



Singapore Bakery & Confectionery Trade Association (SBCTA) with the support of Enterprise Singapore is organizing a Singapore Pavilion at **Chillax Asia 2020 (Entrepreneur Driven Trade & Consumer Exhibition)** held **23 – 25 July 2020 at Marina Bay Sands Expo & Convention Centre, Singapore.**

### Why participant?

- The only trade & consumer Food & Beverage Exhibition in Singapore entirely dedicated to the Bakery, Coffee, Tea, Food, Desserts, Machinery, Cocoa market and many more
- Hitched a ride on Young Entrepreneurship & Start-up Scheme (YES) reaching out to keen entrepreneurs
- Partner existing Small & Medium Enterprise (SME) via SME Expansion Scheme (SES) for insights, networking and franchise opportunities
- Expand your business abroad with MNC companies with Global Partnership Scheme (GPS)
- Educate trade & consumers via the hand's on bakery, barista and live c counters

### Exhibitor Profile:

- |                              |                         |
|------------------------------|-------------------------|
| - Food & Beverage Companies  | - Bakery & Café Chains  |
| - Culinary Schools           | - Utensils & Equipments |
| - Food Ingredients Companies | - Coffee and Tea leaf   |
| - Desserts & Innovative food |                         |
- More information about this event can be found at [www.chillaxasia.com.sg](http://www.chillaxasia.com.sg) / [www.singbake.org.sg](http://www.singbake.org.sg)

### Financial Assistance

SBCTA has obtained support from Enterprise Singapore for Singapore Pavilion in **Chillax Asia 2020** to be covered under the International Marketing Activities Programme. LEAD IFM enable companies to receive up to 70% subsidy of total eligible costs in:

- **Up to 70%** subsidies of space rental and stand construction
- Double-tax-deduction for eligible expenses not covered by LEAD IFM (freight cost, travel & hotel for up to 2 representatives per participating company. Participating companies must apply for DTD directly to Enterprise Singapore at <https://www.enterprisesg.gov.sg/> at least 7 days before the start of the activities.

### Qualifying Criteria

Eligible companies are defined as being incorporated and based in Singapore (exclude branch of a foreign company) & locally registered with at least 3 core business functions.

Market development and planning	Logistics and shipping management
Manufacturing and other value-added activities	Research and development and design function
Banking, financial and treasury functions	Business and investment

### Cost of Participant

Booth Size	12 sqm	24 sqm	36 sqm
Cost of Space & Upgraded Design	S\$3,840 *	S\$7,680 *	S\$11,520 *

\* Please note that amount is **before** GST and reimbursement of LEAD IFM's approved amount.

Reimbursement to approved exhibitors will be made **after** SBCTA receives said amount from Enterprise Singapore (Est 4 Months)

- Non-SBCTA members are required to pay an additional fee of **S\$200 (non-refundable)** of which amount is **not** eligible for claim under the LEAD IFM scheme.
- Please note that Enterprise Singapore reserves the right to verify information provided by the companies. Eligibility and subsidy reimbursement of individual companies is subject to final approval by Enterprise Singapore upon submission of LEAD IFM Claim Form by SBCTA after the exhibition.

For more information, please contact:

Mr. Boon Wei (TPA) @ Tel: +65 8266 2605 / email: [boonwei@theplanneraffairs.com.sg](mailto:boonwei@theplanneraffairs.com.sg) OR

Ms. Shi Hui (TPA) @ Tel: +65 9336 0243 / email: [shihui@theplanneraffairs.com.sg](mailto:shihui@theplanneraffairs.com.sg) OR

Mr. Thomas Tan (SBCTA) @ Tel: +65 8818 5625 / email: [admin@singbake.org.sg](mailto:admin@singbake.org.sg)



We look forward to welcoming you to the Singapore Pavilion at Chillax Asia 2020.

We confirm our participation under the Singapore Pavilion with \* 12 / 24 / 36 sqm \_\_\_\_\_ sqm.  
**\* Please indicate your choice of booth size**

**A. DETAILS OF THE EXHIBITOR**

<b>Company:</b> [N.B. Name of Company must be the same as appeared on the Business Registration Certificate & will be used on fascia board at your booth.]		<b>Business Registration No. :</b>	
<b>Name:</b>		<b>Designation:</b>	
<b>Tel:</b>		<b>Fax:</b>	
<b>Email:</b>			
<b>Address:</b>			
<b>Products /Services</b> (To be written on separate sheet. limit to 100 words):	<b>SBCTA Member:</b>	<input type="checkbox"/> Yes / <input type="checkbox"/> No	

**LEAD IFM reimbursement to eligible exhibitors will be via cheque only, approximately four to six months after the exhibition, when SBCTA receives the LEAD IFM fund from Enterprise Singapore.**

LEAD IFM is subject to the final approval of Enterprise Singapore. To qualify for support under the LEAD IFM programme, companies must be incorporated (**excludes branch of a foreign company**) and based in Singapore and must have **at least 3** of the following core business functions as below. Please indicate at least 3 core business functions:

- |   |   |
|---|---|
| <input type="checkbox"/> Market development and planning                | <input type="checkbox"/> Logistics and shipping management            |
| <input type="checkbox"/> Manufacturing and other value-added activities | <input type="checkbox"/> Research and development and design function |
| <input type="checkbox"/> Banking, financial and treasury functions      | <input type="checkbox"/> Business and investment planning             |

**B. SPACE APPLICATION**

The Participant hereby applies for a total of \_\_\_\_\_ square metres of stand package space. Allocation of the booth will be at the final discretion of the Organiser.

**C. SPACE CONTRACT**

The Space Contract for participation will be forwarded by **The Planner Affairs Pte Ltd (TPA)** to the participant upon SBCTA's approval of this application. The Space Contract is to be signed and returned to **TPA** within 2 weeks of receipt.

**D. PAYMENT**

Full payment of the Participation Fee shall be made by crossed cheque payable to "**The Planner Affairs Pte Ltd**" with return of this reply-form. SBCTA reserves the right to reject this application if the full payment is not received. Other terms and conditions apply as per the Space Contract provided by the Show Organiser.

**Cheque Payment to be mailed to: 50 Tagore Lane, #05-04A Entrepreneur Centre, Singapore 787494**

**E. TERMS AND CONDITIONS OF TRADE FAIR PARTICIPATION**

The Exhibiting Company shall be irrevocably bound by the terms and conditions as stated in the Space Contract provided by **TPA**. Cancellation charges will apply as per the Space Contract. The Exhibitor shall at all times keep SBCTA and each of its directors, officers, employees, agents and representatives (collectively, the "Indemnified Parties") fully and effectively indemnified from and against any and all liabilities, claims, damages, costs, charges and expenses to which any of the Indemnified Parties may be exposed or which any of the Indemnified Parties may incur, suffer, sustain and against all actions, suits, proceedings, claims, demands of any nature whatsoever which may be taken, made or threatened against any of the Indemnified Parties or incurred or become payable by any of the Indemnified Parties or which may arise directly or indirectly by reason of any act, deed, matter or thing done or permitted or omitted to be done by any of the Indemnified Parties in connection with this Agreement or arising therefrom and all other costs, charges and expenses in connection therewith, including legal costs on a full indemnity basis.

**F. APPROVED BY / ON BEHALF OF THE EXHIBITOR**

<b>Name &amp; Designation</b>	<b>Signature</b>	<b>Date</b>	<b>Company Stamp</b>