 7469

Mobile 65 9623 2251

Email sales@kxh.com.sg

Business Reg No 53055005M



黄国华
Wong Kok Fah
Director

Kok Fah Technology Farm Pte Ltd 国华科艺农场

Nature of Business Growing & Trading of Vegetables
商业活动 种植及蔬菜贸易

Representative Mr Wong Kok Fah
代表 黄国华

Address 18 Sungei Tengah Road
Singapore 698974

Tel 65 6765 6629

Fax 65 6765 6619

Email kokfah@kokfahfarm.com.sg

Business Reg No 199907355M



郭三川 PBM
Kwek Sum Chuan
Director

Kwek Sum Chuan Pte Ltd 郭三川有限公司

Nature of Business Imports / Exports & Distributor of Fresh
商业活动 Fruits & Vegetables
进出口各国水果、蔬菜及食品批发

Representative Mr Kwek Sum Chuan *PBM*
代表 郭三川 *PBM*

Address 265 Pandan Loop
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Tel 65 6779 6733

Fax 65 6779 1883

Email info@kweksumchuan.com.sg

Web www.kweksumchuan.com.sg

Business Reg No 199305627E



杨清峰
Yeo Cheng Hong
Director

Lai Hong Fruits Pte Ltd 来峰生果私人有限公司

Nature of Business 商业活动	Trading (Import & Export) In Fruits only 经营进出口生果贸易
Representative 代表	Mr Yeo Cheng Hong 杨清峰
Address	Blk 18 Pasir Panjang Wholesale Centre #01-127 Singapore 110018
Tel	65 6774 0522
Fax	65 6779 8819
Mobile	65 9664 5121
Email	sales@laihongfruits.sg
Business Reg No	200600671G



蔡瑞武
Chua Swee Boo
Managing Director

Lian Hup Co. (1978) Pte Ltd 联合1978 (私人) 有限公司

Nature of Business 商业活动	Trading (Import & Export) In Fruits 经营进出口生果贸易
Representative 代表	Mr Chua Swee Boo 蔡瑞武
Address	230A Pandan Loop #03-04 Singapore 128416
Tel	65 6777 7950 / 65 6778 9422
Fax	65 6777 5069
Email	lhpl1978@singnet.com.sg
Business Reg No	197801679M



Kelvin Lim

Lim Kian Seng Food Supplier Pte Ltd 林建成粮食供应商私人有限公司

Nature of Business Fruits & Vegetables
商业活动 经营蔬菜与水果贸易

Representative Mr Kelvin Lim
代表 Mr Eric Lim

Address Blk 6 Pasir Panjang Wholesale Centre
#01-224 Singapore 110006

Tel 65 6779 2826

Fax 65 6777 7347

Mobile 65 9668 1384 / 65 8125 3915

Email kelvinlim@limkianseng.com.sg

Business Reg No 201024469W



吴德安
Sunny Ng Tek
Oon
Managing Director

Nishen Tropical Fruits Pte Ltd 日鲜热带水果有限公司

Nature of Business Dealer of Fruits
商业活动 经营水果贸易

Representative Mr Sunny Ng Tek Oon 吴德安
代表 Mr Ng Sau Loong 吴少龙

Address Blk 21 Pasir Panjang Wholesale Centre
#01-145 Singapore 110021

Tel 65 6773 1998

Fax 65 6873 7870

Mobile 65 9842 6568 / 65 9369 7768 /
65 8128 1968

Email sauloong@sunnyfruit.com.sg

Business Reg No 199903912-K



胡育斌
Ore Yock Pin
Executive Director

Oh Chin Huat Hydroponic Farms Pte Ltd 胡进发水耕农场（私人）有限公司

Nature of Business Trading (Import & Export) in Fresh Produce
商业活动 & Hydroponic Vegetables
经营进出口蔬菜与水耕蔬菜贸易

Representative Mr Ore Yock Pin 胡育斌
代表 Mr Ore Yock Lee 胡育利

Address 14A Bah Soon Pah Road
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Tel 65 6753 8011

