



FOR IMMEDIATE RELEASE

JAH CULTURA JOINS FIRST AGRI-FOOD TECH EXPO ASIA

Local agri-tech start-up showcases its latest technology at the inaugural fair alongside regional and international players

SINGAPORE, 20 OCT 2022 — Following the launch of their latest sustainable proprietary technology, Unitatem CULTURA™, Singapore deep-tech startup JAH Cultura will be featured at Asia's inaugural B2B international agri-food industry event, Agri-Food Tech Expo Asia 2022.

Held from 26 to 28 October, Agri-Food Tech Expo Asia 2022 is a participating event of Singapore's International Agri-food Week (SIAW).

The company's exhibition booth will be showcasing its latest planters, water systems, and Unitatem CULTURA™ technology, a ceramic-alloy that boosts harvest yields of up to 21.42 per cent.

The start-up will be showcasing its technology at the exhibition's "Living Lab", an experiential zone that aims to highlight the most innovative designs by participants. JAH Cultura's horticultural hydroponics systems and consumer products such as their Unitatem CULTURA™ ceramic alloy pegs and coasters will be on display as well.

The inaugural edition of the trade fair will focus on key themes such as Aquaculture & Urban Protein Production, Food Safety & Security, Food Waste Management, and Smart Farming. Organised by Temasek in partnership with Economic Development Board, Enterprise Singapore, Singapore Food Agency, Singapore Tourism Board, and event organisers, Rethink Events and Constellar, the event will take place at Sands Expo & Convention Centre.

Tan Chong Hui, CEO and Co-Founder of JAH Tech, the parent company for JAH Cultura, will be speaking at the Sandbox about improving production rates and crop yields through sustainable means. The half-hour talk will take place under the Innovation Track segment at 2 pm on 27 October.

Sharing his enthusiasm, Tan Chong Hui says, "We are honoured to be invited as one of the companies representing Singapore in this international trade fair showcasing the top agri-tech innovations across the world. We are constantly researching to uncover more efficient technologies that will make agriculture sustainable. This platform gives us a great opportunity to show the farming communities in Singapore and around the world what our technology is able to achieve."

"Our capabilities can only go so far if we are working in silos, which is why we are keen to take the next step in collaborating with other global agri-tech leaders. We are excited to be part of this exhibition to enhance food sustainability and security globally."

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About JAH Cultura

JAH Cultura believes in cultivating for a sustainable future through innovation. Through smart farming with Unitatem CULTURA™, its proprietary technology developed for the agricultural industry, JAH Cultura aims to increase harvests to combat the anticipated increase in global food demand.

As part of the JAH Tech group, JAH Cultura's technology allows for the customisation of its products to any farming requirement without altering existing farm infrastructure.

In line with JAH Cultura's goal of sustainable farming, its proprietary technology does not require additional energy sources, and its products will be continually recycled and reused to minimise waste.

About Unitatem CULTURA™

Unitatem CULTURA™ by JAH Cultura is a unique field generated by our proprietary ceramic-alloy developed over 20 years of deep tech research. This field has been shown to provide enhancement properties to the yield of stem cells, plant growth, and enhanced growth.

A third-party test by Denova Sciences on stem cell culture showed a 50 per cent improvement in cell growth when Unitatem CULTURA™ was present. This test result shows possible improvement in the growth of plants and animals in farming conditions.

About Agri-Food Tech Expo

Agri-Food Tech Expo Asia is a strategic platform that evolves with the industry and is shaped by leaders and experts to explore strategies and solutions for sustainable systems and production to build a vibrant Agri-Food hub in Asia.

The trade fair provides a focused exhibition platform with a "living lab" environment, thematic experiential zones, sandbox and community-based learning for emerging and established industry players in the agri-food industry to launch, showcase and testbed their solutions.

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Agri-Food Tech Expo Asia is an event of Constellar with international partner, DLG (Deutsche Landwirtschafts-Gesellschaft – German Agricultural Society).

About Tan Chong Hui



Singaporean Tan Chong Hui is the CEO and Co-Founder of JAH Tech, the parent company of deep tech firms JAH Cultura, JAH Life, JAH Materials and JAH Gaia.

Chong Hui's business travels introduced him to the technology of Unitatem CULTURA in 2016. With the support of his partner, Barton Lee, Chong Hui started up JAH Tech to provide Unitatem CULTURA™ to the mass markets across Asia.

"We have tasked ourselves to build a long-lasting legacy where our technology will help us create a green, sustainable future for us all."

A passionate father of two daughters, and a seasoned traveller, integrity is a key value which Tan lives by every day.

Chong Hui is a software engineer by training and has over 20 years of experience in the IT industry. Recognising his interest in technology, he holds an Information Technology degree from Brigham Young University in Hawaii.

Chong Hui leads the overall operations of the JAH Tech group, including JAH Cultura. JAH Tech holds and manages the commercial rights to a wide portfolio of cutting-edge technologies and works actively with partners globally to apply these technologies for a positive, lasting impact on everyday life and the environment.



FACT SHEET

Agri-Tech Food Expo

Website www.agrifoodtechexpo.com

Facebook [@Agri-FoodTechExpoAsia](https://www.facebook.com/Agri-FoodTechExpoAsia)

LinkedIn [@Agri-FoodTechExpoAsia](https://www.linkedin.com/company/Agri-FoodTechExpoAsia)

Programme and Speakers: [Agri-food Tech Expo Asia 2022 Programme](#)

Event date and time: 26 - 28 October 2022, 10 am - 5.30 pm

Venue: Sands Expo & Convention Centre Halls A & B (Level 1)

Entry Registration: [Link can be found here](#)

JAH Cultura

Website www.jahcultura.com

Instagram [@jahcultura](https://www.instagram.com/jahcultura)

Facebook [@jahcultura](https://www.facebook.com/jahcultura)



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