



U.S. CENTER FOR DAIRY EXCELLENCE

U.S Center for Dairy Excellence @ 20 Martin Road, Seng Kee Building

Established in Singapore in 2020 by USDEC Singapore, Ltd., the U.S. Center for Dairy Excellence (U.S. CDE) is a first-of-its-kind learning destination, ideation hub and collaboration space for U.S. dairy customers, health professionals and other U.S. dairy partners in Southeast Asia.

The 475 sqm (5,113 sqft) facility located in Singapore's Robertson Quay, contains a demonstration kitchen, sensory evaluation lab, seminar and meeting rooms, and other features elevating USDEC's in-region resources to deliver Southeast Asia-friendly nutrition, marketing, and innovation solutions.

The U.S. CDE represents the U.S. dairy industry's long-term commitment to Southeast Asia and was established by U.S. dairy farmers and processors with the ambition to make it a gateway connecting U.S. suppliers and Southeast Asian customers.

Visitors to the U.S. CDE can explore and experience the essence of U.S. Dairy, gaining locally tailored ideation and innovation sparks for U.S. dairy applications, actionable consumer insights, and business-relevant updates on market trends, trade dynamics, nutrition research, environmental sustainability initiatives and more.

Full Address:


Seng Kee Building, #08-00
20 Martin Road
Singapore 239070




Figure 1: Photo of Seng Kee Building

Facilities at the U.S. CDE


a) Seminar Room 1

 <p>SHOT ON REDMAGIC 6S Pro POWERED BY NUBIA</p>	Lights (LED cove & downlights)	2 nd TV Samsung 85" inch
	2x FCU aircon	Camera for zoom calls.
	8x tables (double seater)	1x handheld microphone (Shure)
	16x chairs	1x clip-on microphone (Shure)
	1x waste bin	Wifi access – USDEC Guest
	Writable glass panels (with markers and duster)	Screen casting capable
	1x coffee machine (Nespresso)	IPAD 7 th Gen to control Zoom
	Bottled water	2 x Barco USB Dongle for screen mirroring
	13A powerpoints (limited)	
	Main TV Samsung 98"inch	

b) Seminar Room 2

	Lights (LED cove & downlights)	Camera for zoom calls.
	2x FCU aircon	1x handheld microphone (Shure)
	8x tables (double seater)	1x clip-on microphone (Shure)
	16x chairs	Wifi access – USDEC Guest
	1x waste bin	Screen casting capable
	Writable glass panels (with markers and duster)	IPAD 7 th Gen to control zoom.
	1x coffee machine (Nespresso)	2 x Barco USB Dongle for screen mirroring
	Bottled water	
	13A powerpoints (limited)	
	2 nd TV Samsung 85” inch	

c) Kitchen

	Lights (LED strip & downlights)	1x Electrolux freezer
	1x FCU aircon	1x glass fridge
	6x tables (cocktail)	1x Basin and water tap
	11x high stools	2x Kitchen aid mixers
	13A powerpoints ready	1x Convothem combi oven
	2x Demo screen	1x Vorwerk Thermomix
	2x Robo cam (for live filming)	1x Merrychef oven
	2 x Samsung TV 55" inch	1x Sharp microwave oven
	Wifi access – USDEC Guest	5x Cooktek induction cooker
	2x Electrolux chillers	1x Cooker hood

d) Sensory Lab



1x FCU aircon

5x private counters with
sliding door


5x chairs

5x Red/ green signal lights


5x tablets with arm
brackets. IPAD 7th Gen.
10.2" inch

Wifi access – USDEC guest


e) Sensory Lab – Prep Kitchen

 <p>SHOT ON REDMAGIC 6S Pro POWERED BY NUBIA</p>	Lights (LED strip & downlights)
	1x FCU aircon
	13A & 15A powerpoint ready
	1x Dishwasher
	1x Counter fridge
	1x Basin and water tap
	Wifi access – USDEC Guest

f) The Barn (Conference Room)

