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12-07-16

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Global Nutrition Innovator's Move to Bridgewater Celebrated At Dedication of Somerset County Business Partnership Offices

Bridgewater Township and Somerset County leaders joined with Lieutenant Governor Kim Guadagno, Advance Realty President Peter J. Coccoziello, Nestle Health Sciences Vice President Anders Kaspersson and dozens of local business leaders recently to celebrate the newly renovated offices of the Somerset County Business Partnership ("The SCBP") and also to welcome Nestlé Health Sciences, which will soon open its global R&D headquarters at Advance Realty's New Jersey Center of Excellence in Bridgewater.

Created in 2002, when the Chamber of Commerce merged with two county-wide business organizations to provide a single voice for representing local county business owners' interests, The SCBP implemented a new strategic approach in 2012 called "Your Platform for Success." The platform offers an integrated program for members to expand their circles of influence, gain critical educational programs and advocate for a better business environment.

The SCBP's Business Resource and Visitors Center, which Advance built, reflects the organization's commitment to providing support and promotional services at a single address. Providing this type of support in an integrated fashion is especially important as the county is looking to attract global innovators like Nestlé Health Sciences. Worldwide R&D leaders recognize Somerset County's uniquely rich pool of talent but want a business climate that enables recruitment, growth and development.



In calling Nestlé Health Sciences’ move to the Center of Excellence “a great New Jersey story” Guadagno noted that the company could have located its R&D headquarters anywhere in the world, but was attracted to Bridgewater because both Somerset County and the Township of Bridgewater are widely known for supporting business growth, and the fact that New Jersey boasts the nation’s most educated workforce.

In delivering his keynote, Cocozziello spoke about the rapidly changing landscape of business, where large corporations have become decentralized around the world. He pointed to the critical need for communities to offer ‘live, work and play’ amenities that can attract mission-critical divisions of these companies and their employees to the region. In noting that the widely-respected real estate website moveto.com recently ranked Somerset County as one of the nation’s top five places to live, Cocozziello also emphasized the importance the SCBP in promoting, on a global scale, the region’s exceptional quality of life.

“As we look at this globalization, we want to be a county that prospers because of our amenities,” Cocozziello said. Every weekend you see people hiking and biking (throughout Somerset County). They come here because it’s a beautiful place to do that. So we need to continue to get this message out there. That’s what SCBP is doing”