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MondelÄ?z to invest $5Mn in biscuits and baked snacks category in Singapore

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MondelÄ?z International announced the inauguration of its Regional Biscuit and Baked Snacks Lab and Innovation Kitchen in Singapore, reaffirming its commitment to innovation and product development across Southeast Asia and Australia, New Zealand and Japan. This new facility was officially opened by Chan Ih-Ming, Executive Vice President, of the Singapore Economic Development Board.

The Lab and Innovation Kitchen will serve as a strategic Centre of Excellence and regional hub driving creative development and innovation in the biscuits and baked snacks category. Backed by more than $5 million investment, the facility expands on the capabilities of the companyâ??s existing Singapore Technical Centre, established in 2006, followed by an expansion in 2018 to focus on innovation and product development in the gum and candy category.

"At MondelÄ?z International, we are dedicated to pushing the boundaries of food innovation and product development. Through collaborative efforts, we aim to create a dynamic space where creative ideas can flourish and contribute to the development of new innovative products for our consumers,â?• said Deepak Iyer, Executive Vice President & President AMEA, MondelÄ?z International. â??This expansion further enhances the capabilities of our Singapore Technical Centre and reaffirms our commitment and contribution to the country, which serves as the headquarters for our Asia Pacific, Middle East and Africa business.â?•