Fax 65 6754 7270

Email ohfarms@singnet.com.sg

Web www.ohfarms.com.sg

Business Reg No 199103017E



Mr Aw Bee Hong
(Ah Bok)
Director

Q N Q Enterprise Pte Ltd 捷企业私人有限公司

Nature of Business Wholesale of Vegetables and Fruits.
商业活动 General Wholesale Trade (Including
General Importers and Exporters)
经营进出口蔬菜与水果贸易

Representative Mr Aw Bee Hong (Ah Bok)
代表

Address Blk 1, Pasir Panjang Wholesale Centre
#03-02 Singapore 110001

Tel 65 6773 6618

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Email qnqent@qnqpl.com

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Business Reg No 201113517R



Liao Chuan Huat
Director

Quan Fa Organic Marketing 全发有机商业

Nature of Business Wholesale and Distributor of
商业活动 Organic Products
批发各国有机产品

Representative Mr Liao Chuan Huat
代表 Mr Liao Jun Jie

Address 35 Murai Farmway
Singapore 709145

Tel 65 6793 7693

Fax 65 6794 2172

Email sales@quanfa.com.sg
info@quanfa.com.sg

Business Reg No 53257628D



陈木南
Tan Pak Nang
Manager

San Huat Enterprises 山发（船务粮食供应商）

Nature of Business Wholesale Vegetables, Korea Kimchi and
商业活动 Fresh Fruits
批发蔬菜、韩国泡菜及水果

Representative Mr Tan Pak Nang
代表 陈木南

Address Blk 6 Pasir Panjang Wholesale Centre
01-216 Singapore 110006

Tel 65 6776 2782

Fax 65 6777 9035

Business Reg No 046177/00X



曾锦发
Tony Chan
Managing Director

Satoyu Trading Pte Ltd

Nature of Business 商业活动	Import / Export, Wholesale and Supply of Fruits 经营进出口水果、批发与供应
Representative 代表	Mr Tony Chan 曾锦发 Ms Connie Goh 吴清燕
Address	Blk 24 Pasir Panjang Wholesale Centre # 01-187 Singapore 110024
Tel	65 6776 7721
Fax	65 6873 0427
Mobile	65 9783 6619
Business Reg No	198103101R



John Ang Eng Lim
Sales & Marketing
Manager

Seasonal Produce (S) Pte Ltd

四季香物产

Nature of Business 商业活动	Trading (Import & Export) in Fruits & Vegetables 经营进出口生果与蔬菜贸易
Representative 代表	Mr John Ang Eng Lim Mr Foo Suan Lee <i>Sales Director</i>
Address	120 Lower Delta Road #16-01 Cendex Centre Singapore 169208
Tel	65 6756 8859
Fax	65 6758 6696
Mobile	65 9661 6917 / 65 9664 9132
Email	john@seasonal.com.sg foo@seasonal.com.sg
Web	www.seasonal.com.sg
Business Reg No	200405471M



Kharin Lo
Director

Shanghai Fruits Pte Ltd 上海生果私人有限公司

Nature of Business Trading (Import & Export) in Fruits
商业活动 经营进出口生果贸易

Representative Ms Kharin Lo
代表

Address Blk 23 Pasir Panjang Wholesale Centre
#01-179 Singapore 110023

Tel 65 6778 3638 / 65 6778 0785

Fax 65 6778 3632

Mobile 65 9689 7229

Email admin@shanghaifruits.com
sales@shanghaifruits.com

Web www.shanghaifruits.com

Business Reg No 201104114D



Lim Kwang Eng
Director

Sky Fresh-Fruits Imp & Exp Pte Ltd 天鲜进出口私人有限公司

Nature of Business Trading (Import & Export);
商业活动 Wholesale or Retail of Fresh Fruits
批发进出口及零售生果贸易

Representative Mr Lim Kwang Eng
Ms Elaine Lee *General Manager*
Mr Dalston Lim *Sales Manager*

