

Singapore-based orange juice vending machines provider extends its reach to Greater China region via Hong Kong (with photo)

â€‹Singapore-based orange juice vending machines provider Fruits Vending Pte Ltd announced today (February 14) that it has opened its Hong Kong office, Hong Kong IoT Technology Company Limited, and launched its i.Jooz smart vending machines services, offering automatic and freshly squeezed orange juice in the city.

The vending machine is a smart application of technology and hardware that the oranges directly in front of the customers to get juice straight from the fruit automatically. It also transfers data to the operation centre in Hong Kong via the Internet for refilling, according to the Chief Executive Officer of its Hong Kong office, Mr Jason Wei.

He said that the company has just placed two i.Jooz vending machines at an office building in Kowloon Bay and a residential property in southwest Kowloon to start with and planned to employ more people to run the Hong Kong operation centre and place more vending machines in the city. As in the operating model in Singapore, the company is also responsible for managing the daily operations and providing aftercare and maintenance services for the machines.

Mr Wei said, "There are many similarities between Hong Kong and Singapore. They are both international cities with high population density, high rent and high labour cost. People in both places have similar dietary habits and are becoming more concerned with their health. It is the best place to expand our freshly squeezed orange juice vending machines business following the success in Singapore."

He added, "Hong Kong is close to the Mainland and an important market in the Greater China region. Together with its robust economy and respected legal system, the city is the best window for us to showcase our products and services in the region."

Associate Director-General of Investment Promotion Dr Jimmy Chiang welcomed Fruits Vending Pte Ltd setting a foothold in Hong Kong. He said, "Fruits Vending has added another beverage choice for the customers in Hong Kong. We wish the Hong Kong company every success in leveraging on the city's business advantages to take its business further to the Greater China region."

About Fruits Vending Pte Ltd

Fruits Vending Pte Ltd is a vending machines manufacturer and operator in Singapore. It specialises in providing freshly squeezed orange juice vending services to its customers and the machines are certified by the National Environment Agency in Singapore. The company operates over 600 vending machines in Singapore. For more information, please visit www.fruitsvending.com.

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