

History

- R&D Singapore (formerly known as Eastreco (Pte) Ltd) was Nestlé's first R&D Centre in Asia, responding to the fast economic growth in the region.
- Singapore was chosen due to its well connected infrastructure, politically stable, open door policies, sound economic and with uniquely pleasant multi-cultural society.
- The foundation stone for R&D Singapore was laid on 23rd September 1980.
- The new building became operational by March 1982, with a team of chefs, food technologists, process engineers, mechanical engineers, chemists and microbiologists..
- A Regional Quality Assurance laboratory was established at R&D Singapore in 1982. It is still part of a global network of laboratories that ensure the safety and quality of Nestlé products.
- Based on the success of R&D Singapore, two other R&D Centres were established in Shanghai and Beijing.

R&D Singapore Today

- R&D Singapore serves Nestlé's fastest growing markets in the Asia-Pacific region, including Malaysia, Indonesia, India, and Australia.
- It is a partner in Nestlé's global network of 29 Product Technology Centres and R&D Centres.
- R&D Singapore employs approximately 100 people, and has a multicultural environment (15 different nationalities).
- Today, positions include engineering and technical staff, laboratory staff, packaging and design experts, food scientists and technologists, development chefs, pilot plant operators and warehouse staff.
- R&D Singapore has a deep understanding of Southeast Asian and South Asian Cuisine and Cooking techniques.
- The Centre has strong partnerships with Economic Development Board, Agri-Food Veterinary Authority, Health Promotion Board, local and international Universities, Polytechnics, Flavour Houses, Chef Associations.
- As part of its commitment to sustainable development and Creating Shared Value, R&D Singapore is leading key initiatives that will continuously reduce the environmental impact of its products and packaging. Our strategy is to systematically use Eco design. To this end Nestlé has developed and implemented systems including the PIQET tool, which help to develop the best packaging solution. The PIQET tool allows you to compare different scenarios for the impact on the environment (including impact on CO₂ footprint, water use, land use, air pollution, energy use, solid waste).
- The Director of R&D Singapore is Susanne Kulhanek, a Food Process Engineer by training. Ms Kulhanek joined Nestlé in 1988 and was formerly the Manager of the Nestlé Basel Factory in Switzerland and Head of the THOMY Application Group, before becoming the 7th Director of R&D Singapore in January 2010.

Business Impact

- R&D Singapore is Nestlé's leading centre for micronutrient fortification and the development of popularly positioned products
- The Centre plays an important role in the development of products for
 - MAGGI
 - MILO
 - NESTLÉ NUTRITION
 - NESTLÉ PROFESSIONAL

- R&D Singapore is Nestlé's leading centre for development of great tasting culinary and beverage products with nutritional superiority for the Asia Pacific region. We are at the forefront of innovation and renovation that drives taste and nutrition, health and wellness to place our brands ahead of competition. We deliver state-of-the-art knowledge in food science and nutrition to enable us to build on our growth drivers:
 - Our Nutrition, health and wellness strategy includes developing culinary and beverage products that has superior taste and nutrition. As we are supporting developing and emerging markets with huge number of consumers at the bottom of the income pyramid, we focus on creating products with micronutrient fortification to address deficiencies. We have also entered strategic partnerships with leading companies in Traditional Functional ingredients such as Eu Yan Sang in order to design delicious products with goodness of traditional Chinese herbs.
 - We design popularly positioned products that are affordable on a daily basis for emerging consumers who are just starting to buy branded goods. This enables our brands to be more accessible to the general populace.
 - We leverage on the long term growth trend for out of home food consumption by providing science and technology support to our growing Nestle Professional business
- The Centre plays an important role in developing products that add value for consumers, accelerates business growth and delivers sustainable shareholder value. We are behind big, global brands such as:
 - MAGGI, a leading brand for culinary
 - MILO nutritional beverage
 - Nestlé Nutrition
 - Nestlé Professional
- We continuously lead the consumers forward through bigger, bolder and better innovations. Our passionate inventors bridge science, technology, business and consumer needs and have created successful brands and products that today accounts for billions of additional sales and made consumer lives better.

Innovations

- R&D Singapore has been at the leading edge of many Nestlé inventions and contributed significantly to innovation and renovation for many global brands to deliver nutrition, health and wellness to consumers.
- Amongst the many patented technologies that were industrialized by R&D Singapore are the MAGGI Liquid Seasoning in China and MAGGI Low Fat Noodles in Malaysia.
- Nestle R&D Singapore scientists have been at the forefront of many Nestlé inventions, and contributed significantly to renovation and innovation for many global brands, with recent product innovations such as
 - MAGGI Masala ae magic spice seasoning fortified with vitamin A, iron and iodine, a popularly positioned product launched in India
 - MAGGI Vegetable Atta, a wholegrain noodle with real vegetables launched in India and Bangladesh
 - MAGGI Sajian Keluarga family noodle fortified with iron, a popularly positioned product launched in Malaysia
 - MILO B-Smart, reduced fat and sugar launched in Australia
 - MAGGI Bouillon with reduced salt in Malaysia and Singapore
 - MAGGI low fat noodles launched in Malaysia, Singapore and Australia
 - MAGGI Saus Kreasiip delicious cooking sauce launched in Indonesia and Malaysia
 - Yang Sheng Le concentrated herbal soup, a partnership between MAGGI and Eu Yan Sang, launched in Singapore
- As a centre, R&D Singapore has received numerous recognitions internally and outside as a result of our innovative spirit. To name a few:
 - SIFST Best Product Award (2009-2011) and Best Asean Product Award for YANG SHENG LE Concentrated Herbal Soup, launched in Singapore
 - Nestlé Research award for Innovation Partnership in 2010
- The Packaging and Design team at R&D Singapore is responsible for innovative packaging solutions in the areas of sustainability, affordability and consumer experience, and has won several awards in product packaging, most notably the Asia Star 2008 for MAGGI Chef's Secret and Asia Star 2009 for YANG SHENG LE. The most recent achievement is the Nestlé Research Award for a novel dispenser which represents a new route to market.

Did you know?

- On 23rd July 2010, Nestlé celebrated the 30th anniversary of its research and development in Singapore by opening its doors to honoured guests, employees and retirees.
- R&D Singapore is also a talent development centre where a number of former employees are currently holding high level positions in various Nestlé entities worldwide.
- Throughout its history, Nestlé has been driven by science and technology. “I prefer publicizing my products through scientific channels rather than by banging the big drum” Henri Nestlé 1869.
- A new R&D Centre will be built in Asia, in Delhi, India that will work closely with R&D Singapore in developing popularly positioned products. The cornerstone for this new Centre will be laid in September 2010.