

**PRESS RELEASE**  
**For Immediate Release**

**SINO-SINGAPORE JILIN FOOD ZONE UNVEILS FIRST PRODUCT  
TO START SELLING IN SINGAPORE**

Consumers in Singapore will be first to taste the house-branded Fragrance 43°N\* japonica rice as it goes on sale from end-2015 in Singapore

**Singapore, 29 October 2015** – Sino-Singapore Jilin Food Zone Development and Management Co., Ltd. (JVMC), a joint venture between Singbridge (a member of Ascendas-Singbridge Group), and China's Jilin City Government is pleased to launch Fragrance 43°N (43°香), the first product from Sino-Singapore Jilin Food Zone (SSJFZ), into the Singapore market.

The SSJFZ-branded japonica rice, Fragrance 43°N, is named after the 43<sup>rd</sup> parallel north latitude on which Jilin City sits. It was unveiled today at the Sino-Singapore Jilin Food Zone Seminar, which was jointly hosted by Singbridge and the Jilin City Government.

Gracing the launch were Mr. Zhang Huanqiu, Jilin City Mayor; Mr. Zheng Chao, Minister Counsellor (Economics and Commercial Office) from the Chinese Embassy in Singapore; Ms. Chang Hwee Nee, Deputy Secretary for Ministry of National Development; Dr. Lee Boon Yang, Chairman of Jilin Food Zone Pte Ltd; Mr. Miguel Ko, Ascendas-Singbridge Group CEO; and Mr. Yeo Chun Cheng, Singbridge Group Executive Vice President and CEO of JVMC.

For the pilot launch, 60 tonnes (60,000kg) of rice will be imported for sale from end-2015. They will be available at all NTUC Fairprice Xtra hypermarkets and Fairprice Finest supermarkets, in 2.5kg and 5kg packages.

Fragrance 43°N rice is a high-yielding, high-quality japonica rice crop grown from the fertile soils of the food zone, and caters to the increasing demand of such rice in Singapore. Japonica rice is mainly cultivated in temperate climate zones, and the Jilin Province in north-eastern China, where SSJFZ is located, is one of China's main cultivation areas for japonica rice.

Harvested, processed, and imported in compliance with SSJFZ's Integrated Food Safety System (IFSS), Fragrance 43°N is produced to meet strict IFSS benchmarks for safety and quality. IFSS is a set of safety standards established based on Singapore's experience and expertise, with the help of Agri-Food Technologies Pte. Ltd. (ATP), the consultancy arm of Singapore's Agri-Food and Veterinary Authority.

Mr. Yeo Chun Cheng, Executive Vice President of Singbridge Group and CEO of JVMC, said, "We are excited at the launch of our first product from Jilin Food Zone. The launch of Fragrance 43°N is a testament of the steady development and continued progress of Sino-Singapore Jilin Food Zone. We are confident that with the strong support of the Jilin City Government and our commitment to the

project, we will be able to bring more safe and quality food products, including health supplements, to Singapore and the rest of the world over the next few years.”

SSJFZ is a unique platform which integrates multiple Singapore elements with local application across its entire “farm to table” process. Singapore partners play an integral role in the development of SSJFZ, from alignment of food safety procedures, to the provision of logistics, product distribution and targeting of consumers. The IFSS, for example, is being established in SSJFZ with support from ATP. Strict regulations in line with Singapore and international standards are enforced through inspections on farm management controls, such as testing of water and soil quality, and production practices.

Other Singapore companies participating in SSJFZ include Keppel T&T, which will provide logistics services for the food zone, and NTUC Fairprice, the sole importer and distributor of the Fragrance 43°N japonica rice.

Fragrance 43°N is exported by state-owned China Nationals Cereals, Oils and Foodstuffs Corporation, the only state-owned enterprise that is allocated export quotas for rice, governed by China’s Ministry of Commerce.

Jilin City Mayor, Mr Zhang Huanqiu, said, “Singapore is a vital market that will drive the success and sustainability of the Sino-Singapore Jilin Food Zone project. Leveraging Jilin’s natural resources and environment, we are committed to establishing international standards for food production. We believe that with the combined expertise rendered by our Singapore partners, we are well-equipped to position Jilin Food Zone as the choice destination for food producers. This would establish Jilin as a food production province with world-class food safety and hygiene standards.”

Dr. Lee Boon Yang, Chairman of Jilin Food Zone Pte Ltd, said, “The success of this launch is attributable to the close working relationship between Singbridge and Jilin City Government. Jilin Food Zone is well located to become an important source of quality food for China and regional markets. We are looking forward to further progress in the Zone. As the latest Singbridge project in China, Jilin Food Zone is another example of the cooperative relations that China and Singapore share as both countries commemorate 25 years of diplomatic relations.”

*\*Subject to regulatory approval*

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**About Ascendas-Singbridge ([www.ascendas-singbridge.com](http://www.ascendas-singbridge.com))**

Ascendas-Singbridge is Asia's leading provider of sustainable urban solutions. With the combined capabilities of Ascendas and Singbridge, Ascendas-Singbridge is uniquely placed to undertake urbanisation projects spanning townships, mixed-use developments and business/industrial parks. Ascendas-Singbridge has projects across 29 cities in Asia, many of which are in collaboration with local authorities and partners with complementary capabilities.

Jointly owned by Temasek and JTC Corporation (JTC) through a 51:49 partnership, Ascendas-Singbridge is the asset and investment holding arm of the integrated urban solutions platform formed by Temasek and JTC to capitalise on urbanisation trends in the region.

**About Singbridge ([www.singbridge.com](http://www.singbridge.com))**

A member of Ascendas-Singbridge Group, Singbridge leverages Singapore's successful developmental experience to invest in, develop and manage integrated cities and sustainable urban solutions internationally, particularly in China. The company adopts an integrated approach to master-planning and helps develop cities which can sustain economic growth within an ecological environment, and supports a vibrant and harmonious community.

Singbridge projects include the Sino-Singapore Guangzhou Knowledge City; Raffles City Chongqing; the Singapore-Sichuan Hi-tech Innovation Park to integrate industry with urban living, and the Sino-Singapore Jilin Food Zone, a premium Foot and Mouth Disease Free Zone with an integrated food safety system to ensure the integrity of food supply.

**About Sino-Singapore Jilin Food Zone ([www.ssjfz.com](http://www.ssjfz.com))**

The Sino-Singapore Jilin Food Zone Development Management Co., Ltd (JVMC) was founded in 2013, under a 40:60 joint venture between Singbridge's entity, Jilin Food Zone Pte Ltd, and the Jilin City Government.

The Sino Singapore Jilin Food Zone (SSJFZ) is being built based on two critical pillars of success: a Foot and Mouth Disease Free Zone, and an Integrated Food Safety System of international standards. SSJFZ aims to become a model food zone for the production of safe and quality food, replicable and scalable to other parts of China and beyond.