Address Blk 24 Pasir Panjang Wholesale Centre
01-191 Singapore 110024

Tel 65 6777 9559 / 65 6778 9559

Moblie 65 9797 0009 / 65 8228 6066 /
65 9669 0023

Email skyfresh23@gmail.com

Business Reg No 200504284R



冯燕芳
Patricia Pang
Manager

Teck Kee Fruits LLP

德记

Nature of Business Trading (Import & Export)
商业活动 in Fruits & Vegetables
经营进出口生果与蔬菜贸易

Representative Ms Patricia Pang 冯燕芳
代表 Mr Pang Lee Teck 冯来德

Address Blk 18 Pasir Panjang Wholesale Centre
01-124 Singapore 110018

Tel 65 6778 6913

Fax 65 6777 9030

Business Reg No T09LL0068F



蔡贵安
Kelvin Chye
Sales & Marketing
Manager

Thygrace Marketing

泰诚企业 (蔬菜批发商)

Nature of Business Trading (Import & Export)
商业活动 in Fruits & Vegetables
经营进出口生果与蔬菜贸易

Representative Mr Kelvin Chye
代表 蔡贵安

Address Blk 22 Pasir Panjang Wholesale Centre
01-168 Singapore 110022

Tel 65 6774 0098

Fax 65 6775 9656

Moblie 65 9299 6149 / 65 9688 2927

Email kelvinchye@thygrace.com.sg

Web www.thygrace.com.sg

Business Reg No 358492/00M



薛志豪
Brian Seet
Zhi Hao
 Director

Total Fresh 全新

Nature of Business 商业活动	Trading (Import & Export) in Fruits 经营进出口生果贸易
Representative 代表	Mr Brian Seet Zhi Hao 薛志豪 Mr See Tai Chai 薛大财
Address	Blk 1 Pasir Panjang Wholesale Centre #02-06 Singapore 110001
Tel	65 6774 4566
Fax	65 6281 3313
Moblie	65 9889 0015
Email	info@totalfresh.com.sg
Business Reg No	45699800D



李智慧
Kelly Li Zhi Hui
 Director

Xing Da Foodstuff (S) Pte Ltd 兴达食品（新加坡）私人有限公司

Nature of Business 商业活动	Wholesale of Agriculture Products 土产、蔬菜水果进出口与批发
Representative 代表	Ms Kelly Li Zhi Hui 李智慧
Address	Blk 21 Pasir Panjang Wholesale Centre #01-146 / 147 Singapore 110021
Tel	65 6777 2716
Fax	65 6777 5908
Moblie	65 9068 9296
Email	xingdasingapore@gmail.com
Business Reg No	200407222D



戴成裕
Tai Seng Yee
 Executive Director

Zenxin Agri-Organic Food Pte Ltd 诚兴有机食品有限公司

Nature of Business 商业活动	Wholesale & Retail of Organic Products 批发零售有机食品
Representative 代表	Mr Tai Seng Yee 戴成裕
Address	Blk 14 Pasir Panjang Wholesale Centre # 01-25 Singapore 110014
Tel	65 6778 7369
Fax	65 6777 0879
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Mr. Lee Khiam Hock *Director*
HP: 9845 5357

Mr. Dennis Lim *Managing Director*
HP: 9455 4991



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杨清峰

Attention: Mr Yeo Cheng Hong
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Nature of Business

