

## Face to Face at World Cashew Convention 2017

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**Ms Amreetha ENG, IE Singapore**

*An Exclusive Interview with Ms Amreetha ENG, IE Singapore,  
at the World Cashew Convention, 09-11 Feb, 2017, Singapore*

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**E Briefly share with us, how does IE Singapore help one to connect with Singapore? What are the services offered by IE Singapore?**

International Enterprise (IE) Singapore is the government agency promoting international trade and partnering Singapore companies in going global.

When it comes to trade, we attract global commodities traders to establish their global or Asian home base in Singapore. Today, Singapore is a thriving trading hub with a complete ecosystem for the energy, agri-commodities and metals & minerals trading clusters. We also work with different partners to ensure that the business infrastructure for the trading community remains relevant and robust.

Internationalisation will be critical as Singapore companies seek growth for the future. To help them capture overseas opportunities, we leverage our global network in over 35 locations to share market knowledge, identify project leads as well as connect them to business and government partners. We have different assistance catered to the needs of companies at different stages of their internationalisation journey.

**You were a distinguished guest at the inaugural function of WCC 2017. How was your experience? What opportunities do you see that Singapore could offer to the global cashew industry?**

I was honoured to be part of the WCC 2017. The event brought together many key stakeholders of the cashew industry, from producers, processors, buyers to government agencies, who came together to network, and discuss key developments in the cashew industry. We are delighted that Singapore was chosen as the location for the third edition of WCC, and look forward to working together on future editions of the conference.

Singapore is today a leading agri-commodities trading hub. We have more than 130 leading international agri-commodities firms that manage their global or regional businesses from Singapore. Singapore provides the right mix of essential attributes for effective commodities trading. For example, we have established a strong network of companies in Singapore that enables global traders to structure deals and collect timely market intelligence. We also offer an extensive suite of services, from logistics and finance to legal services, to support companies in their trading activities. In fact, anecdotally, I understand that 50% of raw cashew trades are already financed from Singapore based financial institutions today. Cashew is one of the clusters that we are looking to grow and we hope to see more traders coming here to conduct their trade and corporate activities.

**Singapore is a hub for value-added manufacturing. Do you see potential of Singapore becoming the R&D centre for nut-based value-added products?**

Besides conducting trading, financing, and shipping activities from Singapore, the cashew industry could indeed consider Singapore as a location for R&D activities. Singapore has a robust intellectual property regime, R&D friendly policies, and a strong talent pool of researchers from universities, institutes, government agencies and industry.

**What is your message to the global cashew industry from IE Singapore?**

IE Singapore is looking to expand the cashew trading community in Singapore and we welcome further conversations with WCC and the cashew community on ideas that would benefit the industry.