

## **Amway launches Singapore Business Innovation Hub to accelerate healthcare**

08 December 2022 | News

### **Hub launched in partnership with the Economic Development Board**

Amway, an entrepreneur-led health and wellness company, has announced the opening of its Singapore Business Innovation Hub in the Central Business District in partnership with the Singapore Economic Development Board (EDB), signaling its strategic expansion in the region.

Amway has been providing access to its health and wellness brands and empowering individuals through entrepreneurship opportunities in Singapore for over 20 years, and has been present in Asia for nearly 50.

The new hub will allow Amway to tap into Singapore's rich talent base to accelerate and support product innovation for Amway globally, to meet both global and regional consumers' evolving wellness needs, and act as a springboard for the company's next stage of strategic growth in Asia.

As part of this expansion, Amway adds approximately 60 new jobs in the areas of Innovation & Science, Digital Technology, Data Science, Communications, Procurement, and Strategy & Corporate Development. These teams will focus on advancing scientific discovery and innovation, partnering with leading institutions to expand understandings of health and the human body, taking an "East meets West" approach to healthy aging and longevity, and leveraging technology to design products that meet people's personalised wellness needs.