	Lights (LED strip & downlights)	Stationeries
	1x FCU aircon	Samsung TV 75" inch
	1x meeting table	Camera for zoom calls.
	5x chairs	Wifi access – USDEC Guest
	1x waste bin	2 x Poly Sync 40 for conferencing.
	Writable glass panels (with markers and duster)	Screen casting capable
	Lights (LED strip & downlights)	2 x Barco USB Dongle for screen mirroring
	1x FCU aircon	IPAD 7 th Gen 10.2" to control zoom.
	1x meeting table	
	Bottled water	

g) The Cheese Room (Meeting Room)

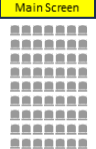
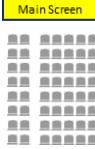

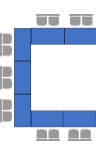


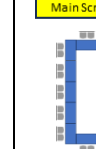
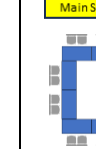
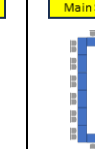
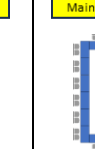
	Lights (LED strip & downlights)	Screen casting capable
	1x FCU aircon	Poly Sync 40 for conferencing.
	1x meeting table	2 x Barco USB Dongle for screen mirroring
	5x chairs	IPAD 7 th Gen 10.2” to control zoom.
	1x waste bin	
	Writable glass panels (with markers and duster)	
	Bottled water	
	Samsung TV 55” inch	
	Camera for zoom calls.	
	Wifi access – USDEC Guest	

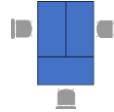
h) Hot Desk



Lights (LED strip & downlights)
1x FCU aircon
3x Working table
3x chairs
13A powerpoint ready
Wifi access – USDEC Guest
Printing
Photocopy
Coffee & Tea

1. Room Capacity

Premise Area	Area (m2)	Ceiling Height (m)	CAPACITY (PAX)									
			Theatre 1 (Double)	Theatre 2 (Double)	Classroom (Single)	U-Shape (Single)	Activity Workshop (Double)	Reception 1 (Double)	Reception 2 (Double)	Boardroom 1 (Single)	Boardroom 2 (Double)	Boardroom 3 (Double)
												
Parallel Parlor (Seminar Room 2)	44	3.2	63	56	12	14	18	20	24	16	28	32
The Herringbone Parlor (Seminar Room 1)	46	3.2			14	14				16		

