



News Release

Glico Asia Pacific Pte. Ltd.

Website: <https://www.glico.com/sg/>

14 JULY 2018

Learning to code with Pocky: the future of coding education

- *For the first time ever, Glico brings the world of GLICODE™ outside of Japan to Singapore, introducing the fun and educational mobile app that allows kids as young as five years old to learn the basics of programming.*
- *Glico collaborates with Google Makerspace Singapore to co-host programming classes in the month of July for young parents and their children, using the GLICODE™ app.*



For high-res images, kindly access: <http://bit.ly/GlicodeSG>

SINGAPORE, 14 JULY 2018 – Glico is pleased to bring the world of **GLICODE™** from Japan to Singapore, introducing the fun-educational programming app that allows kids as young as five to learn the basics of programming using the brand's popular confectionary, *Pocky*. Following this, the brand also has plans to roll out activities around the app to the rest of Southeast Asia, namely Thailand in 2019 as well as other major ASEAN countries.

Created in partnership with Google, **GLICODE™** is the first-ever educational app that uses advanced image recognition to turn one of the world's most popular snacks into code to teach kids the fundamentals of programming. Every pack of Pocky turns into bite-sized programming lessons where kids can lay out and arrange their snacks, capture the sequence and watch it turn into code that moves a character through increasingly complex challenges.



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Since its initial launch in Japan 2016, GLICODE™ has generated attention in and outside of Japan, earning praise from CS organisations like Hour of Code for fostering programming education in an innovative and engaging way. The Ministry of Internal Affairs and Communications in Japan has also officially adopted GLICODE™ to be part of the 'Popularisation of Programming' initiative to integrate computer science education into elementary school curriculums.

Hirohisa Tamai, Assistant Global Brand Manager at Ezaki Glico, said: "At Glico, we always believe that eating and playing are the two most important parts of a child's healthy growth and development. As culture and technology changes, we have the opportunity to redefine what fun is and how to better contribute to a much larger community of children, not only in Japan but around the world."

"We have decided to bring the world of GLICODE™ first to Singapore as we are aligned with the country's progress towards building a Smart Nation and move to increase students' exposure to coding and computational thinking. GLICODE™ makes it possible to learn programming in an easy, enjoyable way, and we hope to contribute to the healthy growth and development of our young ones by teaching them one of the most important languages in the world today."

GLICODE™ Coding Classes as Part of Make In The Community Programme

To bring the world of GLICODE™ to more people in Singapore, Glico has collaborated with Google Makerspace Singapore, with the support of the Info-communications Media Development Authority (IMDA) and the National Library Board (NLB), to co-host programming classes for young parents and their children, using the GLICODE™ app.

Held on **21 July, 28 July and 4 August 2018 (Saturdays)** at Google Makerspace Singapore, the two-hour classes will focus on teaching the basic programming principles through GLICODE™. The classes will be further enhanced with maker activities curated around the app, such as 3D doodling and making micro:bit music light box, creating a hands-on and engaging way to learn the basics of programming and algorithmic thinking, as well as making GLICODE™ a real programming language with endless possibilities.

Details of the GLICODE™ Coding Classes are as follows:

Dates: 21 July, 28 July and 4 August 2018 (Saturdays)

Time: 2pm to 4pm

Venue: Google Makerspace Singapore, 70 Pasir Panjang Road, 03-71, Mapletree Business City, S117371

Number of attendees per class: 20 participants

The classes are complimentary to members of the public and suitable for children between the ages of 5 to 12 years old (*Note: Children between the ages of 5 to 9 years old will need adult supervision*). Interested participants can sign up on a first-come, first-served basis at: www.GLICODE.sg.



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To further make a positive impact in the local community, the workshops will be extended from August 2018 to July 2019 as part of the larger Make In The Community year-long programme. The programme will consist of monthly workshops and quarterly talks held at public libraries around Singapore, as well as two 'hackathons' at Google Makerspace Singapore, to allow Singaporeans of all ages to learn the basics of creative and design-thinking through prototyping.

Miguel de Andres, Google's Head of Creative Technology (Asia Pacific) said, "We're excited to open our Maker Space to the community in Singapore and enable more people to experience Google's maker culture and learn the basics of creative and design-thinking. Prototyping is an important part of our culture as we continue to work on products that billions of people around the world use. We hope that through 'Make in the Community', kids can pursue their ideas and build quick prototypes in a hands-on environment, inspiring them to become future makers who have the potential to help solve some of the biggest problems we face in this world."

GLICODE™ Playspace Card



From **July**, consumers can redeem an exclusive GLICODE™ Playspace Card with every purchase of **four** boxes of Pocky Chocolate Biscuit Sticks, available at all major supermarkets, minimarts, provision stores and online supermarkets such as RedMart and FairPrice On.

Consumers can also head on down to major supermarkets from **20 July** to try their hand at completing GLICODE™ challenges and stand to win attractive prizes.

So get coding today! Download GLICODE™ at:

- iTunes Store: <https://itunes.apple.com/sg/app/GLICODE/id1145712761?l=en&mt=8>
- Google Play: <https://play.google.com/store/apps/details?id=jp.glico.cp.GLICODE&hl=en>



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And join the coding movement at:

Website: www.GLICODE.sg

Facebook: <https://www.facebook.com/PockySingapore/>

Instagram: <https://www.instagram.com/pockysingapore/>

Official hashtags: #GLICODESG #PockySingapore

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About Glico Asia Pacific Pte. Ltd.

Founded: in June 2017

Key business: Management of business operations and marketing activities in ASEAN region

Corporate website: <https://www.glico.com/sg/>

About Ezaki Glico

Ever since the launch in 1922 of the nutritious, fortified Glico caramel in its distinctive red box, the business activities of Ezaki Glico Co., Ltd. adhered to the corporate philosophy of "Enhancing Public Health Through Food." Upon the 70th anniversary of the Glico Group in 1992, this same spirit and dedication was incorporated into the revised corporate philosophy of "A Wholesome Life in the Best of Taste." Glico caramel – the company's first product – incorporates the innovative creativeness of Mr. Riichi Ezaki, the company's founder. Ever since the beginning, the entire staff has likewise been heartily dedicated to further enhancing people's health and quality of life. This has led to the expansion of business lines beyond confectionery to include ice cream products, processed foods, desserts, milk products, baby formula, food ingredients, and raw materials for cosmetic and health products.

<https://www.glico.com/global/>

A WHOLESOME LIFE
IN THE BEST OF TASTE



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About Pocky

In 1922, Japanese company Ezaki Glico Co., Ltd. launched its fortified Glico caramel in a distinctive red box. Forty-four years later (1966), Ezaki Glico released a new product into their family of fine foods—a chocolate-dipped, pretzel-like biscuit stick. Pocky is now selling at more than 30 countries, worldwide.

<http://pocky.glico.com/info/>

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