

Consumer Products

Factsheet 2011

Singapore ~ Asia's Lifestyle Lab

At a Glance

Singapore aspires to be Asia's Lifestyle Lab. Consumer Products companies are invited to tap on Singapore's R&D capabilities and consumer insights into the region to design, develop, and test-bed new products and concepts for the burgeoning Asian market.

The EDB's purview of the Consumer Products industry spans the range of Fast Moving Consumer Goods (FMCG) companies including Consumer Care, Food, Nutrition, Beverage and Food Services companies (including Quick Service Restaurants), Specialty Ingredients and Flavours and Fragrances companies which support the Consumer Products industry also fall within EDB's focus.

Why Singapore?

Innovation and R&D Capabilities

The focus is on science-based innovation, which draws on Singapore's strong biomedical sciences and engineering research capabilities to develop Asian solutions for Asia. This is backed by the network of public Research Institutes under the Agency for Science, Technology and Research (A*STAR), which aims to foster world-class scientific research and talent for a vibrant and knowledge-based Singapore.

Manufacturing Base for Specialty Ingredients

Specialty ingredients form an integral part of end-consumer products such as Food, Beverages, Cosmetics and Personal Care products. Singapore is a knowledge-intensive manufacturing base for specialty ingredients where research continuously improves the manufacturing process. Companies such as Nikko Chemicals and Tate & Lyle have chosen Singapore to locate their regional or even global production facility.

Established Flavours & Fragrances Industry

Singapore is currently a trusted and strategic base for top Flavours & Fragrances players to conduct knowledge-intensive manufacturing and innovation for Asia. The industry's focus is on high value-added products such as process and proprietary ingredients, and local plants continuously advance and expand themselves to maintain the highest level of sophistication and automation in the region.

World's Top Logistics Hub

Ranked the world's top logistics hub by the World Bank in 2007, Singapore offers world-class infrastructure, excellent global connectivity and thought leadership in logistics and supply chain management. 21 of the world's top 25 third-party logistics service providers (3PLs) have also set up significant operations in Singapore, offering high value, integrated supply chain services. This has attracted many Consumer Products companies to use Singapore as their regional and global supply chain management centre.

Brand and IP Management

To facilitate Consumer Products companies' expansion into Asia, Singapore possesses the robust brand management and marketing capabilities, supported by a global talent pool and abundance of creative and media agencies. Lauded for possessing Asia's best Intellectual Property (IP) protection (IMD World Competitiveness Yearbook 2008) and an extensive network of Avoidance of Double-Taxation Agreements (DTA), Singapore is an ideal choice for Consumer Products companies to locate their IP management hub for the region.

Launch-Pad into the Region

The EDB strongly encourages Consumer Products companies who wish to expand into Asia to partner us, and leverage Singapore as a launch-pad for the region to enhance their brand value.

Facts & Figures

- Singapore plays host to the top ten Consumer Products companies - amongst them *Procter & Gamble*, *Unilever*, *Johnson & Johnson*, *Nestle*, *Kraft* and *Cadbury Plc*.
- The world's top five Flavours and Fragrances companies - *Givaudan*, *IFF*, *Firmenich*, *Symrise* and *Takasago* - innovate and manufacture products for the region from Singapore.
- *Nestle* Singapore is the world's largest malt producer, with a total production of 87,000 tonnes per annum of Protomalt - a key ingredient of the Milo beverage.

- *Tate & Lyle*, a renewable food & industrial ingredients company opened its first *Splenda* sucralose plant outside the US on Jurong Island in 2007. The \$300 million project is *Tate & Lyle's* largest ever investment in Asia. Today, Singapore is *Tate & Lyle's* only *Splenda* sucralose plant in the world. *Splenda* sucralose is a no-calorie, high-intensity sweetener that is used in more than 4000 products.
- The Society of Cosmetic Scientists (Singapore), estimates the market for beauty products in Singapore alone is worth S\$120 million (US\$79.7 million) annually. Consisting primarily of perfumes, skincare and makeup products, it is projected to grow at a yearly rate of 30 per cent.

Featured Companies

Procter & Gamble (P&G), one of the world's leading consumer care companies, has opened a perfume plant in Singapore – a first in Asia. As the lead design plant for *P&G* worldwide, it will play a prominent role in driving the company's global perfume business. The key brands and fragrances to be developed and produced include *Pantene*, *Head & Shoulders*, *Olay*, *Ariel*, *Tide* and *Downy*. "Leveraging Singapore's status as an innovation hub, our perfume plant will play a significant role in propelling our global business as the incubator for *P&G* perfumes worldwide," said Deborah Henretta, Group President, Asia, *P&G*.

British confectionary giant *Cadbury Plc*. has invested S\$4.3 million to set up an Asia Pacific Science & Technology Centre in Singapore. Through this new facility, the company famous for brands such as *Cadbury* chocolates, *Cadbury Eclairs*, *Halls* and the *Natural Confectionery Company* range of all natural candy, will be creating new flavours specially catered to the unique tastes and palates of the Asia Pacific market. Remarkably, even before the 920-sq-metre centre's inauguration, *Cadbury's* Asia Pacific team struck gold; it successfully developed *Chocfuls*, a hard shell caramel candy with a soft chocolate centre geared towards China's consumer market.

About the Singapore Economic Development Board

The Singapore Economic Development Board (EDB) is the lead government agency for planning and executing strategies to enhance Singapore's position as a global business centre. EDB dreams, designs and delivers solutions that create value for investors and companies in Singapore. Our mission is to create for Singapore, sustainable economic growth with vibrant business and good job opportunities. EDB's 'Host to Home' strategy articulates how we are positioning Singapore for the future. It is about extending Singapore's value proposition to businesses not just to help them improve their bottom line, but also to help them grow their top line through establishing and deepening strategic activities in Singapore to drive their business, innovation and talent objectives in Asia and globally.

For more information on EDB, please visit www.sedb.com

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