



*Products of the U.S.A.*

**Monthly Report**

**Trade Servicing**

**March 2022**



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## MONTHLY TRADE SERVICING REPORT

March 2022

Submitted by Lieu Marketing Associates Pte Ltd

### (i) Executive Summary

Coronavirus	Vaccination Pct. of population		Cases (Recent Trend)			Deaths (Recent Trend)	
	Fully vaccinated	Additional Doses	Daily Average	Per 100,000	14-Day Change	Daily Average	Per 100,000
<b>World</b>	<b>60%</b>	<b>22%</b>	<b>1,248,671</b>	<b>-</b>	<b>-29%</b>	<b>3,695</b>	<b>-30%</b>
Cambodia	85%	56%	37	<1	-68%	0.1	<0.01
Indonesia	59%	8.9%	2,611	<1	-70%	77	0.03
Laos	62%	-	2,204	31	+71%	2.7	0.04
Malaysia	81%	50%	14,438	45	-37%	36.3	0.11
Myanmar	41%	-	101	<1	-74%	0.4	<0.01
Philippines	61%	11%	338	<1	-36%	47.4	0.04
Singapore	87	68%	4,723	83	-52%	3.4	0.06
Thailand	72%	35%	22,398	32	-10%	79.7	0.11
Vietnam	81%	47%	76,507	79	-70%	38.3	0.04

([The New York Times](#), April 7, 2022) \*reported more than 2 weeks ago.

Southeast Asia is managing gradual reduction of Omicron cases, reopening of international borders. Singapore will lift restrictions on April 1 for travel, dining as well as increase in number of staff allowed back in the office. The Russia-Ukraine war, increasing energy prices, increasing food and transport prices have put a strain on supply chains.

Concerns are rising as the world's major rice supplier to the world, Southeast Asian countries such as Indonesia and Philippines struggle to produce enough rice for their own needs, while Thailand and Vietnam produce more than they consume, according to a study published in Nature Food journal in March. ([Business Standard](#), April 2, 2022)

## (ii) Market Intelligence Update

### **Burma**

Myanmar will open its borders for international passengers travel from April 17, lifting a two -year ban on foreign tourists from March 2020 at the start of Covid-19. Vaccinated visitors will be required to quarantine for a week and undergo two PCR tests. The military government hopes to take advantage of the upcoming traditional holidays to improve economy and tourism since the pandemic in 2020 and the coup in early 2021. ([Channel News Asia](#), March 19, 2022)

### **Indonesia:**

Indonesia has removed its quarantine requirement for all arrivals from overseas on March 21, 2022. This decision was made after the successful implementation of quarantine waiver for vaccinated visitors in the islands of Bali, Batam and Bintan. This waiver follows other Southeast Asian countries such as Thailand, Philippines, Vietnam, Cambodia and Malaysia, who are all seeking to rebuild the travel industry that has collapsed in the last two years. There were about 143,700 foreign tourists in January, which is about 13.6% increase from previous year. The country typically has 1million visitors a month pre-pandemic. ([Channel News Asia](#))

Indonesians' favourite snack, Indomie instant noodles, is running out of stocks due to the war in Ukraine, which is Indonesia's largest wheat supplier of about 3 million tonnes of wheat and meslin. The "pioneer of instant noodles in Indonesia" produces 19billion packs annually in more than 100 countries so even though there are other brand options, this is the most popular. Global wheat prices hit a 14 year high earlier in March and remain volatile plus wheat consumption increased by 5% in Indonesia according to Indonesian Flour Producers Association. ([Aljazeera](#), March 21, 2022)

Indonesia's GoTo - ride-hailing-to-payments company Gojek and e-commerce leader Tokopedia which formed in May 2021, aims to raise \$1.1 billion in its initial public offering on the local stock exchange on April 11. The company has had huge spending to acquire customers and merchants due to strong competition with Singapore rivals such as "super app" Grab and online gaming and ecommerce group, Sea. ([Nikkei Asia](#), March 31, 2022)

### **Malaysia:**

With supply issues and price escalation of chickens, the Malaysia government has issued import permits for frozen whole chicken in addition to four-month subsidies provided to poultry farmers to alleviate rising costs of feed. However, poultry players have expressed that they prefer market forces to determine prices in the longer term while economists have urged to explore more viable alternatives to imported animal feed, which have increased by 30% since October 2021) The Russia and Ukraine war has caused further price hike due high prices of chicken feed which includes corn, soybean and palm oil. ([Poultry World](#), March 17, 2022)

