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# Merck partners with NTU to boost digital trust technologies

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Today



By Melania Watson, Interview Editor

**M**erck has entered into a partnership with the Digital Trust Centre at Nanyang Technological University, Singapore, to advance digital trust technologies in crucial industries.

The collaboration aims to deploy Merck's digital-physical trust platform, enhancing secure digital processes and supporting the progression of a digital ecosystem in pivotal and regulated sectors. The initiative is part of a broader strategy to solidify Singapore's position as a leading player in digital trust technologies within the Industrial Internet of Things (IIoT) market.

James Kugler, Chief Digital Officer of Merck and CEO of EMD Digital, commented, "As regulatory expectations rise, businesses must maintain trust and compliance, and evolve from traditional, human-dependent quality control to data-driven decision-making in the Industrial Internet of Things (IIoT). Singapore has an exceptional digital business landscape and a strong commitment to digital transformation. We are excited to introduce our digital-physical trust technology to Singapore, the first in Asia Pacific. With this collaboration with DTC, Merck brings another innovative digital business technology to Singapore, further expanding Merck's digital business within less than one year."

Under the Memorandum of Understanding, both entities will work closely to implement and deploy trust technology solutions aimed at facilitating the digital transformation of companies operating out of Singapore. This partnership is expected to boost the development of digital-physical ecosystems fostering digital trust across value chains.

Professor Lam Kwok Yan, NTU Singapore's Associate Vice President (Strategy & Partnerships), and Executive Director of the Digital Trust Centre said, "At NTU's Digital Trust Centre, we are dedicated to advancing the frontiers of digital trust through cutting-edge research and innovation."

"This partnership with Merck aligns with our mission to develop scalable solutions that enhance trust in digital-physical ecosystems. By leveraging NTU's expertise in trust technologies and computer science, and Merck's pioneering technology, we aim to drive impactful solutions for industries that require the highest levels of security and transparency."

The collaboration will draw upon Merck's multi-patented technology and the expertise housed within NTU's Digital Trust Centre. The focus will be on pairing physical objects with digital identities in a trustworthy manner. This will enable stakeholders within key industries to securely manage and access critical data, thereby encouraging innovation, improving efficiency, and cultivating trust in both immediate and future contexts.

The announcement of this partnership highlights the ongoing efforts by both Merck and NTU to enhance digital capabilities within Singapore. Merck has notably increased its digital footprint in the city-state following the launch of its Digital Hub in January 2024.