
Estudio de Mercado Cerezas Frescas en Singapur

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Producto:

1. CÓDIGO SISTEMA ARMONIZADO CHILENO SACH:
08092000

2. DESCRIPCIÓN DEL PRODUCTO:
Cerezas frescas

3. CÓDIGO SISTEMA ARMONIZADO LOCAL:
08092000 - Cherries Fresh (Tne)



SITUACIÓN ARANCELARIA Y PARA – ARANCELARIA

1. ARANCEL GENERAL:
No.

2. ARANCEL PREFERENCIAL PRODUCTO CHILENO (*):
No.

3. OTROS PAÍSES CON VENTAJAS ARANCELARIAS:
No.

4. OTROS IMPUESTOS:
7% Good and Services Tax (GST) applies to all goods and services imported as well as locally produced. (Note: GST is calculated based CIF value plus commissions and other charges)

5. BARRERAS PARA – ARANCELARIAS
P4 Trans-pacific Agreement between Singapore, Chile, New Zealand and Brunei with the effect from January 1, 2006. Almost all products, including fresh cherries are exempt from tariff.



REQUISITOS Y BARRERAS DE ACCESO

1. REGULACIONES DE IMPORTACIÓN Y NORMAS DE INGRESO

The import of fresh fruits and vegetables is regulated under the Control of Plants Act and its subsidiary legislation. Fresh fruits and vegetables may be imported from any country. Imports must meet the following requirements:

Traders / Importers are required to apply for a Licence for Import and Transshipment of Fresh Fruits and Vegetables. The traders / importers will pay an application fee of \$21.50 (inclusive of 7% GST) for every new application.

Under the Control of Plants (Import & Transshipment of Fresh Fruits & Vegetables) Rules, fresh fruits and vegetables imported shall not contain any prohibited pesticide, or levels of pesticide residue or toxic chemical residue exceeding the prescribed levels specified in the Ninth Schedule of the Food Regulations or recommended in the Joint FAO/WHO Codex Alimentarius Commission.

An import permit issued by AVA is required for every consignment of fresh fruits and vegetables.

A phytosanitary certificate is required for consignments of fresh fruits and vegetables imported from countries in the South American tropics. However, Chile is not included in the list and hence do not require the phytosanitary certificate which is required to certify that the produce is free from South American Leaf Blight (SALB) or is sourced/grown in an area free from SALB.

The containers (eg cartons, baskets) of fresh fruits and vegetable must be labeled with the following at the time of import:

- Name and address of the producer of the products;
- Product description; and
- Date of export/packing

Upon import, the fresh fruits and vegetables may be subjected to inspection (document and physical inspection) by AVA. Sampling for laboratory analysis may be required. Some consignments may be placed on "hold and test" pending the outcome of the laboratory analysis.

Also, all shipments must be accompanied with the Certificate of Origin (CO). Go to website

<http://www.customs.gov.sg/leftNav/trad/Certificates+of+Origin.htm>

2. IDENTIFICACIÓN DE LAS AGENCIAS ANTE LAS CUALES SE DEBEN TRAMITAR PERMISOS DE INGRESO, REGISTRO DE PRODUCTOS Y ETIQUETAS:

Fresh fruit is under the supervision of the Food Control Department (FDC) which is in charge of monitoring all incoming food products to Singapore under the government agency, Agri-Food Veterinary Authority (AVA). For more information please visit the website

<http://www.ava.gov.sg/FoodSector/ImportExportTransOfFood/VegAndFruits/>

3. EJEMPLOS DE ETIQUETADO DE PRODUCTOS (IMÁGENES)

Fresh cherries are sold in loose form for consumer to pick and select. This is often not the best way as consumer picking causes more damages. Damaged fruits or squashed cherries are then disposed or packed in a bag for discounted clearance.

