

Pixel Red Groundbreaking Ceremony

Excerpts from Speech by *Guest-of-Honour Mr Lee Yi Shyan, Senior Minister of State for Trade and Industry and National Development.*

The development of the Teckwah Print Media Hub is an exciting milestone in the company's transformative journey and within the industry itself.

The first facility, Print Media Hub 1 was jointly conceptualised in 2004 by SPRING, JTC and industry members as a one-stop business centre for print buyers. Industry members who were part of the consultative process eventually became tenants of Print Media Hub - a testament to the strong collaborative efforts between government and industry.

The upcoming second facility, Teckwah Print Media Hub, showcases the shift in printing business going beyond ink-on paper. While Print Media Hub 1 focuses on the production of traditional printed media, Teckwah Print Media Hub will integrate conventional printed contents with digital media. Players along the information dissemination value chain, from content development to data management, will be housed under one roof.

Teckwah Print Media Hub will act as a focal point where marketers and publishers alike can go to, to develop a holistic integrated campaign.