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ASIA EDITION

P&G launches its first BabyCare Innovation Lab at Singapore Innovation Centre

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Expands BabyCare R&D capabilities with different research units to design and develop products that serve babies in Asia Pacific, the Middle-East and Africa



Procter & Gamble on June 28, 2021, announced the expansion of its research and development capabilities for its BabyCare portfolio with the launch of the Pampers' research facility at the P&G Singapore Innovation Center (SgIC), supported by the Singapore Economic Development Board.

The official opening ceremony was held virtually and graced by Guest-of-Honour, **Ms. Sun Xueling, Minister of State, Ministry of Education and Ministry of Social and Family Development.**

Based at the SgIC, the BabyCare R&D team and facilities will lead end-to-end product development and focus on several key areas including consumer research, product design and packaging development. With two-thirds of the world's babies born in Asia Pacific, the Middle East, and Africa, this R&D expansion builds on P&G's continued commitment to better fulfil its consumers' evolving demands and needs in the region.

Speaking at the launch, Ms. Yuko Nakamura, Vice President, Research & Development, P&G Singapore Innovation Center said, "The BabyCare facility benefits from the fact that SgIC is home to advanced research capabilities and resources in multiple disciplines including Cell Biology, Data science, Formulation, Robotics and Packaging development. This extensive range of capability will be a powerful driver of innovation in BabyCare."

"R&D plays a pivotal role in our endeavor to create superior products that are backed by science and insightful innovation. Our core BabyCare R&D team boasts a rich diversity of talented and committed technologists from seven nationalities. They will bring to the team their expertise and specialized skills that will support our end-to-end product developments," said Ms. Kainaz Gazder, Senior Vice President, Babycare & Chief Marketing Officer, Procter & Gamble, Asia Pacific, Middle East and Africa.

Meanwhile the Biopolis houses a dense network of institutes including A*STAR, which allows P&G to further augment its analytical and innovation capabilities through partnerships.

As a Force for Good, P&G has partnered with KidSTART to support the community by being a new donor in their Growing Together with KidSTART (GT) initiative. KidSTART is a program led by the Early Childhood Development Agency (ECDA) to enable children from low-income families to have a good start in life. During the opening ceremony, P&G presented 200 baby

care packs to new or pregnant mothers under the program to support their parenthood journey. The baby care packs consist of essential items such as diapers, thermometers, toothbrushes, and other products that will support a child’s development.