

# Singapore Government **PRESS RELEASE**

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SPEECH BY MR HO KAH LEONG, PARLIAMENTARY SECRETARY (EDUCATION) AND  
MEMBER OF PARLIAMENT FOR JURONG, AT THE FACTORY OPENING OF  
HELLABY & LEE MEAT INDUSTRIES PTE LTD AT 11 CHIN BEE DRIVE, JURONG,  
ON SATURDAY, 23 OCTOBER 1982 AT 11.00 AM

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From the background of the three partners and the events that have led to the eventual establishment of this enterprise, I am happy to note that there exists great scope for developing worthwhile joint venture projects that utilise the combined inherent strengths of two countries with completely different resource backgrounds - New Zealand and Singapore.

In Singapore, 12 per cent of our total land area, or 7,500 hectares is zoned for the development of agricultural activities. Our only significant primary produce is pork, chicken and eggs. In New Zealand, about 79 per cent of the land area, or 21.23 million hectares, is devoted to farming and agricultural use. New Zealand has, through the application of science and technology in farming and agricultural methods, achieved an international reputation for efficiency in farming and high quality of its agricultural products, such as beef, mutton, lamb, milk and dairy products, fruits and vegetables. It is only logical that Singapore should turn to New Zealand as a major partner for increasing technological quality in its projects.

It is therefore gratifying to note that three independent enterprising and far-sighted companies have jointly established this meat processing venture to maximise the development of this potential. They are R & W Hellaby Ltd of New Zealand, Lee Brothers Poultry Industries (Pte) Ltd and Chin Soon Agriculture Pte Ltd of Singapore, who are today, the proud joint owners of this impressive plant, Hellaby & Lee Meat Industries Pte Ltd. I am also justifiably proud to be present with all of you here this morning on this auspicious occasion of its official opening.

The tripartite venture between Hellaby, Lee Brothers and Chin Soon Agriculture is indeed a marriage of complementary partners. Hellaby will provide technical and marketing knowhow, as well as various raw materials. Lee Brothers and Chin Soon will contribute local management and distribution expertise, and provide local farm animals. This plant will process various meat products for export to international markets and will employ modern automated methods of production to maintain high product quality.

The Singapore Government admires and welcomes such entrepreneurial vitality and looks forward to seeing our other local companies in the food sector adopting similar business strategies of seeking joint venture opportunities with their New Zealand counterparts. We have, as a framework for promoting business relations, the SINTESD Agreement for Industrial, Technological & Scientific Cooperation signed by the two government six years ago. It is heartening to see that one direct result of this Agreement is the establishment of Hellaby & Lee Meat Industries Pte Ltd.

According to the Economic Development Board, foreign investment in the food and beverage manufacturing industry in Singapore, in terms of gross fixed assets, has increased five and half times in the past decade - to reach S\$300 million at the end of 1981.

New Zealand investments have contributed to the successful development of this sector. It is envisaged that further increase in investment in this sector will be seen as food companies from New Zealand continue to expand and diversify their overseas markets. Our long history of entrepreneurial and trading experience coupled with New Zealand's desire to enhance its international marketing position form a perfect match.

I am confident that New Zealand, with her rich agricultural resources, will continue to play an important role in the expansion of Singapore's food and beverage industry, which is expected to grow, in this decade, at a rate of between 5-10 per cent per annum.

I would now like to congratulate the shareholders of Hellaby & Lee Meat Industries Pte Ltd for having accomplished this successful joint venture project and to wish them and their staff a bright and "meaty" future. It is my pleasant duty to declare this factory officially open.