
R&D Singapore, 23 July 2010



Good Food, Good Life

Speech of Klaus Zimmermann Head of Nestlé PTCs and R&D Centres

Ladies and Gentlemen, Good Morning.

It gives me great pleasure to welcome you here as we celebrate 30 years of Nestlé R&D in Singapore.

Singapore has a special place in the history of Nestlé as well as in the history of Nestlé R&D. Our operations here began in 1912 as the Anglo-Swiss Milk Company importing MILKMAID Sweetened Condensed Milk. So, today we are not only celebrating 30 years of R&D – but also almost a hundred years of Nestlé here in Singapore.

When we opened our R&D Centre here in 1983 every Nestlé's R&D centre was known as a "Research Company", or "Reco" for short, preceded by a geographical designation or compass orientation. Therefore, R&D Singapore was first known as Eastreco. Right from the start Eastreco was charged with developing products for consumers with limited income - both traditional products and products tailored especially to their needs (which we call Popularly Positioned Products). The idea was that an in-depth knowledge of local raw ingredients, recipes and cooking methods would stimulate the development of new products which could then be marketed not only locally, but also on an international scale. Eastreco, for instance, became a global centre of competence for Asian noodle dishes.

This R&D Centre is still Nestlé's home for Asian noodle dishes. It has become a centre of excellence for MAGGI and MILO in the Asia-Pacific region. There are countless examples of innovative products under these brands that have been developed here. Singapore is also the home of innovation in Nestlé Nutrition and Nestlé Professional products in this region. I am delighted to see so many of these products on display to remind us of the remarkable achievements over the years. And I am sure that we will continue to see innovation in the years to come.

Today, it gives me enormous pleasure to announce that we have chosen to locate our new regional hub for innovation in beverages here in Singapore. This hub will extend Nestlé's existing hub for innovation in MILO by focussing on coffee mixes. NESCAFÉ was introduced in Singapore over 50 years ago, and is now the leading instant coffee brand in this country with more than 350 million cups being consumed every year. Nestlé R&D has brought many innovations to the NESCAFÉ brand, and the coffee mixes that we see today are examples of this – such as NESCAFÉ 3 in1, NESCAFÉ GOLD 3 in1, and our NESCAFÉ Body Partner range of coffee mixes.

Nestlé's product portfolio here in Singapore is the result of science and technology from many of our R&D centres, not only from Singapore but from all around the world. For example, our Product Technology Centre at Orbe in Switzerland uses its knowledge of coffee to deliver NESCAFÉ products to Singapore and world-wide. Beauvais in France uses its ice cream know-how to develop NESTLÉ ice-cream products and York in the UK uses its confectionery skills to bring us KIT KAT, SMARTIES and CRUNCH bars. This R&D Centre in Singapore is part of Nestlé's global innovation community of 29 research, development and technology centres world-wide.

R&D has enabled Nestlé to become the world's leading Nutrition, Health and Wellness Company. Through R&D we are able to offer our consumers nutritious products that meet their needs and preferences. We are also ensuring that sustainability is an integral part of our R&D process worldwide, and last year we put in place a dedicated R&D Sustainability Council to oversee these activities.

When we look back on the last 30 years, we have plenty to celebrate. Looking forward, this year is also a starting point for new, exciting journeys to further innovations for the future.

And with that I would be pleased to answer any questions before we invite you to take you on a tour of the facilities here.

Thank you

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