Trading (Import & Export) in
Fruits & Vegetables

Distributor of
BGP International Pte Ltd

PASIR PANJANG WHOLESALE CENTRE ASSOCIATION

THE 10TH COUNCIL MANAGEMENT COMMITTEE 2017-2019

NO	TITLE	COMPANY	会员公司	REPRESENTATIVE	代表
1	President	Hupco Pte Ltd	合果有限公司	Mr Tay Khiam Back, BBM	郑谦木
2	Vice President-Day	Choong Guan Heng Pte Ltd	崇源兴私人有限公司	Mr Li Qian Kuang	李前广
3	Vice President-Night	Gold Horse Enterprise Pte Ltd	金马企业私人有限公司	Mr Chua Chuan Leong	蔡全龙
4	Vice President-Dried	Unigreat Resources Pte Ltd	友大资源私人有限公司	Mr David Lim Yong Siah	林雍城
5	Vice President-Fruits	Ban Choon Marketing Pte Ltd	万春商行有限公司	Mr Tan Chin Hian	陈振贤
6	Secretary	Chop Nam Huat	南发号	Mr John A K Lim	林亚九
7	Asst Secretary	Chia Teck Shun Food Impex Co	谢德顺食品进出口公司	Mr Chia Chong Peow	谢崇标
8	Treasurer	Yuan Sang Pte Ltd	元生私人有限公司	Mr Tan Kay Yeow	陈家耀
9	Asst Treasurer	Hu Lee Impex Pte Ltd	和利进出口商有限公司	Mr Tan Soon Huat	陈春发
10	Auditor 1	Guo Rui Cheng Trading	郭瑞成	Mr Quek Chok Meng	郭祝明
11	Auditor 2	Hsin Lian Fa Trading Co	新联发贸易公司	Mr Foo Yee Chor	胡裕初

FRUITS GROUP

12	Committee Member	Lai Hong Fruits Pte Ltd	来峰生果私人有限公司	Mr Yeo Cheng Hong	杨清峰
13	Committee Member	Fresco Pte Ltd		Ms Seah Lay Hoon	谢丽芬
14	Committee Member	Nishen Tropical Fruits P/L	日鲜热带水果有限公司	Mr Sunny Ng Tek Oon	吴德安
15	Committee Member	Satoyu Trading Pte Ltd		Mr Tony Chan Kean Huat	曾锦发
16	Committee Member	Pancom Produce Pte Ltd	泛业商业私人有限公司	Mr Tan Tian Hock	陈添福

DRIED GROUP

17	Committee Member	Chia & Thai Food Supplies Pte Ltd	正大食品私人有限公司	Mr Daniel Koh	许玮升
18	Committee Member	Yew Ming Trading Pte Ltd	友明贸易私人有限公司	Mr Eric Chan	陈伯全
19	Committee Member	Hong Guan Marine Products P/L	丰源海产(私人)有限公司	Mr Ong Pang Hean	王邦贤

DAY GROUP

20	Committee Member	Thygrace Marketing	泰诚企业	Mr Kelvin Chye	蔡贵安
21	Committee Member	Aries Fresh Pte Ltd	毅率私人有限公司	Mr Ong Khim Hwa	王钦华
22	Committee Member	Chia Yong Joo Trading Pte Ltd	谢永裕贸易私人有限公司	Mr Alan Chia Song Wee	谢松炜

NIGHT GROUP

23	Committee Member	Luck Beng Vegetable Wholesaler	六明蔬菜批发商	Mr Soon Say Beng	孙世明
24	Committee Member	Ah Huat Vegetable Dealer	亚发蔬菜商	Mr Yeo Thong Huat	杨敦发
25	Committee Member	Pai Teng Soon Veg Trading	白庭顺蔬菜批发商号	Mr Pai Teng Soon	白庭顺

