

Annex B: Success Case Studies

Company Name	GlobalConnect@SBF Assistance
Alltrade Enterprises	In 2021, GlobalConnect@SBF assisted Alltrade Enterprises, an automotive parts supplier to close a deal with a Vietnamese importer. Established since 1988, Alltrade Enterprises is a leading Singapore-based automotive parts supplier with businesses in major markets including Oceania, Asia Pacific, USA, and Europe. The company is looking to expand its business into the ASEAN region.
Device Electronics	GlobalConnect@SBF provided advisory to Device Electronics on expanding their business in Vietnam. Device Electronics is a distributor and agent for active and passive components. After a few on-ground advisory sessions with the Singapore Enterprise Centre @ Ho Chi Minh City, Device Electronics decided to start a 100% foreign owned business for the sales and marketing of their products.
Guava Amenities	GUAVA Amenities (GUAVA), founded in 2004, helps leading hospitality chains and major corporations increase their profits by embracing sustainability efforts. GUAVA approached GlobalConnect@SBF to better understand Vietnam's local regulations and market requirements. GlobalConnect@SBF introduced GUAVA to law firms and the Vietnam embassy in Singapore, which helped the company navigate the regulatory requirements and local business practices in Vietnam. As a result, GUAVA has been able to successfully enter the Vietnam market.
Mentor Media	Mentor Media designs and implements comprehensive supply chain services customised to meet clients' requirements. After attending a webinar on the Vietnam market in August 2021, the company approached GlobalConnect@SBF to seek assistance in setting up businesses in Ho Chi Minh City and Hanoi. Through SBF's network, we have connected the company with legal consultants and HR companies to support them in establishing business in Vietnam.