

latest innovations



The opening of the **Singapore Innovation Center (SgIC)** at Biopolis underscores Procter & Gamble's commitment to deliver superior value by creating consumer-centric innovations for the 4.8 billion consumers P&G serves worldwide.

As the largest private research facility in Singapore, the SgIC houses more than 250 advanced research laboratories, and will serve as an international innovation hub for P&G's global hair care, skin care, home care, and personal health and grooming products:

- The SgIC is equipped to conduct end-to-end innovation, powered by advanced research in more than 18 fields of study covering engineering, material science and biochemical research.
- The Center's pilot manufacturing plant can make small batches of products for rapid, small-scale consumer testing. It can also develop packaging quickly using the latest 3D printing technology.
- The SgIC—home to nearly 500 researchers, engineers and PhDs—unites P&G's best-in-class R&D and consumer research capabilities.
- The Center's "Consumer Hub" facilitates consumer engagement and research in a model home environment that enables scientists to discover unmet needs.
- This state-of-the-art facility is P&G's third high-tech innovation center in the Asian region, which continues to be an important market for P&G, where we serve more than two billion consumers with 25 brands—including 22 billion-dollar brands.

About the Singapore Innovation Center:

- The 344,000-square-foot, six-floor Center is Singapore's largest private research facility.
- Employees, P&G executives and government officials celebrated the facility's grand opening with a local event on March 28.
- The SgIC is a zero-waste site where waste is reused, recycled or used for energy recovery instead of being sent directly to landfills. The Silver LEED certified and Green Mark building uses renewable power generated within the facility.



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