DAY PASIR PANJANG WHOLESALE CENTRE ASSOCIATION

NO	COMPANY	会员公司	TEL	FAX
1	Aries Fresh Pte Ltd	毅率私人有限公司	67736273	67736281
2	AT Thoa Vegetable Wholesaler	亚大蔬菜批发商	67788751 / 94384768	67745909
3	Bamboo Vegetable Trader Pte Ltd	竹林蔬菜贸易私人有限公司	67791124	67761926
4	Cher Hua Wholesale Vegetables	正华蔬菜批发商	67794473	68723688
5	Chia Meng Hak Food Supplier Pte Ltd	正明合食品供应商	67759788	67766470
6	Chia Teck Shun Food Impex Co	谢德顺食品进出口公司	67796622 / 93236622	67789978
7	Chia Yong Joo Trading Pte Ltd	谢永裕贸易私人有限公司	67789276	67790602
8	Choong Guan Heng Pte Ltd	崇源兴私人有限公司	67773316	67786456
9	Chop Nam Huat	南发号	67794988	67796091
10	CT Vegetables & Fruits Pte Ltd		68620978	68620913
11	FRESHdirect Pte Ltd		67754454	68721911
12	Guan Lee Vegetables & Fruits Pte Ltd	源利菜果私人有限公司	67791009 / 97339433	67773670
13	Heng Guan Seng Kee Trading Pte Ltd	兴源成记贸易私人有限公司	67786155 / 96314264	67782771
14	Heng Kee Trading And Food Supplier	兴记贸易	67762458	67741702
15	Hu Lee Impex Pte Ltd	和利进出口商有限公司	62681616	62686116
16	Hwa Seng Vegetables Fruits Supplier	华成蔬菜水果供应商	67786003	67785748
17	Jia Hoe Trading		67768765 / 96785583	67762989
18	Lim Kian Seng Food Supplier Pte Ltd	林建成粮食供应商	67792826	67777347
19	Nam Shiang & Teck Guan Trading	南祥德源贸易公司	67763690	67774567
20	Q N Q Enterprise Pte Ltd	捷企业私人有限公司	67736618	67736080
21	Thygrace Marketing	泰诚企业	67740098	67759656
22	Total Fresh	全新	67744566 / 98890015	62813313
23	Yong Choon Merchandise Co	荣春商业公司	67791911	
24	Yong Lee Merchandise Co	永利商业公司	67779545	67747465

FRUITS PASIR PANJANG WHOLESALE CENTRE ASSOCIATION

NO	COMPANY	会员公司	TEL	FAX
1	Ban Choon Marketing Pte Ltd	万春商行有限公司	67777333	67771400
2	CHY Fresh Fruits Pte Ltd		67788222	67771439
3	Fresco Pte Ltd		67748108	67748300
4	Freshmart Singapore Pte Ltd		67797111	67796237
5	Hupco Pte Ltd	合果有限公司	67762188	67779873
6	Kai Xiang Huat Fruit Supplier	培翔发	62197468	62197469
7	Lai Hong Fruits PteLtd	来峰生果私人有限公司	96645121	67798819
8	Moh Seng Buck Kee Pte Ltd	茂成木记(私人)有限公司	67740815	67740814
9	Nishen Tropical Fruits P/L	日鲜热带水果有限公司	98426568	68737870
10	Pancom Produce Pte Ltd	泛业商业私人有限公司	67793666	67793363
11	Satoyu Trading Pte Ltd		97836619	67770545
12	Shanghai Fruits P/L	上海生果私人有限公司	91833031	67783632
13	Vitafresh Pte Ltd		97577854 / 62657997	62647997

NIGHT PASIR PANJANG WHOLESALE CENTRE ASSOCIATION

NO	COMPANY	会员公司	TEL	FAX
1	Ah Huat Vegetable Dealer	亚发蔬菜商	67795225	67792552
2	Gold Horse Enterprise Pte Ltd	金马企业私人有限公司	96947001	68732612
3	Choon Vegetables & Fruits Tdg Supplier	春菜果贸易供应商	96874513	64622639
5	 e Chor Poh Vegetable Traders and Wholesaler	李初宝贸易批发	67778572	
6	Luck Beng Vegetable Wholesaler	六明蔬菜批发商	67761431	64636216
7	Ong Choo Say Trading Company	王珠旭贸易公司	96617851	
8	Pai Teng Soon Veg Trading	白庭顺蔬菜批发商号	98301852	
9	Teck Hock Vegetable	德福菜商	96808408	64252414
10	Yang Heng Veg Wholesaler	远兴蔬菜贸易公司	97854816	