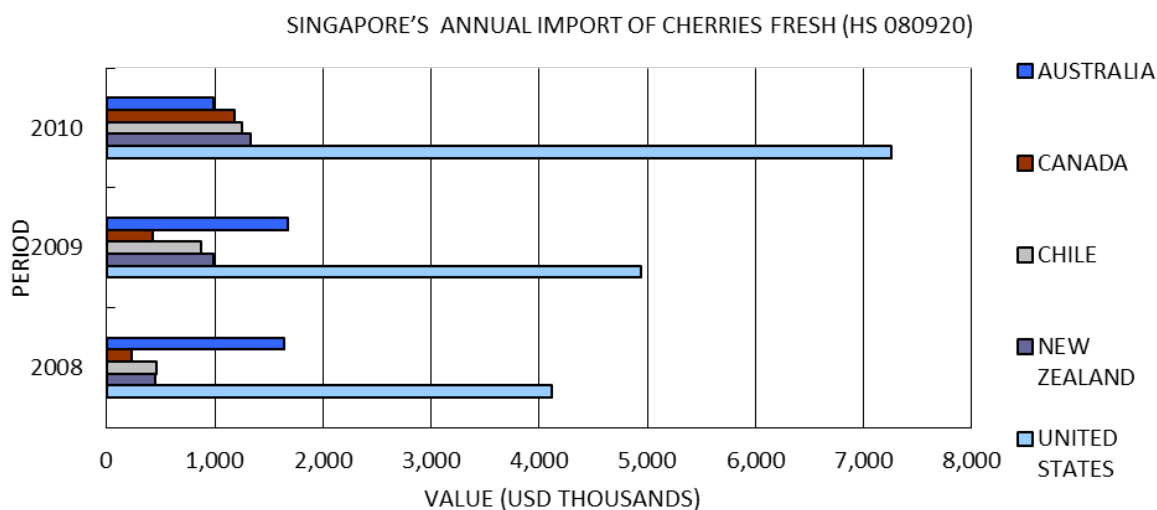


Fresh cherries from Argentina



Fresh cherries from Chile

IV. ESTADÍSTICAS – IMPORTACIONES



1. ESTADÍSTICAS 2010

Principales Países de Origen	Cantidad (TNE)	Monto (Miles US\$)	% Participación en el Mercado
USA	797	7.255	58,43
New Zealand	88	1.328	10,70
Chile (3)	102	1.248	10,05
Canada	126,50	1.180	9,50
Subtotal	987	11.011	88,68
Total	1.237,99	12.417	100,00

2. ESTADÍSTICAS 2009

Principales Países de Origen	Cantidad (TNE)	Monto (Miles US\$)	% Participación en el Mercado
USA	745,61	4.942	54,96
Australia	169,42	1.673	18,61
New Zealand	84,35	983	10,93
Chile (4)	69,98	875	9,73
Subtotal	1.069,36	8.473	94,23
Total	1.138,57	8.992	100,00

3. ESTADÍSTICAS 2008

Principales Países de Origen	Cantidad (TNE)	Monto (Miles US\$)	% Participación en el Mercado
USA	467,89	4.120	57,49
Australia	192,46	1.639	22,87
Chile (3)	52,16	464	6,48
New Zealand	36,34	446	6,22
Subtotal	748,85	6.669	93,06
Total	807,94	7.166	100,00

Fuente: Singapore Trade Statistic (Statlink)

V ■ CARACTERÍSTICAS DE PRESENTACIÓN DEL PRODUCTO

1. POTENCIAL DEL PRODUCTO.

Cherry is one of the most sought-after fresh temperate stone fruits in Singapore and even though the price is on the high side, consumers are willing to pay for it.

Import of fresh cherries into Singapore has been growing and this indicated a big potential for Chilean fresh cherries. Currently, Chile is among the top four trading partners with USA taking the top spot.

Singapore imports almost everything and hence the consumers here are able to have fresh cherries almost all year round. There is also an increase of the demand and consumption largely due to the expansion of the consumer profile. More locals are buying and eating cherries. Cherries were once only popular among the expatriates.

There are more than one million expatriates and foreign worker in Singapore who buys non tropical fruits. However, more locals are well-traveled now and are more knowledgeable about non tropical fruits and other healthy food and hence they have more demand for non-traditional products in the market.

The consumption is not limited to Singapore. Many Malaysian who work in Singapore but live in the state of Johore also buys their fruits and food here in Singapore. To cater to the big community of Malaysian who work in Singapore, many supermarkets in Johor now stock more temperate fruits such as grapes, cherries, blueberries, nectarines and etc.

Consumers like their cherry fresh, red and crunchy. For the well-knowledge consumer, they are willing to pay higher price for fresh cherry, knowing that the fruit is packed with high anti-oxidant and effective on anti-aging, pain relief and anti-inflammation.

The three important buying criteria are quality, price and taste/texture. The high price is always associated with quality excellent such as crunchy texture, freshness, colour and presentation. Which country the fruit comes from is also a determining factor for consumer.

Singapore market for cherries has a steady growth for the past three years. Total import of fresh cherries has increased by more than 40% since end of 2008. Import of Chilean cherries has increased by more than 60% since 2008 and is the third largest supplier following behind New Zealand and just ahead of Canada.