Malaysia firm, Nova developed and launched the Healthy Joy range of low GI and Omega-9 bread range after four years of research. The range features white, whole-grain and seed or sourdough loaves and buns, with plans to launch croissants. Nova started as a retail pharmacy before venturing into herbal products, multi-vitamins, powdered beverages, and food supplements. Other than bread, Nova plans to build a food ecosystem with complementary products such as low GI coffee, jams, and roselle spread by mid-2022 and pastries by end-2022. ([Food Navigator Asia](#), March 17, 2022)

Malaysia will lift quarantine for vaccinated visitors and reopen its international borders from April 1, 2022, including land routes between Singapore and Johor as the country transits to Covid-19 endemic. Two tests are required - a real time Polymerase Chain Reaction (RT-PCR) test 2 days before departure and a professional Rapid Test Kit-Antigen (RTK-Ag) test within 24 hours after arrival in Malaysia. 97.5% of Malaysia's adult population are fully vaccinated and 64% has received a booster shot. The country has lost around US\$21million (RM300billion) in tourism related expenditure in 2020 and 2021 due to the pandemic and lockdown, according to Malaysia's Tourism, Arts and Culture Ministry. ([The Business Times](#), March 8, 2022)

### **Philippines:**

Philippines will lift restrictions for fully vaccinated foreigners from April 1, as long as they comply with immigration and visa requirements which include presentation of a negative RT-PCR test within 48 hours from their country of origin. Children under 12 are exempted if they are travelling with their vaccinated parents. ([Rappler](#), March 25, 2022)

Philippines is starting to reap fruits of its agricultural collaboration with China in increasing food supply and safeguarding food security. PhilSCAT, a project which has undergone three development phases over two decades was established in 2001 to enhance communication and technical cooperation in agriculture. The introduction of hybrid rice from China, has increased Philippines' rice production, China has also donated urea fertilizer and farm machinery units to help ensure food security. ([Xinhua](#), March 26, 2022)

SariSuki, a local community group startup for affordable daily essential and groceries, raised US10.7 million from regional and global investors. Co-founded by Ex-Grab Philippines President Brian Cu in May 2021, the company aims to deepen the breadth and depth of its operations to acquire and serve more Filipino customers. The start up acts as a consolidator for KaSari (community leaders) who sell goods to consumers via their virtual "sari-sari stores". ([PhilStar](#), March 09, 2022)

### **Singapore**

Singapore will lift Covid restrictions with large scale social events live performances and alcohol consumption past 10.30pm from March 29. Social group size will expand from five to ten pax and F&B establishments can serve up to ten fully vaccinated customers at one table. All eateries and coffee shops can seat five fully vaccinated pax without the need to check at the entrance. The Health Minister has emphasized that the announcement marks a pivot and not dismantling of Covid-19 measure and against letting down its guard against the virus. ([The Business Times](#), March 24, 2021)

Singapore is expecting to hold some of the largest meetings, incentives, conventions and exhibition (MICE) in 2022 with the progressive opening up of international borders, simplified travel and testing rules, and relaxation of local safe management measures (SMMs). Food & Hotel Asia is expecting 35,000 visitors in September and 30,000 visitors at hotels, restaurants and cafes in October. Find – Design Fair Asia is expecting close to 20,000 visitors from 15 – 20 countries. Other shows include Singapore International Water Week (SIWW) and Singapore International Jewelry Expo 2022, both expecting about 15,000 each. Two events, Jewellery & Gem World in September, and Cosmoprof Asia in November, originally planned in Hong Kong will now take place in Singapore Expo. Other notable events this year include Asia Tech x Singapore, World Cities Summit 2022 and Singapore Apex Business Summit. ([The Straits Times](#), March 21, 2022). The Seafood Expo will also take place in Singapore in September.