DRIED PASIR PANJANG WHOLESALE CENTRE ASSOCIATION

NO	COMPANY	会员公司	TEL	FAX
1	Chia & Thai Food Supplies Pte Ltd	正大食品私人有限公司	67787862	67748455
2	Eastern Eggs Suppliers Imp & Exp	东方蛋庄进出口商	67795779	67792538
3	Guangdong Import & Export Pte Ltd	广东私人有限公司	67792262 / 96262281	67752068
4	Guo Rui Cheng Trading	郭瑞成	67795738	67795581
5	Hong Guan Marine Products P/L	丰源海产(私人)有限公司	67752928 / 97506522	61111124
6	Hsin Lian Fa Trading Co	新联发贸易公司	67789387	67790603
7	Kuo Yeong Pte Ltd		67737677 / 96167381	68721248
8	Lee Kian Seng	李建成	67763451	67771876
9	Poi Hong Trading Pte Ltd	培丰贸易私人有限公司	67740019 / 91872801	68726989
10	Seng Hong Co (Pte) Ltd	成丰(私人)有限公司	67731253	67747964
11	Shen Trading & Wholesale	沈贸易批发	67790523	
12	Swee Yick Foodstuffs (S) Pte Ltd	瑞益食品(新加坡)私人有限公司	67797122	67781853
13	Unigreat Resources Pte Ltd	友大资源私人有限公司	67760906	67794239
14	Yew Ming Trading Pte Ltd	友明贸易私人有限公司	67751800	67762932
15	Yuan Sang Pte Ltd	元生私人有限公司	67796677	67791208
16	Zenxin Agri-Organic Food Pte Ltd	诚兴有机食品有限公司	67731950 / 98766691	67770879



SINGAPORE TROPICAL FRUIT IMPORTERS & EXPORTERS ASSOCIATION

新加坡土产生果出入口公会

Block 1, Pasir Panjang Wholesale Centre #02-16, Singapore 110001

Tel: 6776 3100 Fax: 6778 6640 Email: stfiea@singnet.com.sg

NO	COMPANY	会员公司	TEL	FAX
1	Heng Wan Fruit Enterprise	恒源生果企业	67736800	67736860
2	Ah Seah Trading	亚成贸易	67776411	67770481
3	Chia Seng Global Fresh Produce Pte Ltd	正成果菜	67750777	67770773
4	Chia Tiak Huat Fruits	谢添发生果	67790576	
5	Chit Huat Pte Ltd	集发私人有限公司	67792118 / 67792119	67796251
6	Choon Heng Fruits Supplies Pte Ltd	春兴有限公司	0207 5570293 / 0207 5585249	
7	Fresh Beauty Pte Ltd	鲜美有限公司	98339981	
8	Thong Hai Pte Ltd	桐海私人有限公司	67783788	67783688
9	Hock Hoe Hin Pte Ltd	福和兴私人有限公司	67780986 / 67783071	67748156
10	Hupco Pte Ltd	合果有限公司	67762188	67779873
11	Kian Seng Fresh Produce Pte Ltd	建成生果私人有限公司	67758577 / 67761908	67762123
12	Kong Yak Tong Kee Co		96287380	
13	Lai Hong Fruits Pte Ltd	来峰生果私人有限公司	67740522 / 67745886	67798819
14	Lee Huat Fruits Vegetables Trading		62429356	
15	Lim Brother Fruit Wholesaler	林氏生果	67774002 / 67781915	67781617
16	Loh Ee Seng Trading Co	罗怡成贸易公司	67788256 / 67788257	67748127
17	Mingfan Fruits Trading	明发生贸易	63367933	63362322
18	Moh Seng Buck Kee Pte Ltd	茂成木记(私人)有限公司	67740815	67740814
19	Excellence Fruits Pte Ltd		68429011	
20	Ng Chuan Huat Fruits Co	黄泉发生果批发商	67775468	
21	Nishen Tropical Fruits Pte Ltd	日鲜热带水果有限公司	81281968	68737870
22	Penh Hong Heng Kee Trading	炳丰兴记贸易	96795632	
23	Satoyu Trading Pte Ltd		67767721	67770545
24	Shanghai Fruits Pte Ltd	上海生果有限公司	67783638	67783632
25	Siang Chua Fresh Fruit	祥泉生果	62987890 / 62981387	62981698
26	Sin Kian Choon	新建春	64736377	62716132
27	Sin Sheng Fresh Fruits Pte Ltd	新盛生果有限公司	67793134	67751906
28	Tan Teck Seng Fruits Trader	陈德成生果贸易	97652552	
29	Xsian Choa Boon Kee Trading	双泉文记贸易	67775409	67736430