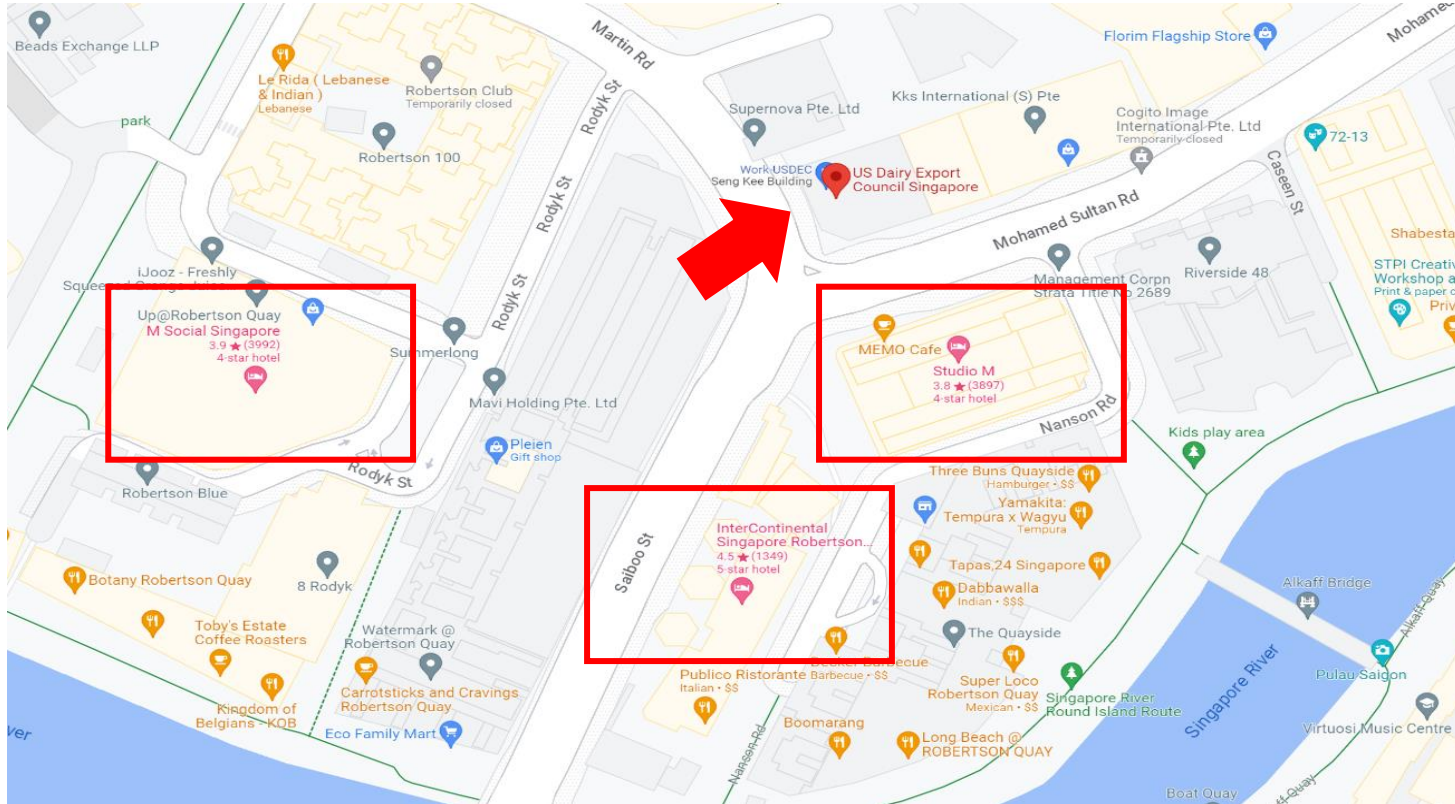
Premise Area	Area (m2)	Ceiling Height (m)	CAPACITY (PAX)			
			Showcase	Activity Workshop	Meetings	Hot-Desking
						
Sensory Lab + Prep Kitchen	17.5	3.2	-	5	-	-
The Kitchen	51	3.2	11	18	-	-
Room 3	10.5	3.2	-	-	-	3
The Barn	26	3.2	-	-	10	-
The Cheese Room	14	3.2	-	-	5	-
Reception Area	24	3.2	3	-	-	-
Pantry	11	3.2	7	-	-	-

2. Distance to Nearby Train Stations (MRT)



S/No.	Train Station	Distance	Time (walking)
1	TE15 Great World	800m	10min
2	TE16 Havelock	850m	11min
3	DT20 Fort Canning	900m	11min
4	NE5 Clarke Quay	1200m	15min

3. Distance to Nearby Hotels



S/No.	Hotels	Distance	Time (walking)	Remarks
1	InterContinental Singapore Robertson	150m	2min	5-star hotel
2	M Social Singapore	200m	2min	4-star hotel
3	Studio M	67m	1min	4-star hotel
4	Swissotel The Stamford	2200m	28min	5-star hotel

4. Location of Nearby Carparks

Note: There is no visitor parking in Seng Kee building. Please see below for alternative parking sites.



22 Martin Road

Mon – Fri (before 6pm)

Mon – Fri (after 6pm)

Saturday

Sunday & PH

Remarks – Motorcycle entry

Sultan Link

Mon – Fri (before 6pm)

Mon – Fri (after 6pm)

Saturday (before 12pm)

Saturday (after 12pm)

Sunday & PH

Studio M Hotel

Mon – Fri (before 5pm)

Mon – Fri (after 5pm)

Saturday (charges same as

Sunday & PH (charges same

Remarks – 15mins grace

Street Parking

\$1.20/ hr

*Parking.SG cost may vary