Chilean cherries are gaining popularity in the market but it need image recognition and brand awareness to gain loyalty from the consumer. A marketing campaign will put earn confident from importers, retailers and consumers.

1.1. FORMAS DE CONSUMO DEL PRODUCTO.

Cherries are preferred fresh and are eaten like a snack. It is popular because it is convenient to eat and need no hassle of peeling and cutting into small portions. Frozen cherries provide alternative when the season is over and are favor by the food manufacturing sector for bakery and confectionery.

1.2. NUEVAS TECNOLOGÍAS APLICADAS A LA PRESENTACIÓN/COMERCIALIZACIÓN DEL PRODUCTO (VENTAS A TRAVÉS DE INTERNET, ETC.).

Not applicable for perishable product.

1.3. COMENTARIOS DE LOS IMPORTADORES (ENTREVISTAS SOBRE QUE MOTIVA LA SELECCIÓN DE UN PRODUCTO O PAÍS DE ORIGEN).

There are probably three importers currently buying cherries from Chile. Benelux Fruits and Flower is one of them. The managing director Mr Alan Tay has mentioned that the distance and the shipping is still a problem.

Due to the long shipping journey, Cherry, a delicate fruit often suffered high damages along the way. The early harvesting of the fruit would risk the taste of a ripen fruits. Hence fresh cherries are now harvested at the most appropriate time and are then flown into Singapore, which is the reason why the Chilean cherries are expensive in Singapore. So far the prices are competitive among the competition from USA, Australia and New Zealand.

Fresh non tropical fruits are also re-shipped to the Johor State in Malaysia, just a causeway away from Singapore.

Mr Daniel Tay of Hupco Pte Ltd, a well established fresh fruit importer in Singapore, imported some cherries from Chile in the past, is still concern over the long journey, high cost and the damages occurred due to ineffective packaging and lack of protective handling.

Both importers agreed that Chilean cherries have great potential in Singapore. However the lack of marketing and promotion puts Chile as a country, distance from consumer's mind when it comes to cherry.

1.4. TEMPORADAS DE MAYOR DEMANDA/CONSUMO DEL PRODUCTO.

Generally, fresh cherries are always in demand, especially when the consumers know that the availability is subject to seasonal.

1.5. PRINCIPALES ZONAS O CENTROS DE CONSUMO DEL PRODUCTO.

Generally seasonal fruits like cherries are available in major supermarket and hypermarkets. It may also be available in some prestige hotels and premium clubs as snacks, fruits baskets and as one of the special in restaurant's menu.

VI. CANALES DE COMERCIALIZACIÓN Y DISTRIBUCIÓN

Singapore has an open and transparent distribution system. The distribution channel is made up of many players selling goods through the same fruit industry. Most of the major players are housed in Pasir Panjang wholesale market, the oldest and largest wholesale market in Singapore. It houses dried goods, fresh fruit and vegetables, high-tech modern cold rooms technologies, warehouse system and offices.

Fresh fruit and vegetables are usually imported by agents or distributors who service wholesalers, retailers and the food service sector (hotels, restaurants and ship providers). Margins are made by the various parties along the distribution chain. This practice is difficult to avoid and, as a result, adds to the cost of distribution and inevitably increases the retail price of fruits and vegetable.

Large supermarkets, such as Fairprice, Cold Storage and Carrefour, import directly from suppliers, which cut out the middlemen along the traditional distribution chain. By doing so, the supermarket save money and thereby has a better advantage in pricing and offer to their customers.

Here is the list of the distribution:

Retail

Fresh fruits and vegetables are distributed through supermarkets and wet markets and fully dedicated fruit shops in the public housing estates. Cherries are mostly available in supermarket because they deteriorate quickly and hence it needs to be kept cool in a air-conditioned environment to extend the life span.

Food service

Singapore is the transportation and tourist hub of South East Asia and is one of the fastest growing regions in the world. It has a very important food service industry with many hotels, restaurants, airline caterers, ship chandlers, hospitals and clubs.

