

## **HEINEKEN SETS UP A GLOBAL INNOVATION HUB IN SINGAPORE TO CREATE EXCITING NEW CONSUMER EXPERIENCES**

**Singapore, 30<sup>th</sup> August 2023** – HEINEKEN, the world’s most international brewer, announces the setting up of its Global Innovation Hub in Singapore today. Supported by the Singapore Economic Development Board (EDB), the Singapore Hub is part of HEINEKEN’s global network of five Innovation Hubs and will enhance collaboration across global, regional and market levels to deliver breakthrough global innovations that fulfil unmet and emerging consumer needs.

The Hub will contribute to HEINEKEN’s plan to deliver disruptive and scalable product innovations and double HEINEKEN’s innovation rate by 2025. HEINEKEN’s dream is to shape the future of beer and beyond to win the hearts of consumers.

In addition to being a growth engine in the global economy, APAC will be home to two-thirds of the international middle class by 2030<sup>1</sup>. An increasingly urbanised population will bring societal, economic and market shifts, and businesses like HEINEKEN need to understand it more deeply.

HEINEKEN’s Regional President, APAC, Mr. Jacco van der Linden, said: “Our APAC Innovation Hub will allow us to aggregate clusters of consumer data across the region, distil key insights, and translate this into opportunities for innovation. This is a game-changer for us, and we will work with our partners to create new and exciting experiences for consumers like Heineken® Silver and the recently launched Tiger Soju Infused Lager. We also thank EDB for their support and look forward to working with them as we accelerate our innovation efforts.”

Tapping into breweries and pilot plants across operating companies in APAC and research partners in Singapore, the Innovation Hub team will drive HEINEKEN’s APAC innovation strategy and lead product development projects. Collaborating with Singapore’s ecosystem of flavour houses, R&D labs, and institutes of higher learning will help generate IP, build capabilities, and facilitate knowledge transfer.

“Singapore welcomes HEINEKEN’s decision to tap on our food and beverage innovation capabilities with its APAC Innovation Hub setup here. HEINEKEN’s new set-up is now part of a vibrant innovation ecosystem of globally leading brands engaging in new product development from Singapore. It will create exciting job opportunities for our talent and collaboration opportunities for our research institutes and startup community. We look

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<sup>1</sup> UNDP (2018), [Asia-Pacific to comprise two-thirds of global middle class by 2030, Report says | United Nations Development Programme \(undp.org\)](https://www.undp.org/en/press-releases/2018/08/asia-pacific-to-comprise-two-thirds-of-global-middle-class-by-2030-report-says).

forward to the new products being developed out of the APAC Innovation Hub to cater to global markets from Singapore,” said Ms. Fong Pin Fen, Vice President and Head, Consumer, EDB.

**End**

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**About HEINEKEN**

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium and non-alcoholic beer and cider brands. Led by the Heineken® brand, the Group has a portfolio of more than 300 international, regional, local and specialty beers and ciders. With HEINEKEN's over 85,000 employees, we brew the joy of true togetherness to inspire a better world. Our dream is to shape the future of beer and beyond to win the hearts of consumers. We are committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brew a Better World", sustainability is embedded in the business. HEINEKEN has a well-balanced geographic footprint with leadership positions in developed and developing markets. We operate breweries, malteries, cider plants and other production facilities in over 70 countries. In APAC, HEINEKEN has operations in over 20 markets and 30 brewing sites and owns several iconic beer brands, including Tiger Beer, Anchor, Bintang and Kingfisher. Most recent information is available on our [Company's website](#), and follow us on [LinkedIn](#), [Twitter](#) and [Instagram](#).