Florida based vertical farm operator Kalera has completed the first phase of a 50 feet tall indoor vertical farm in Singapore's Changi Logistics Center. The farm, made possible by a Singapore Food Agency's Grant, is expected to produce 500,000kg of greens annually that will provide higher nutritional value, less food wastes and lower CO2 emissions. This farm uses a fully automated farming system that covers seeding to harvesting process, has full climate control and enables compact modular and high-quality plant growth. ([Fresh Fruit Portal](#), March 2, 2022)

Singapore will be serving coffee from robot café at 30 MRT stations by end 2022. Ella the robotic barista from Crown Coffee from Bytes Station was launched at Raffles Place MRT on February 28. The first outlet spans 36metres with seats and tables available and Ella can serve up to 200 cups of coffee in an hour. The entire process is contactless as the ordering is done through the Ella app and payment made through Google pay or debit/credit card. The customer simply scans the QR code to collect the order. For those who are hungry, the 24-hour station also offers food like Jalapeno Ribeye Croissant and Rendang Ribeye Ciabatta. ([Mothership Singapore](#), March 2, 2022)

### **Thailand:**

Nithi Foods, a Chiangmai based family business that manufactures spices and seasoning products, established Let's Plant Meat when the company's managing director gave the Research & Development team a challenge to create a plant-based alternative that caters to Asian palates. Let's Plant Meat includes burger patties, minced pork and Japanese katsu, a fried meat cutlet. Plant-based proteins were valued at USD851 million in 2019 and expected to grow to USD1.4billion in 2024, based on a research arm of Krungthai Bank. Key drivers of rising vegetarians in Thailand are the health benefits and the majority Buddhists' belief to abstain from killing animals. ([KrAsia.com](#), March 17, 2022)

The five chicken processing plants of Thai giant Chaproen Pokphand Foods Public Company (CP Foods) have been certified By Saudi Food & Drug Authority (SFA) to ensure that the company's chicken quality is safe and strictly manufactured under international Halal Standards, allowing the company to export to Riyadh in March. The ban from 2004 on its chicken, eggs, chilled and frozen children's products have been lifted. Saudi is a high potential market with population of 35.6million

and has the highest share of food imports at 52.7% and consumers 45kg of chicken meat per person per year. ([Bangkok Post](#), March 18, 2022)

A&W fried chicken restaurant chain will close its chain of 24 restaurants on March 20 after four decades in Thailand due to losses and the impact of Covid-19. A&W sales have halved from 2018. Despite its attempt to adopt new strategies such as selling through food trucks at petrol stations and its waffles at 7-E convenience stores, it still suffered losses in 2021. Stiff competition, sharp decline in foreign tourists, rising costs of raw materials and energy have all escalated to the restaurant's closure. ([Bangkok Post](#), March 9, 2022)

### **Vietnam:**

Vietnam realtor BRG Group and Japan's Sumitomo Corporation have agreed to expand FujiMart supermarket chain in Vietnam to 50 stores by 2028. The supermarket aims to bring clean, safe, and fresh products daily with dedicated service. Vietnam's retail scene has shifted from traditional retail model to small scale stores, convenience stores and modern supermarkets due to strong awareness for hygiene and food safety. Aside from stores and supermarket chains, BRG Group is focused on expanding its business in other sectors including pharmaceuticals, jewelry, and fashion. ([Bizhub](#), March 28, 2022)

Vietnam fully reopened its international borders on March 15 for tourism after two years. Foreigners who enter from March 15 onwards will have to have a Covid-Test taken within 72hours before entering Vietnam, make a health declaration before entry on the PC-COVID app. No quarantine is required but travelers are advised to self-monitor for 10 days. Tourists should also have medical insurance that covers Covid-19 treatment with minimum liability of US\$10,000. Vietnam received 18million foreign visitors in 2019 compared to 157,0000 in 2021 and tour operators have suffered significant losses. (Vietnam Briefing, March 17, 2022)

In a recent meeting in Hanoi, Vietnam has sought Malaysia's support to develop its Halal food industry, contributing to lifting the bilateral trade to USD18 billion by 2025. The global halal market is worth about USD2.4 trillion in 2018 and 56% comes from the food and beverage sector. Malaysia is ready to share expertise to help Vietnam business gain broader access to Halal certification and build toward a Halal eco-system that is befitting to both parties' potentials. Malaysia is Vietnam's second largest trade partner in ASEAN and Vietnam is Malaysia's third largest trade partner. ([Vietnam+](#), March 22, 2022)

### **(iii) Administrative Customs and Other Consideration Updates**







