

Ferrero chooses Singapore to open its new innovation centre

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While addressing the media, Giovanni Ferrero, CEO, Ferrero Group said, "Innovation has always been a core value for Ferrero," said Giovanni Ferrero, chief executive officer. Our products are the result of a strong passion for quality and research. The Singapore innovation center will support Ferrero in its continuous pursuit of cutting edge technological solutions to offer our consumers the best quality products that provide always new taste dimensions."

A multidisciplinary team of experts in food science, biotechnology, nutrition, consumer insights, material science and design will engage with partners in Singapore to develop new products, the company said.

The Asian market is one of strategic importance for Ferrero, which manufactures and markets products under the Nutella, Ferrero Rocher, Tic Tac and Kinder brands and has a presence in more than 170 countries. Singapore's prominent role within the global scientific research community influenced the company's decision to locate the innovation center there.

"Ferrero's decision to establish its first global Innovation Centre in Asia, in Singapore, reflects the significance of the rapidly expanding consumer markets in Asia, and underscores Singapore's position as the region's leading food and nutrition hub," said Beh Swan Gin, chairman of the Singapore Economic Development Board. "We look forward to having Ferrero work with partners in Singapore to develop unique product offerings."