

TITLE: International New Business In Singapore

INTRODUCTION INDICATING

- Title: International New Business In Singapore
- Lump sum name: INTERNATIONALISATION
- Amount of lump sum: 7 500€

GLOBAL OBJECTIVE OF THE PROJECT

This project targets the commercialization of high quality fresh salted seaweed produced by Algolesko on the market in Singapore. The production techniques have been taught to Algolesko by Japanese partners. The product has a vibrant green colour which is considered a critical visual indicator of quality in Japan and Singapore. The Algolesko s' range of fresh salted seaweed is composed of 3 species: wakame, dulse and sea spaghetti. The identified prospects are primarily Michelin-starred restaurateurs who will be our future ambassadors in Asia.

BACKGROUND PRESENTING THE SME(s)

Algolesko, seaweed farmer and processor has the largest seaweed cultivation areas in France (360 hectares). The company's mission is to produce, process and deliver high-quality French marine plants for the nutrition, health and well-being of our consumers.

PROJECT OBJECTIVES

The main objective of this project is the commercialization of high quality fresh salted seaweed produce on the Singaporean market and around by identifying Michelin-starred restaurateurs who will serve as ambassadors and wholesalers to distribute our products.

Secondary objective is to produce tailor-made communication tools to promote Algolesko products such as flyers and recipe booklet.

ROLE OF THE PARTNERS

During this project Algolesko has been involved in:

- (1) Market study on fresh salted seaweed in Singapore and South East Asia
- (2) Identification of a distributor for foodservice
- (3) Product flyers and catalogue in the languages
- (4) Product recipes booklet

EXPECTED BENEFITS

The project has several ambition and among them :

- Economic (turnover and volumes sold)

- Company reputation spread
- Grow internationally

IMAGE TO PROVIDE (partners photo together, factory, products, process, ...)