Domestic manufacturing

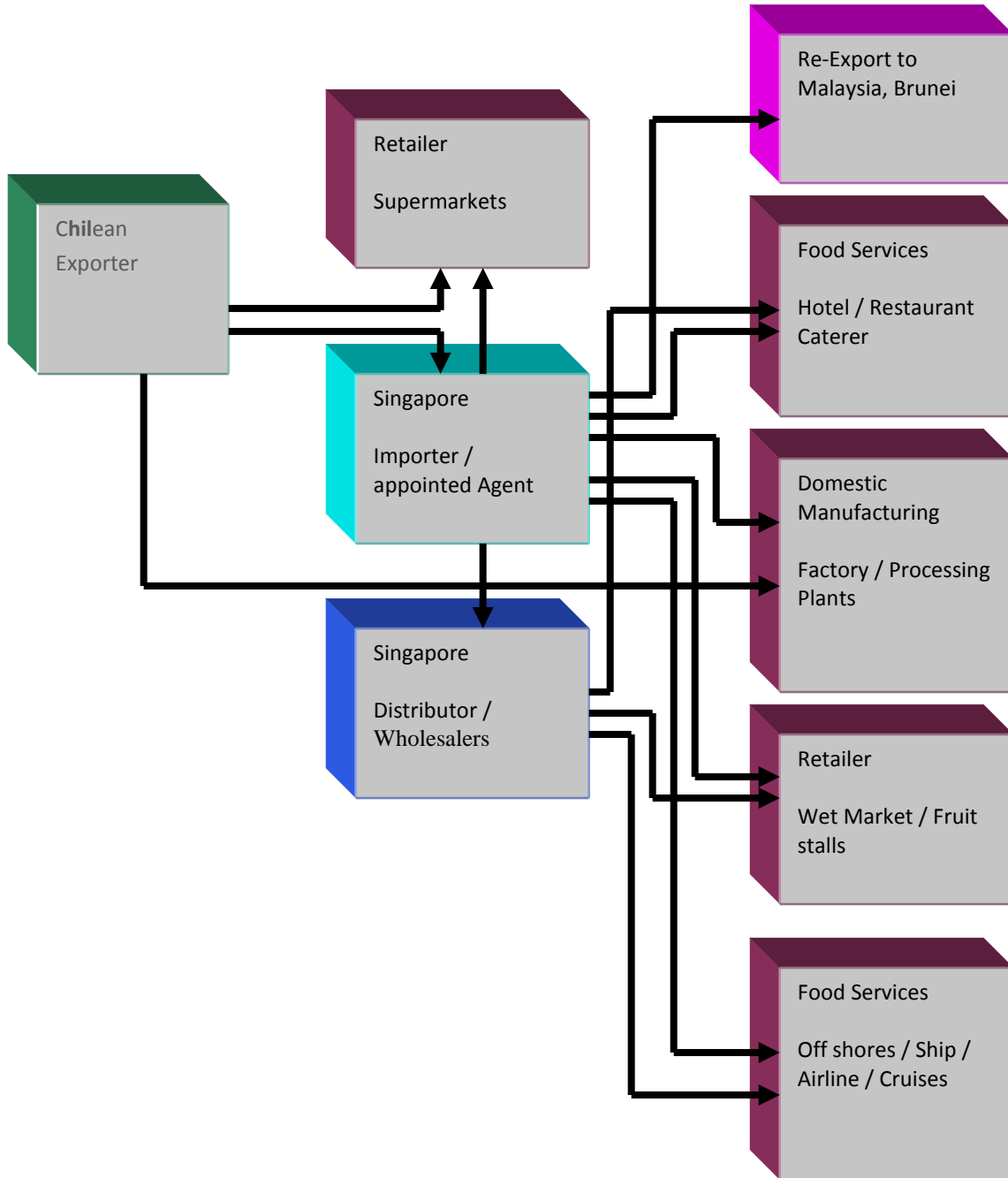
Singapore has a limited domestic food manufacturing industry, based on imported materials. Vegetable and fruit processing is not extensive, but a small proportion of imported fresh fruits are used by local companies.

Re-export trade

A small amount of fresh fruits are re-exported to the countries in the region such as Brunei, Malaysia and Indonesia. Most shipments would go into Johor state the southern most of Malaysia, the closest to Singapore. Johor has strong middle to high income earners because many come to Singapore to earn a living.

Distribution Channel Chart (Fresh Fruits)

Singapore



VII. PRECIOS DE REFERENCIA – RETAIL Y MAYORISTA

Fresh cherries are considered a luxury item because the price is higher than the tropical fruits and the usual popular apples and oranges. The average retail price of fresh cherries is between S\$15 (US\$11) to S\$25 (US\$19,30) per kilogram. The high price of Chilean fresh cherries is due to the high cost of flying the cherries into Singapore. In comparison, organic cherries, commands much higher retail price at almost 20% more than the usual retail price.

VIII. ESTRATEGIAS Y CAMPAÑAS DE PROMOCIÓN UTILIZADAS POR LA COMPETENCIA

Singapore is a quality-conscious market and consumers often associate products to the origin of its country. Consumer regards products from USA are of quality. Previous promotional campaigns have also inked their brand image with consumers here. Australia and New Zealand have the advantage of the proximity and are seen as natural suppliers of fresh fruits and vegetables. It is also an added advantage for Australia's and New Zealand's ability to supply during the northern hemisphere's off-season.

Chile faces the competition from Australia and New Zealand in the market. Although the market has demand for cherries and has by far, no particular country preference, it is still essential to promote Chilean fresh cherries to stand out from the competition. Sometime, supermarket retail stores do not indicate country of origin and hence consumers will never know where the cherries are from.

Besides the series of newspaper advertisement, point-of-sales materials and sampling in supermarkets, campaign is now on a larger scale and on the move. Advertisement on public transportation such as public buses are one of the way to reach out to mass and not just limited to supermarket goers.

For example, Korea started their campaign on their strawberries on the bus:



Competition is strong here among importers and being the pioneer to make the entry in the market and creating surplus so that other distributor are not able to import more fruits in a limited market size. Also, quality, appearance, freshness, taste, flavour and price are part and parcel of ensuring success.

USA, New Zealand and Australia have organized extensive series of in-store promotion over the past few years and consumers have been educated in a manner that every time they see cherries they think it's from these three countries.

IX. CARACTERÍSTICAS DE PRESENTACIÓN DEL PRODUCTO

Consumer here still prefers to pick and choose their fruits from a pile. However, many products ended up badly bruised and pockmarked and have to be packed as damaged fruits and sold at a discounted price.

Major supermarkets such as Fairprice are willing to invest in re-packing some fresh items in order to avoid loss and damages. Bundled up, packed in punnet or clear plastic bags are some of the ways used for easy stacking and shelf presentation. Home brand stickers will be used for their own branding purposes.



X. SUGERENCIAS Y RECOMENDACIONES

In Singapore, quality and country image are very important. The country image usually is tied with expected quality of the products. Thanks to the active promotion and marketing campaign that USA and Australia have rolled out over the years, consumers here immediately know they get quality product when they see USA or Australia written on products.

Brand awareness is top priority and the only way to engage market's position. Therefore packaging with clear marking or indication of "Product of Chile" and an image are some of the ways to educate consumer. Educating the consumer here is important because they would usually create a culture and buy these products. When these products are sellable and proven popular, the retailers will place more orders and it will increase the import into Singapore.



An example of brand recognition is through packaging like this one below:

In addition, a Joint promotion with the Singapore Health Promotion Board to promote the health benefit of eating cherries. Regular marketing campaign in major supermarket chains is needed to exposure Chile as the country that provide some of the world's best fruits and vegetables.

XI. FERIAS Y EVENTOS LOCALES A REALIZARSE EN EL MERCADO EN RELACIÓN AL PRODUCTO

There are the general local food fairs, which are annual events that draws local crowds. There is also a regional event and a bi-annual trade/industry event that are suitable for promoting fresh fruits.

Evento: **Food and Hotel Asia (FHA 2012) / Wine & Spirits Asia 2012**
 Fecha: April 2012 (date not set)
 Lugar: Singapore Expo (7 halls)
 Website: <http://www.foodnhotelasia.com/>

Evento: **Asia Pacific Food Expo 2011**
 Fecha: November 2011

Lugar: Singapore Expo
 Website: <http://www.asiapacificfoodexpo.org.sg/>

Local consumer fair, very popular with consumers and the best platform to introduce new product and create brand awareness:

Evento: **Singapore Food Expo 2011**
 Fecha: June 2011
 Lugar: Singapore Expo Hall 5
 Website: <http://www.singaporefoodexpo.org.sg/>

It is most effective to do in-store promotion and educational campaign with retailers instead of trade fair because the masses are our main target. Participating in the trade fair would enhance our product and our country image at the industrial level.

XII. FUENTES RELEVANTES DE INFORMACIÓN EN RELACIÓN AL PRODUCTO

1. **Singapore Fruits & Vegetables Importers and Exporters Association**
 Block 1, Pasir Panjang Wholesales Centre, #02-07,
 Singapore 110001
 Tel: +65 67753676 / Fax: +65 7731336
 URL: <http://www.singaporefva.com>
2. **Agri-Food Business Directory (Online portal)**
 URL: <http://www.agri-biz.com/indexSABD.aspx?DirID=95&Version=english>
3. **Agri Food & Veterinary Authority (AVA)**
 URL: www.ava.gov.sg
4. **Singapore Customs**
 URL: www.customs.gov.sg

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